



## 2012 Senior representative Contract & Application

As a senior rep for Mark Schlanser Photography you will receive a free two hour session (value up to \$150), as well as two mini albums (value up to \$200) with our favorites from your photo session which you can show to all of your friends. You will also be given a set of Photo Business Cards that entitle your classmates to a 10% discount off of their portrait orders. This is a great way to get people excited about their senior portraits in time for me to capture images of them during their favorite season! Only one female and one male from each school will be chosen to participate. Applications are due by February 28, 2011

### YOUR PHOTO SESSION

Your session will be at your favorite spot and are meant to show as many styles as possible. Don't forget about your hobbies and interests both in and out of school. We are only limited by your creativity. Bring along your class ring, letter jacket, uniforms, etc. If you would like black and white images, be sure to bring clothing that is black, white or high in contrast. Please feel free to make suggestions about clothing selections, poses and locations. If there is a particular look you would like to imitate, bring it along.

### AFTER YOUR SESSION

I will call you about two weeks after your session to schedule an appointment to pick up your album and promo swag.

### PROMOTION

Please show your mini albums to everyone! Some of your friends will like certain styles and some will prefer others. That is why variety is very important in choosing your clothing for your session. As you show the book to your friends, freely pass out your business cards and ask them to consider Mark Schlanser Photography for their senior portrait experience.

Tell them about the variety of photographs we can take of them both indoors and outdoors and share with them ideas you've seen. You can even suggest that they have their portraits done in a certain style or with a particular prop. When you are asked about cost, just refer them to me—that's the good part! Stress the fact the you get what you pay for.

Remind them it is critical that they bring your photobusiness card with them when they come in for their session. No card = no credit! This is our way of knowing that you are doing a good job and evaluating the effectiveness of the student rep program.

### TIPS FOR REPS

1. When you know a friend has a session scheduled, suggest that they bring a friend along to share the experience.
2. Remind them that getting their pictures done early will allow us more time to capture great images with seasons.
3. Talk to them about variety, posing and props.

4. Tell them that my goal is to give the best portrait they have ever had
5. Remember that you can also hand out your photo business cards to friends from other schools.

#### BENEFITS OF REPRESENTING MARK SCHLANSER PHOTOGRAPHY

1. A no-cost 2 hour photo session (\$150 value)
2. 2 mini albums (\$200)
3. A digital slideshow on your Facebook, Myspace and Blog Pages.
4. The opportunity to earn print credit for every person you refer to Mark Schlanser Photography for senior portraits.
5. 50 personalized photo business cards to hand out to your friends.
6. Several of our favorite photos as
7. low-resolution files to share on
8. social networking sites like Facebook, Myspace or Blogs (with our logo on them).
9. Discounts on your print orders.
10. A \$50 Visa Gift card will be awarded to the rep with the highest number of photo business cards turned in by August 31, 2011

Being a Mark Schlanser Photography rep is like having an exciting part time job. Senior portraits are fun and you will love being involved. If you have any questions, please feel free to call me at 612-849-6262 or email at [info@studio-mschlanser.com](mailto:info@studio-mschlanser.com).

#### OUR CREDENTIALS

We are members of the Professional Photographers of America. We continue our education by attending seminars and workshops along with learning the newest and best photographic techniques. We also do wedding photography and were voted "Best of " by brides on [theknot.com](http://theknot.com)

#### TIMELINE

By February 28, 2011 :: Apply to be a rep.  
 March 15 :: Senior reps will be chosen  
 May 1 :: Have photo's taken for your business cards  
 July 1 :: Have all senior sessions scheduled  
 December 31 :: Have all sessions taken and orders completed

Please return the completed application via email or snail mail (must be postmarked by February 28, 2011.) to:

MARK SCHLANSER PHOTOGRAPHY  
 11748 MISSISSIPPI DRIVE  
 CHAMPLIN MN 55316

[info@studio-mschlanser.com](mailto:info@studio-mschlanser.com)

# Mark Schlanser photography

## Class of 2011 Senior Rep Program

Want to get your senior photo session for free?  
Want to have some great images for your Facebook and myspace portfolios?  
Want to get free prints, photo albums, gallery wraps etc.?  
Our Senior Rep Program may be for you.

Mark Schlanser Photography is now seeking high school senior representatives for the class of 2011! If you are currently a high school junior or know a high school junior who might like to be a senior rep, here's what you need to know!

If you are accepted, you will be representing Mark Schlanser photography and telling your friends about our senior sessions throughout your senior year. Be sure to let your junior friends know also, as they will have a chance to apply for the 2012 program! For every friend you refer us to, you will receive special discounts on your print orders.

In order to be a senior rep, you must:

- Have great style, lots of personality and enjoy being in front of the camera.
- Be a current high school junior graduating in 2011
- Live in and attend school around the twin cities metropolitan area.
- Be available to have one session completed before May 1st, 2011.
- Agree to tell your friends and classmates about Mark Schlanser Photography and share your senior portraits with them.
- Have your parents or legal guardians sign a model release form.
- Agree to represent ONLY Mark Schlanser Photography and use these images as your senior pictures.

As part of our senior rep program you will receive the following:

- Free photo session(s) with unlimited clothing changes. Photos may be completed in one session or several sessions at Mark Schlanser Photography's discretion. Several Locations may be used.
- The opportunity to earn print credit for every person they refer to Mark Schlanser Photography for senior portraits. (And their friends get perks too!)
- 50 personalized referral cards to give to friends and classmates with your name, your portraits, and our business information to hand out to friends.
- Several of our favorite photos as low-resolution files to share on social networking sites like Facebook, Myspace and Blog Pages (with our logo on them).
- A digital slideshow on your Facebook, Myspace and Blog Pages
- Discounts on your print orders (discounts apply to orders purchased before expiration of gallery.
- A \$50 visa gift card will be awarded to the rep with the highest number of photo business cards turned in by August 31, 2011.

## REFERRAL DISCOUNTS

- 1-3 Referrals – 10% off print order and \$15 print credit per referral
- 4-6 Referrals – 10% off print order and \$20 print credit per referral
- 7-9 Referrals – 10% off print order and \$30 print credit per referral
- 10-12 Referrals – 10% off print order and \$40 print credit per referral
- 13+ Referrals – 10% off print order and \$50 print credit per referral

When your referrals book a paid session and bring in your rep card you will receive the above-mentioned discounts according to the amount of referrals you bring to us. These referrals can include anyone who books the following sessions: Senior, Engagement, Bridal, Wedding, Music, and Event.

You will receive your rep cards by May 15, 2011.

Any referral cards used between the time your session is complete and May 26, 2011, will be kept and you can order additional products or prints with your credits. If accepted, you will be representing Mark Schlanser Photography and telling your friends about our senior sessions throughout your senior year. Be sure to let your junior friends know also, so they will have a chance to apply for the 2012 program.

The classmate(s) must present a referral card in order to be eligible. All referred classmates will receive 10% off their session with a valid referral card. Your participation in the program will not only introduce you to a new way for cutting edge, personalized photography, but also a way to earn incentives toward your session for senior portraits at little or no cost.

Terms and conditions are listed below for all Senior Portrait Reps. The first photo session must be completed by May 1st of the Junior year and all additional sessions need to be scheduled by July 1st, 2011. Parents or legal guardians of the senior rep must sign a model release, allowing us to use your images for advertising purposes. A valid senior portrait rep referral card must be presented by a referred student in order to receive any credits toward prints. Credits will only be issued when a referred senior's session is complete and all fees are paid in a timely manner by the referred senior. The program is first come, first serve, so act fast if you are interested.

Interested students should submit all information by February 28, 2011. Reps will be chosen in early March by Mark Schlanser photography and will be contacted and also announced on the blog and Facebook. No more than two reps will be chosen from each school.

# Mark Schlanser Photography

## Minor Model Release

### **PARENT/LEGAL GUARDIAN'S PERMISSION AND RIGHTS GRANTED:**

For good and valuable consideration herein acknowledge as agreed, and by signing this release, I hereby give the photographer/filmmaker and assigns my permission to license the images and to use the images in any media for any purpose (except pornographic or defamatory) which may include, among others, advertising, promotion, marketing, and packaging for any product or service. I agree that the images may be combined with other images, text and graphics and may be cropped, altered or modified. I acknowledge and agree that I have consented to publication of model's ethnicity (ies) as indicated below, but understand that other ethnicities may be associated with images of the model by the Photographer/Filmmaker and/or Assigns for descriptive purposes.

I agree that I have no rights to the images and all the rights to the images belong to the Photographer/Filmmaker and Assigns. I acknowledge and agree that I have no further right to additional Consideration or accounting and that I will make no further claim for any reason to Photographer/Filmmaker and/or Assigns. I acknowledge and agree that this release is binding upon heirs and assigns. I agree that this release is irrevocable, worldwide and perpetual and will be governed by the laws of the state of Minnesota, excluding the law of conflicts.

Parent warrants and represents that Parent is the legal guardian of Model, and has the full legal capacity to consent to the Shoot and to execute this release OF ALL RIGHTS IN MODEL'S IMAGES.

Model's Name: \_\_\_\_\_

Model's Address: \_\_\_\_\_

\_\_\_\_\_

Model's Phone: \_\_\_\_\_

Model's email: \_\_\_\_\_

Parent/Legal Guardian Name: \_\_\_\_\_

Parent/Legal Guardian Signature: \_\_\_\_\_

Today's Date: \_\_\_\_\_ Model's Date of Birth: \_\_\_\_\_

Photographer's Signature \_\_\_\_\_

Shoot Description: \_\_\_\_\_

#### Definitions:

"MODEL" means my minor child and includes his/her appearance, likeness and form

"MEDIA" means all media including digital, electronic, print, television, film and other media now known or to be invented

"PHOTOGRAPHER/FILMMAKER" means photographer, illustrator, or filmmaker, or any other person or entity photographing or recording me.

"ASSIGNS" means a person or any company to whom Photographer/Filmmaker has assigned or licensed rights under this release as well as the licenses of any such person or company.

"IMAGES" means all photographs, film or recording taken of Model as part of the shoot.

"CONSIDERATION" means something of value I have received in exchange for the rights granted by me in this release.

"SHOOT" means the photographic or film session described in this form.

"PARENT" means the parent and/or legal guardian of the Model. Parent and Model are referred to together as "we" and "us" in this release.