



The KVP Ambassador Team

Thank you for your interest in becoming a KVP Artist! This is such a passion project close to my heart and I am so grateful for anyone who is interested in pursuing this program and working to support me and my small business!

Please take the time to read this short info guide on the program to understand the requirements and benefits of being a KVP Artist.

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What Being a KVP Artist Means

Being a KVP Artist is not about posting photos – it's about being part of a connected, supportive dance community across studios. This program prioritizes artistry, collaboration, and opportunity over competition.



- Program Investment: \$350 - This helps cover planning, locations, styling, editing, professional imagery, apparel, and administrative costs for the season. (less than a 1 hour session cost with KVP)
- Dancers Aged 10 or older
- An instagram account with 350+ followers that already is regularly active and engaged
- Attending team sessions & actively participating in team events
- Posting at least 2x/mo of KVP photos/promotion on feed
- Posting or sharing 2+ stories/mo to promote KVP
- Tagging KVP in all photos
- Ambassadors naturally share their experience with KVP when asked and help connect other dancers who are looking for high-quality dance photography
- Continually interact with and share KVP posts, support other ambassadors, each other's content, etc.

Preferred: Applicants to have had a KVP session and worked with Kelsey directly previously



Guaranteed as a KVP Ambassador

- Invitation to 2 Team Shoots throughout the term
- Invitation to a 30 minute spotlight session at a photographer planned location and date option
- A personal referral code (10% off a full session for new clients) to share when someone asks about their photos
- KVP Ambassador Apparel
- A Support Community of other dancers
- Online Features via KVP



Earned through Engagement & Referrals

- Additional Shoots
 - Brand Opportunities
 - Publishing Consideration
 - Elite Experiences
- (Referral Rewards listed on next page)



Levels & Rewards

APPRENTICE

Referral rewards:

- 1 referral → \$15 print credit
- 2 referrals → 25% off a future 1 hour outdoor portrait session. (1x/term)

ARTIST

Referral rewards:

- 1 referral → \$15 print credit
- 2 referrals → \$25 dance wear gift card & one branded item (KVP or Partner)
- 4 referrals → 75% off a 1 hr outdoor dance portrait session (1x/term)

ELITE ARTIST

Referral rewards (on top of Artist rewards):

- Guaranteed inclusion in brand shoots
- Priority for styled/editorial shoots
- May Include Elite-only event or shoot day
- Website feature & bio
- Priority renewal if in good standing



Ambassador tiers are given upon acceptance, but are evaluated throughout the season and may change based on participation, referrals, and engagement.



Other Information

- Shoots are typically in areas local to montgomery and bucks county PA
- Majority of the communication occurs via an instagram team group chat – it is important that you check it regularly and are an effective communicator
- Members who do not keep up with do not follow requirements, do not actively participate, are not kind to others, do not present themselves as a good role model online or represent the KVP brand, or third party brands, in a positive light may have a status change or be asked to leave the team before the term ends





KVP Ambassador Program – Parent FAQ

What is the KVP Ambassador Program?

The KVP Ambassador Program is a season-long experience designed to bring dancers from multiple studios together to create professional imagery, build confidence, form friendships, and access opportunities beyond a traditional photo session. This program prioritizes community over competition, artistic growth, and exposure to professional-level creative work.

Is this a paid marketing role?

No. This is not a paid job and ambassadors are not employees, influencers.

The program investment covers:

- Styled group shoots throughout the season the dancers are invited to
- A spotlight mini session each dancer is invited to sign up for
- Professional editing and full digital galleries/high resolution downloads
- Apparel and branding items
- Planning, locations, coordination, and administrative costs
- Access to team events, collaborations, and opportunities
- Any referral rewards are bonuses as a thank-you for organically connecting other dancers who may be interested in KVP.

Why is there a program investment of \$350?

The \$350 program investment reflects the value of the experience and imagery provided over a 9–10 month season.

When broken down, ambassadors receive:

- Multiple professional shoots
- A dedicated individual session
- Full-resolution edited images
- Apparel and exclusive opportunities
- The value of what is included exceeds the cost of the program, making this a more affordable option than booking these offerings individually.

What are referral rewards and are they required?

Referral rewards are optional and not required to remain in good standing.

Each ambassador receives a personal referral code that offers 10% off a full session to a new client who books. If a referral books, the ambassador may unlock additional rewards based on their tier.

What kind of referral rewards are offered?

These are listed in the Level & Rewards section.

What are the ambassador tiers?

Ambassadors are placed into one of three tiers:

Apprentice, Artist, Elite Artist

Tiers are based on factors such as engagement, reliability, professionalism, and overall participation — not just follower count or years on the team. Higher tiers unlock additional opportunities, not additional obligations.

Can an ambassador move up tiers during the season?

Yes. Tiers are not permanent and may change throughout the season based on participation, engagement, and referrals. This allows dancers to grow within the program and be recognized for their effort.

How are Elite Artists different?

Elite Artists represent the highest level of involvement and professionalism within the program. Elite benefits may include those listed within the rewards section. Elite Artists are selected carefully and spots are limited.

Are ambassadors required to post on social media?

Yes, ambassadors are expected to:

- Share KVP images every month
- Tag KVP appropriately
- Engage positively with team and all KVP content
- Posting requirements are reasonable and clearly outlined, and are designed to support both the ambassador and the overall team — not to overwhelm or pressure.

Who should apply?

- This program is best for dancers who:
- Love creating art
- Enjoy connecting with others
- Value professionalism
- Want to be part of something bigger than a single shoot
- Want to work with and support Kelsey/KVP and grow her community & reach