



# The KVP Artists

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.

KELSEY V PHOTOGRAPHY CO.

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## THE *Requirements*

- The team fee for the program is \$350 (less than a 1 hour session cost)
- Preferred to have had a KVP session and worked with Kelsey directly
- Age 10 or older
- An instagram account with 350+ followers
- Must already post regularly & have built up your profile
- Must attend the first team session & actively participate in team events
- Must post 2x/mo of KVP photos/promotion on feed
- Must post or share 2 stories/mo to promote KVP
- Must tag KVP in all photos
- Promote referral code & earn referrals throughout the term
- Must continually interact with and share KVP posts, support other ambassador's content, etc.





## THE Benefits

- Invitation to styled team shoots throughout the term
- Invitation to a 30 minute session starring you at a planned location and date of mini sessions
- 10% off referral promo code + 10% off sessions you book during the term
- Tiered rewards
  - **Apprentices:** 2 referrals = 50% off a session, 4 referrals = free 60 minute session
  - **Artists:** the above plus receive a \$25 dance wear gift card at 3 referrals
  - **Elite Artists:** the above plus 10% off entry fee, elite only event, and priority for additional events/opportunities
- Potential to be featured on the KVP website, social and advertisements
- Potential to be published in various magazines/publications
- Potential to be invited to additional shoots/model calls





## Other Information

- Shoots are typically in areas local to montgomery and bucks county PA but some could be farther out
- Majority of the communication occurs via an instagram team group chat - it is important that you check it regularly and are an effective communicator
- Around once a month a referral rankings chart will be shared in the group so that everyone can see their standings
- Members who do not keep up with their post requirements, do not participate in shoots, are not kind to others, do not present themselves as a good role model online or represent the KVP brand in a positive light may be asked to leave the team before the term ends

