



ZOOM TAN

# BRAND AMBASSADOR

Agreement Form



BIG things are coming to our Zoom Tan Brand Ambassador Program in 2023 and we are excited for YOU to be part of it!

Please NEVER hesitate to reach out with questions.

**Contact:**

Abby L.

[abbie@zoom-management.com](mailto:abbie@zoom-management.com)

## A. MONTHLY AGREEMENT DETAILS

### Ambassador Compensation:

- Zoom Tan will compensate our ambassadors with **FREE Sun & Sunless Memberships** (\$88 monthly value). This membership includes sunless spray tanning (level 1,2, or 3) and up to our maximum of 12 minutes of UV tanning per session, per day.
- Swag/Zoom Tan products will be mailed directly to our ambassadors throughout the partnership based on the ambassador's performance/asset quality. These products can and should be used in the ambassador's assets.
- Lotion Products and packages (\$150-200 average value) will be sent out on an individual basis based on performance and quality of assets provided by the ambassador & prior agreement. Upon receiving the packages, we will ask for specific assets like unboxing videos, product reviews, before/afters when using a product, result videos, testimonials, etc. These products may also involve various promotions & launches that Zoom Tan does throughout the year. Zoom Tan will contact the ambassador before sending for agreement and approval.

### In Exchange For:

- 1 high quality video **PER MONTH**. This video should be sent directly to [abbie@zoom-management.com](mailto:abbie@zoom-management.com) and [socialmedia@zoomtan.com](mailto:socialmedia@zoomtan.com) as a raw file (NO watermarks, Instagram exports, filters, etc.) to be used in marketing materials and can also be posted on the brand ambassador's personal feed - If for any reason, the ambassador is unable to provide a video, they may substitute this asset with HIGH QUALITY (unedited/unfiltered/well-lit/high resolution/clean of watermarks) before and after photos, slideshow, picture set or tutorial of how the ambassador tans, get ready to tan, prepare for tan, products used, etc. OR the ambassador may suggest an alternative for approval.
- 2 Stories **PER MONTH**
- 1 Collaboration Post **PER MONTH** (post must align to theme of Zoom Tan feed and will be featured on our page)

## B. POSTING REQUIREMENTS (IMPORTANT):

- Ambassadors are asked to have a **Zoom Tan highlight visible on their Instagram profile** to save any story assets so that followers are aware they are partnered with Zoom Tan. This is to ensure transparency to the ambassador's followers and will ensure that the ambassador does not violate any platform/fair trade agreements.
- The brand ambassador **MUST** tag Zoom Tan in ALL assets in which they create and add the #zoomtan hashtag so that we are able to re-share to our profile and on stories. **This also ensures that the ambassador receives credit for completing the requirements.**

## C. CONTENT REQUIREMENTS & SUGGESTIONS:

- **Stories** - can be quick little shout outs, before & after shots, boomerangs at the salon or in the booths, tagging your tan in your regular posts, Instagram/TikTok trends applied to tanning, and anything cute & creative that you can come up with! Please be sure to **add the branded content tag to posts/reels/stories** that are inside our salon or directly highlighting our products (you do not need to do this for the collaboration post). See instructions for adding the branded content tag below on this page.
- **Collaboration Post** - good lighting and higher image resolution is preferred. You can get creative with this but please make sure it fits within the current feed theme and that the content keeps the Zoom Tan brand image in mind and is family friendly overall. Zoom Tan will reserve the right to use the **collaboration posts** in which you provide as part of our marketing assets. See instructions for posting a collaboration post below on this page.
- **Video** - This should be a high quality, raw video. It can be published on your personal social media with any filters/graphics but we do ask that you send an unfiltered (RAW) version to us directly. If speaking, it should be clear and slow enough for the viewer to understand - with limited background noise. As noted, if the ambassador is unable to provide a video, they may substitute this asset with HIGH QUALITY (unedited) before and after photos or an additional collaboration post.

ALL posts should be clear, well-lit and should be something you would be proud enough to have spotlighted in the event they are used in our own feed or social media advertising.

When creating your content **PLEASE REMEMBER:** Posts should be **FAMILY FRIENDLY! NO nudity, curse words, etc.**

## D. HOW TO CREATE A COLLABORATION POST

1. Create a Feed Post OR Reel as one normally would
2. Go to TAG PEOPLE menu - click on "invite collaborator"
3. An invite will be sent to us & we will be able to approve the post

## E. HOW TO ADD THE PAID PARTNERSHIP LABEL TO POSTS & STORIES

1. After selecting a photo or video and adding a caption, effects and filters, tap **Next**.
2. Tap **Advanced settings**.
3. Under **Branded content**, tap to toggle on **Add paid partnership label**.
4. Tap **Add brand partners** to add up to two brands. The search box can be used to help find the brand partners one would like to tag.
5. Turn the **Allow Brand Partner to promote** toggle on to allow the brand partner to run ads using the ambassador's content.  
**Note:** Adding more than one brand partner will make it so the post cannot be promoted.
6. When finished, tap **Done**.

Link for more details if needed: <https://help.instagram.com/116947042301556>

## F. IMPORTANT 2024 UPDATE:

As of 2024, we will be sending out quarterly/biquarterly emails with content ideas and themes for assets to be provided during that period. Ambassadors will need to check their emails regularly to ensure that they keep up to date with the themes and content.

Also, as of 2024 brand ambassadors will no longer be given warnings prior to deactivation if assets are not being sent in or fulfilled each month. **If any ambassador goes a full 30 day period without submitting and/or posting the required assets (without prior communication/approval) then they will be notified of the agreement termination and have their memberships canceled.** If an ambassador happens to experience any unforeseen or extenuating circumstances that result in their cancelation, they should reach out to us.

***Note:** Ambassador memberships will be arranged on a yearly basis, while being monitored. If an ambassador has been fulfilling all requirements and their membership unexpectedly lapses (without contact from us) it could simply just be an oversight on our part. We ask ambassadors in this situation to please message us and let us know so that we can look into the issue and take any steps required to resolve the issue immediately.*

## G. THE NEXT STEPS:

If a potential ambassador has reviewed this agreement and would like to proceed, they should complete the following steps:

1. Carefully review and electronically sign the Terms and Conditions document & signature request that was sent alongside the invitation email received from Zoom Tan.
2. Complete the New Ambassador Survey (if they have not already done so) so that their ambassador profile & membership can be created.
3. Follow/like Zoom Tan's social media pages on Instagram, Facebook & Tik Tok:
  - Tik Tok page can be found here: <https://www.tiktok.com/@zoom.tan>
  - Facebook page can be found here: <https://www.facebook.com/zoomtan>
  - Instagram page can be found here: <https://www.instagram.com/zoomtan/>
4. Respond to invitation email and confirm completion of these steps.

We thank all potential ambassadors for their interest, and we look forward to the possibility of a new and exciting partnership together!