

ZOOM TAN  
**BRAND  
AMBASSADOR**  
Information Packet



**CONTACT INFO:**

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# THANK YOU FOR YOUR INTEREST IN OUR 2025 AMBASSADOR PROGRAM!

Congratulations! You've successfully advanced to the first stage of our application process. Please take a moment to review the following details to ensure you're prepared for the commitment.

**Disclaimer: \*You Must be 18 Years or Older\***

## Step 1: Review Program Details

Thoroughly read the Program Agreement AND Requirements on the next page. Make sure you're able to fully commit to the program before proceeding to step two.

## Step 2: Submit Your Reel

Once you've reviewed the guidelines and are confident you can meet the expectations, please submit one reel to **Haley@zoomtan.com**.

## **Video Content:**

Your reel should showcase your personality and demonstrate your ability to create high-quality content relevant to the beauty industry. Examples include outfit try-ons, product reviews, "come with me to..." videos, or other content that reflects the qualities we're looking for in ambassadors.

If you don't have an appropriate video, choose a beauty product you currently use and create a video explaining its features and why your followers should buy it.

The video can be one you've already made or something new created specifically for this submission.

## Next Steps:

After reviewing your video, if you're selected for Round 2, you'll be notified via email.

**Important:** Make sure your email address is accessible for communication.

# MONTHLY AGREEMENT DETAILS:

## Ambassador Compensation:

- **Free Sun & Sunless Membership:** (Valued at \$98/month.)
  - Up to 12 minutes of UV tanning per session, per day.
  - Sunless Spray Tanning (levels 1, 2, or 3).
- **Swag/Zoom Tan Products + Lotion/Packages:** (Valued between \$100-\$200 on average.)
  - Sent based on performance and the quality of content provided by the ambassador.
  - Specific content will be requested after receiving products.

## In Exchange For:

- **Instagram Stories** (2 per month):
  - Use the Paid Partnership label and tag @ZoomTan.
  - Share before/after photos of your tan, showcase Zoom Tan products, and include close-up shots or quick videos of your tan/products in use.
- **Zoom Tan Highlight**
  - Create a Zoom Tan Highlight on your Instagram profile, using the brand logo as the cover and title it Zoom Tan.
  - Save your best stories here.
- **Instagram Collaboration Post** (1 per month):
  - Post a photo or reel on your IG profile, tagging @ZoomTan as a collaborator.
  - The post should feature your tan and seamlessly incorporate Zoom Tan into the theme and caption.
- **RAW Video** (1 per month):
  - Submit a RAW video (no watermarks; NO IGTV, TikTok, etc.).
  - Ensure the video is high quality, well-lit, and follows the monthly content guidelines.

## ADDITIONAL REQUIREMENTS:

- **30 Minute Required Meetings:**

- Initial Onboarding Meeting (One-time):
  - Meet our Social Media Manager, Haley.
  - Get an overview of your role as a Brand Ambassador.
  - Address any questions you may have.
- Annual Review Meeting (Once per year):
  - Discuss achievements and areas needed for improvement if you are chosen to continue with the program for the following year.

- **Monthly Newsletter:**

- At the beginning of each month, you will receive a newsletter via email with inspiration for your posts that month. It will include links to video examples, collaboration post ideas, and story suggestions. The newsletter is designed to help you easily select an example from each category to focus on for your submissions.
  - **Important:** Open and read the newsletter each month upon receipt. Failure to do so may impact your participation.

### IMPORTANT NOTICE

- All content should highlight Zoom Tan products and services, and represent the benefits of UV & Spray Tanning in a positive and informative manner. As an ambassador, you're expected to promote our brand with dedication and authenticity.
  - All content must be appropriate.
  - No nudity, inappropriate language, or alcohol should be included in any of your posts.

**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.**