

Jewels Festival

Ambassador Program

Rules, Content Guidelines & Posting Plan

Grande10 — 10th Anniversary Edition

1. General Information

The Jewels Festival Ambassador Program is a voluntary promotional collaboration created to support the visibility and international presence of the **Jewels Festival**.

Ambassadors represent the festival during the Grande10 — 10th Anniversary Edition by sharing creative content on social media in exchange for exclusive benefits.

2. Registration & Timeline

- Application Deadline: **January 17, 2026**
- Ambassador Activity Period: **January 17 - March 14, 2026**
- Duration: **8 weeks**

3. Ambassador Privileges

Selected ambassadors receive:

- Complimentary 4th Solo Performance (valid for the upcoming Grande10 Edition)
- Complimentary Media Package
- Presents and Special Gifts at the Award Ceremony
- Official recognition as a Jewels Festival Ambassador

4. Content Usage & Promotion Rights

By participating in the Ambassador Program, ambassadors acknowledge and agree that:

- Photo and video content created by ambassadors within the framework of the program may be used by Jewels Festival for official advertising and promotional purposes.
- This includes:
 - Content created by ambassadors themselves
 - Photos and videos taken at Jewels Festival events
- Such materials may also be used for the promotion of future editions of the Jewels Festival.
- Promotional materials for upcoming editions may feature ambassador images predominantly.

All content usage will be limited exclusively to festival-related promotion and branding.

5. Content Rules (Instagram)

Accepted Formats

- Feed Post
- Reel

(Stories are optional and are not counted toward the required number of posts.)

Mandatory Requirements for Each Post

- Collaboration with the official Jewels Festival account
- Tagging the festival account
- Use of mandatory hashtags:
#JewelsFestival
#JewelsFestivalGrande10
#JewelsFestival2026

6. Posting Requirements

- Total required posts: **16 posts**
- Posting frequency: **2 posts per week**
- Posting period: **January 17 – March 14, 2026**

Content themes and posting ideas are provided as guidelines to support ambassadors and may be adapted to each ambassador's individual artistic style.

7. Recommended Content Plan (Posting Tasks)

Week 1 — Introduction

- Ambassador introduction
- Announcement of participation in Jewels Festival Grande10

Week 2 — Journey

- Training or rehearsal content
- Personal goals as an ambassador

Week 3 — Festival Awareness

- Information about Jewels Festival
- International ballet community focus

Week 4 — Behind the Scenes

- Daily dancer routine
- Artistic process

Week 5 — Anniversary Focus

- Grande10 / 10th Anniversary Edition
- Festival legacy and milestones

Week 6 — Ambassador Role

- What it means to represent Jewels Festival
- Encouraging dancers to participate

Week 7 — Countdown

- Countdown to the festival
- Preparation highlights

Week 8 — Final Promotion

- Final invitation to Jewels Festival 2026
- Ambassador reflection post

8. Ethical & Professional Standards

- Participation in the Ambassador Program is voluntary
- Ambassadors retain their personal artistic identity
- Content expectations are transparent and non-exclusive
- Jewels Festival values respectful, professional, and positive representation

9. Final Notes

Jewels Festival reserves the right to:

- Select a limited number of ambassadors
- Repost ambassador content with appropriate credit
- Adjust promotional strategies when necessary while respecting ambassador contributions