

# Jewels Festival Edition 11<sup>th</sup> Petite

## Jewels Festival Ambassador Program Rules, Content Guidelines & Posting Plan

### 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 Edition 11<sup>th</sup> Petite by sharing creative content on social media in exchange for exclusive benefits.

### 2. Registration & Timeline

Application Deadline: July 11, 2026

Ambassador Activity Period: July 11 – October 5, 2026

Duration: 8 weeks

### 3. Ambassador Privileges

- Complimentary 4th Solo Performance (valid for the upcoming Edition 11<sup>th</sup> Petite)
- Complimentary Media Package
- Presents and Special Gifts at the Award Ceremony
- Official recognition as a Jewels Festival Ambassador

### 4. Content Usage & Promotion Rights

Photo and video content created by ambassadors, including materials taken at Jewels Festival events, may be used for official advertising and promotional purposes, including future editions of the festival.

Promotional materials may feature ambassador images predominantly.

### 5. Content Rules (Instagram)

Accepted formats: Feed Post, Reel. Stories are optional.

Each post must include collaboration with the official Jewels Festival account and mandatory hashtags:

#JewelsFestival #JewelsFestival11Petite #JewelsFestival2026Petite

### 6. Posting Requirements

Total posts required: 16 posts (2 posts per week)

Posting period: July 11 – October 5, 2026

### 7. Recommended Content Plan

Week 1: Introduction and ambassador announcement

Week 2: Training and goals

Week 3: Festival awareness

Week 4: Behind the scenes

Week 5: Anniversary focus

Week 6: Ambassador role

Week 7: Countdown

Week 8: Final promotion

### 8. Ethical & Professional Standards

Participation in the Ambassador Program is voluntary. Content expectations are transparent and non-exclusive. Ambassadors retain their artistic identity.

### 9. Final Notes

Jewels Festival reserves the right to select ambassadors, repost content with appropriate credit, and adjust promotional strategies when necessary.