

MMPRC Photography Ambassadors

Overview

Maldives Marketing and PR Corporation (MMPRC) is initiating a revamped MMPRC Photography Ambassador program in 2017.

MMPRC will be selecting 5 Maldivians to serve as our official photographers with the title of “MMPRC Photography Ambassadors”. They will be assigned for a 1 year term, with a minimum quota of 2 assignments (1 per six months) to be completed.

The Photographers will also be offered an endorsement to publish a photography book as well as a photo exhibition of their own, covering the work they did under the MMPRC Photography Ambassador program.

These Photographers will not be paid by MMPRC. However, MMPRC will assist them in recruitment of hosts (resorts, guesthouses and liveboards) and will cover costs associated with MMPRC photography sessions and related travel expenses, food and accommodation costs.

These 5 photographers will be selected and assigned to work towards the creation of content for 4 sub-slogans/themes of our “Sunny Side of Life Campaign” as well as an additional aerial photography segment (drone photography). These are:

1) Thrilling Side of Life:

The Photography Ambassador in charge of this theme will be responsible for the capture of land based adventures as well as water based adventure images.

These should include a mix of daytime/nighttime imagery having a luxurious theme

- a) **Assignment One:** Sports and Recreation (Land and Water Based - Resorts)
- b) **Assignment Two:** Individual Creative Project (Theme: *Thrilling Side of Life*)

2) Romantic Side of Life

The Photography Ambassador in charge of this theme will be responsible for the capture of images that portray the romantic side of Maldives (i.e. weddings, honeymooners, etc.).

These should include a mix of daytime/nighttime imagery having a luxurious theme

- a) **Assignment One:** Honeymoon Experience and Wedding Experience
- b) **Assignment Two:** Individual Creative Project (Theme: *Romantic Side of Life*)

3) Maldivian Side of Life

The Photography Ambassador in charge of this theme will be responsible for the capture of cultural/historical images.

These should include a mix of daytime/nighttime imagery having a luxurious theme

- a) Assignment One:** Heritage, Eid Festival, Traditional Music and Dance, and Traditional Food
- b) Assignment Two:** Individual Creative Project (Theme: *Maldivian Side of Life*)

4) Spiritual Side of Life

The Photography Ambassador in charge of this theme will be responsible for the capture of images that portray the spiritual side of Maldives (meditation, yoga, relaxation, spa experiences, etc.)

These should include a mix of daytime/nighttime imagery having a luxurious theme

- a) Assignment One:** Spa Experiences, Yoga and Meditation
- b) Assignment Two:** Individual Creative Project (Theme: *Spiritual Side of Life*)

5) Aerial Photography utilizing Drones

The Photography Ambassador in charge of this theme will be responsible for the capture of aerial images using drones that portray the beauty of Maldives from above.

- a) Assignment One:** Resorts, Liveaboards and Local Islands
- b) Assignment Two:** Individual Creative Project (Theme: *Colorful Side of Life*)

Copyright

None of the parties involved (MMPRC, host, etc.), including the photographer shall have the right to sell any images in any form or through any medium captured under the program.

All logos and signatures placed should be of equal size and each party (photographer, host and photographer) are entitled to either one logo/signature.

PHOTOGRAPHY AMBASSADOR

The photographers will be fully credited for the images captured. However, the photographer may not grant any external party other than MMPRC and the hosts the right to utilize the images for commercial or promotional purposes, without the consent of **MMPRC** and the **Hosts**

The photographer can also place a personal signature in all of the images captured under this program.

MMPRC

MMPRC will hold a right to share and disseminate these images for all marketing related purposes.

All images captured and disseminated under this program shall bear a brand logo decided by MMPRC. The size, font, placement will be decided by MMPRC.

HOST

The host (resort/guesthouse/live aboard, etc.) shall have a right to share and disseminate these images for all marketing related purposes.

The photographer should accommodate any requests by the hosts to place a brand logo in their respective images taken under this program.