

# Jewels Festival

## Ambassador Program

### Rules, Content Guidelines & Posting Plan

#### Grande10 — 10th Anniversary Edition

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#### 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.

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#### 2. Registration & Timeline

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

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## **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

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## **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.

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## **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
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## **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
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## **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