MCB Prom Ambassador 2020

Official Rules and Contract

Applications must be completed and submitted by November 3rd, 2019.

Applicants must be a Junior or Senior in High School.

The final selected Ambassadors will be chosen at Michelle’s Consignment Boutique’s (MCB) discretion.

Ambassadors must be active on the following social media platforms: Instagram and Facebook.

Applicants must allow MCB staff to view their social media before they will be entered in the running. This is so MCB Staff can see that your social media is upstanding and is not vulgar or has profanity.

There will only be ONE Ambassador per school. Multiple applicants from the same school will be selected by voting (a “like” on your photo on Facebook and one “comment” with your voting number on Instagram is one vote) held on MCB social media. Voting will run November 8th, 2020 through November 16th, 2020. All votes will be tallied and finalists will be announced after the voting period has closed, MCB reserves the right to finalize the list of Ambassadors as they see fit. A representative from each high school will be voted on and chosen even if there was only one applicant from that school.

Ambassador must meet the minimum social media post requirements of at least 1 post per week on both social media platforms of the dresses available at MCB from the beginning of December, 2019 to the end of March, 2020. Posts can range from simply sharing a post already on MCB social media or sharing one of your photos from your personal shoot at Michelle’s, posting requirements and details are outlined in the Discount Rules and Points document. **Each Ambassador must come in store at least once a month to take photos of themselves in MCB dresses to post to their personal feeds.** Failure to follow advertising posting guidelines will result in dismissal from MCB Prom Ambassadors 2020 and forfeit of an associated discounts granted to Ambassador.

Ambassadors will participate in a small photo shoot of said ambassador in gowns from MCB on Sunday, November 24th, 2020. Ambassador is responsible for their own hair and makeup for the shoot. This shoot will be informal and produced by MCB staff. Each Ambassador will take pictures in two gowns and receive their own set of personal photos for their own use but must credit, tag, or mention MCB when posting. All photos are then property of MCB and can be used in any and all media platforms for MCB advertising purposes.

Each Ambassador will receive an electronic discount card to disburse. When a customer shows your card at checkout said Ambassador will receive points towards their accumulating discount; the customer will also receive a discount on their purchase given their total is over $85.

Each Ambassador’s discount will be tallied at the end of each month and an updated discount amount will be given to ambassadors. Ambassadors are welcome and encouraged to use their discount as they earn it. Ambassador’s discounts must be used by April 31st, 2020 after April 31st the discount will no longer be honored.

Prom Ambassadors will receive a discount to use at MCB towards a prom gown of their choice. The value of the discount is to the discretion of Michelle and will not be granted if ambassador does not complete their duties. Ambassadors will follow the Discount Rules and Points document in order to receive a discount. Your personal discount is evaluated based on the work and effort put forth to promoting MCB.

Ambassadors and MCB Staff will communicate through Group Me messaging app. In order to receive credit for their postings, Ambassadors must send photo proof to the Group Me. Any and all questions you may have can be asked through this.

Ambassadors are expected to share and post about Michelle’s in an upstanding and positive manner. In the event that any member of Michelle’s staff finds inappropriate or demeaning content posted on your accounts it will be personally reviewed by Michelle and by Michelle’s discretion action will be taken.

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I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_­­­­­­­\_\_\_\_\_\_\_\_ (print name) agree to the rules and expectations listed above and in the “Discount Rules and Points” Document of Michelle’s Consignment Boutique in the position of Prom Ambassador.

Ambassador Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Parent/Guardian Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_