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Date: 11th June 2018

MMPRC Photography Ambassador Program Information Sheet

1. Introduction

Maldives Marketing and PR Corporation (MMPRC) initiated a revamped MMPRC Photography Ambassador Program in 2017.

Under this program, MMPRC selected 5 Maldivian Photographers in 2017 to serve as official Photography Ambassadors with the title of “MMPRC Photography Ambassadors” for a one-year term. Their tenure included the completion of a minimum quota of 2 assignments (1 per six months).

2. The 2nd Round of the Visit Maldives Photography Ambassadors Program

2.1. Similar to the first round, the second round of the Program will:

2.2. Select 6 Maldivian photographers as Visit Maldives Photography Ambassadors in the same category as 2017 with an additional category of Underwater Photography, in addition to the segments that are detailed in the sections below. A total of 6 Ambassadors will be selected.

2.3. 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.

2.4. 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.

2.5. These 6 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) and underwater photography.

3. The 6 Segments of the “Sunny Side of Life Campaign”

3.1. Thrilling Side of Life:

3.1.1. 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

3.1.1.1. **Assignment One:** Sports and Recreation (Land and Water Based - Resorts)

3.1.1.2. **Assignment Two:** Individual Creative Project (Theme: *Thrilling Side of Life*)

3.2. Romantic Side of Life

3.2.1. 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

3.2.1.1. **Assignment One:** Honeymoon Experience and Wedding Experience

3.2.1.2. **Assignment Two:** Individual Creative Project (Theme: *Romantic Side of Life*)

3.3. Maldivian Side of Life

3.3.1. 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

3.3.1.1. **Assignment One:** Heritage, Eid Festival, Traditional Music and Dance, and Traditional Food

3.3.1.2. **Assignment Two:** Individual Creative Project (Theme: *Maldivian Side of Life*)

3.4. Spiritual Side of Life

3.4.1. 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

3.4.1.1. **Assignment One:** Spa Experiences, Yoga and Meditation

3.4.1.2. **Assignment Two:** Individual Creative Project (Theme: *Spiritual Side of Life*)

3.5. Aerial Photography utilizing Drones

3.5.1. 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.

3.5.1.1. **Assignment One:** Resorts, Liveaboards and Local Islands

3.5.1.2. **Assignment Two:** Individual Creative Project (Theme: *Colorful Side of Life*)

3.6. Underwater Photography

3.6.1. The Photography Ambassador in charge of this theme will be responsible for the capture of underwater images that portray the underwater beauty of Maldives.

3.6.1.1. **Assignment One:** Diving, snorkeling, free diving, including the colourful underwater life of Maldives.

3.6.1.2. **Assignment Two:** Individual Creative Project (Theme: *Colorful Side of Life*)

4. 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.

5. Photography Ambassador

5.1. 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**

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

6. 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.

7. Host

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

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

8. Applicant Eligibility

Only Individuals are eligible to apply for the MMPRC Photography Ambassador Program. Individuals that work for Companies or Photography Studios can apply representing themselves only; they cannot apply on behalf of a company/studio or use the name of a company/studio for photo crediting purposes for photos taken under the MMPRC Photography Ambassador Program.

9. Scope of Work

- 9.1. Serving a 1 year term as MMPRC photography ambassadors for MMPRC.
- 9.2. MMPRC Photography ambassadors can include one additional person that should be utilized for photography purposes (i.e. assistant, model, etc.) to complete the assignments.
- 9.3. Minimum of 2 photography assignments (1 per each 6 months).
- 9.4. Optional: Self-published photography book disseminated for FREE covering the work they did under the MMPRC photography ambassador program once approval (for quality control purposes) is granted by MMPRC.
- 9.5. Optional: Self-organized photo exhibition covering the work they did under the MMPRC photography ambassador program once approval (for quality control purposes) is granted by MMPRC

**The period when selected MMPRC Photography Ambassadors will be made eligible to re-apply for future MMPRC Photography Ambassador Terms will be decided after the conclusion of the first MMPRC Photography Ambassador program.*

Please note that MMPRC holds the right to alter the scope of work and bring forth any changes based on market insights/developments before the start as well as during the tenure of the MMPRC Photography Ambassadors Program. However, please note that the minimum number of photography assignments of 2 will remain unchanged.

10. Assistance Offered by MMPRC

- 10.1. MMPRC will be assisting the arrangement of photo shoots for the MMPRC Photography Ambassadors for their stay with a host (resort, guesthouse and liveaboard) to complete the assignments of the MMPRC Photography Ambassador Program.
- 10.2. Please note that MMPRC will not be able to provide any monetary remuneration for any other costs associated with the completion of the designated assignments such as modeling fees, research, etc. for the MMPRC Photography Ambassador Program.



11. Application Requirements

- 11.1. Proposals should include the following;
 - 11.1.1. Cover letter expressing interest (Dhivehi/English) (compulsory)
 - 11.1.2. Profile and CV of photographer (compulsory)
 - 11.1.3. Portfolio (Hard Copy: Printed and/or Soft Copy: Pen Drive) (compulsory)
 - 11.1.4. Reference Letters (compulsory)
 - 11.1.5. Official Social Media Handles (Instagram and Facebook) (compulsory)
 - 11.1.6. Social Media Metrics/Analytics for the Official Social Media Handles (Facebook and Instagram) from 1st May 2018 - 31st May 2018 (compulsory)
 - 11.1.7. List of segments applying to in order of importance (compulsory)
 - 11.1.8. ID card copy (all applicants should be above 18 years of age) (compulsory)
 - 11.1.9. Equipment Inventory (compulsory)
 - 11.1.10. Educational/Work Qualifications (Official documents) (optional)
- 11.2. Please note to include all required materials listed above with the application. Otherwise, your application will be deemed void.

12. Evaluation Criteria

Description	Marks
Portfolio	70
Social Media Presence	10
Professional Experience	20
Total	100

13. Portfolio

Photographers will be judged on the quality, marketability, creativity and originality of previous work as well as past experience.

Creativity	15 marks
Quality	15 marks
Originality	10 marks
Marketability	10 marks
Past Projects	20 marks

Points will be given to past projects that showcase destination beauty

Past Projects (Showcasing Destination Beauty)	
	Marks
More than 10 Projects	20
More than 5 Projects	15
5 Projects	10
Less than 5 Projects	5
0 Projects	0

14. Social Media Presence (10 Marks)

Photographers will be judged on the number of their social media followers and interactions recorded up to the day of proposal submission. Interested parties should submit Facebook and Instagram Analytics starting from 1st May 2018 - 31st May 2018.

15. Professional Experience (20 Marks)

Photographers will be judged on their experience in operating as a professional photographer. MMPRC will be verifying genuineness of experience through background checks and based on the references provided.

Professional Experience	Marks
More than 10 Years	20
8+ to 10 Years	18
6+ to 8 Years	15
4+ to 6 Years	10
2+ to 4 Years	8
1 to 2 Years	5
0 Years	0

16. Application Submission

Applications must be submitted in a sealed envelope labeled and addressed to:

Application for “MMPRC Photography Ambassador Program”
Maldives Marketing & Public Relations Corporation Velaanaage,
4th floor, Ameer Ahmed Magu

All applications should be submitted to MMPRC at **1100 hours of Thursday, 21st June 2018.**

17. MMPRC Photography Ambassador Awarding

MMPRC will be issuing a press release to make public the names of the 6 MMPRC Photography Ambassadors selected

MMPRC will also be informing the successful applicants and make arrangements after discussion with the successful applicants to set a date for the signing of the contract and hosting of an award ceremony.