

Footlights Ambassador Search

Parental Clause:

- Must have parental/guardian permission for under 18 years of age
 - The parental/guardian figure must be present at all scheduled photoshoots and all store visits that are being used for promotional purposes
 - Must co-sign with dancer on all agreements made with Footlights
 - Must provide in person confirmation of parental permission prior to the dancer's acceptance as a Footlights ambassador

The ambassador's requirements and expectations:

- **Cannot be an ambassador for another dance retailer during the 12 month period**
- Must have public social media accounts (Facebook, Instagram, SnapChat or Twitter)
- Must be a current dancer with a professionally established schooling/company
- Must share and promote the Footlights brand via social media four to five times a month for a 12 month period
 - Must follow Footlights accounts and use the Footlights hashtag (#dancefootlights) on all dance photos
 - Maintain age appropriate, tasteful and positive posts throughout the 12 month period on their public accounts
 - Repost all posts Footlights tags you in
- Will be required to schedule amateur photoshoots in store with new fashion wear and training tools at least four times in a 12 month period
- Will have the opportunity to participate in professional photo shoots in store and the surrounding cities depending on their assigned location.
- Will be required to schedule a visit at your local Footlights store at least once every two months to share photos from in store, stage the store for photos and host 1 minute video (such as SnapChat) to share your experience in store. You can bring a friend to help
 - Dancer must bring their own makeup/hair styling tools
 - Traveling fees are not covered by Footlights
 - Dancer may be asked to come in more frequently based on product receiving
 - Footlights will retain the right to use photos after the 12 month period
 - Selected ambassadors may be asked to participate in group events located in Frederick, MD
 - Dancers photographed will receive free copies of the professional photos based on the photographer's arrangements
 - If the dancer is not locally available to schedule in store visits, special conditions can be made with the Footlights marketing manager

List of Perks:

- Footlights will promote the dancers social media accounts monthly
- Footlights will use photos of dancer in store and with Footlights products on social media, newsletters and ads
- Dancer will be given Footlights goodies during each scheduled store visit.
- Receive special holiday and birthday gifts!

Information needed from applicants:

- Photos –
 - (1) Professionally taken headshot
 - (3) dancer in motion
 - (2) photo taken by dancer of dance products (such as inside their dance bag)
- Public social media account names (Example: Footlights - @dancefootlights on Twitter, Facebook, Instagram and SnapChat)
- GPA
 - Are you in middle school, high school or college?
 - Are you home schooled or take online courses?
- Age (to determine if you are 18 or older/younger)
- Height
- Weight
- Size typically worn in dancewear?
- Favorite color?
- Favorite snack?
- Favorite social media outlet?
- Hero or favorite professional/in the spotlight dancer and why?
- Will the dancer be attending any dance related events, intensives or competitions in the 12 month period?
 - If so – what and where
- Dance studio or company name?
- Which Footlights location do you frequently shop?
- Address
- Phone number (if under the age of 18, must provide both the dancer and parental/guardian phone numbers)
- Must provide a list of possible allergies including but not limited to pets, food, fabrics and chemicals
- List of fears including but not limited to pets or heights
- Why you would make a great ambassador for Footlights?
- What is your favorite thing about Footlights?