

Kim Kuhlman Photography

8220 N County Road M, Evansville, WI 53536 • Telephone: 608-354-1027
www.kimkuhlman.com • kim@kimkuhlman.com

2012 Senior Model Application & Contract

As a student model for Kim Kuhlman Photography, you will receive our *Platinum* portrait sessions (a value of \$495) as well as a hardbound **8.5" x 11" Personal Yearbook™** (a value of \$450.00) of up to 40 images on 20 sides of a variety of poses that you can show around your school. You will also receive **48 free wallets** of three poses from your yearbook. All this for an investment of only \$100. You will also be given a set of Photo Rep Cards that entitle other members of the Class of 2012 to a 30% discount off their session fees. This is a great way to get people excited about their senior portraits in time for me to capture images of them in their favorite spring sports or other extra-curricular activities! Only **one** female and **one** male from your school will be chosen to participate.

Each senior a model refers to Kim Kuhlman Photography will earn them \$20 towards the purchase of any package or prints. If you exceed your print order in referrals bonuses, you will receive \$20 in cash for each referral. The model who makes the most referrals will receive a \$250 gift certificate to Abercrombie and Fitch!

Your Photo Sessions

Your sessions will be fun experiences that are meant to show variety. Show as many styles as you can think of. Don't forget your hobbies and interests both in and out of school. We are only limited by your creativity. Bring along your class ring, letter jacket and/or uniform(s). Pets are welcome, too, including horses!! Please see my senior brochure for other suggestions. If you would

like black & white images, be sure to bring clothing that is black, white or high in contrast. We will discuss all the details in your pre-shoot consultation. Please feel free to make suggestions about both clothing selections and poses. If there is a particular look you would like to imitate, bring it along.

After Your Photo Sessions

We will schedule an ordering session about a week after your final session to schedule an appointment to pick out the images for your **Personal Yearbook™**, your Rep Cards and any other products you wish to order. During this appointment, we will project your images on a screen and discuss the products we offer as well as prices. Your mother and/or father must be present at this appointment, as you will be placing your order at this time.

Promotion

Please show your **Personal Yearbook™** to everyone! Some of your friends will like certain styles, and some will prefer others. That is why variety is so important in your clothing for the shoot. As you show the book to your friends, freely pass out your Rep Cards and ask them to consider Kim Kuhlman Photography for their senior picture experience.

Tell them about the variety of photographs we can take of them, both indoors and outdoors. You can even suggest that they have their portraits done in a certain style, or with a particular prop. If you are asked about cost, just refer them to us – that's the good

part! Stress the fact that *you get what you pay for and that we offer a 100% money-back guaranty.*

Remind them that it is critical that that they bring your Rep Card with them when they come in for their session or pre-shoot consultation. We will not verbally award \$20 cash bonus. This is my way of knowing that you are doing a good job and evaluating the effectiveness of our Senior Model program.

Tips for Senior Models

1. When you know a friend has a session scheduled, suggest that they bring a friend along to share the experience.
2. Remind them about your school's yearbook requirements and deadline. Also remind them that getting their pictures done early will allow us more time to capture great images. We do offer special deals for early birds.
3. Talk to them about location variety, posing and props.
4. Tell them that my goal is to give them the best portrait they have ever had.
5. Tell them that I offer special promotions, such as free family portraits with certain packages.
6. Remember that you can also hand out your photo business cards to friends from other schools!
7. Use Facebook to show your friends your images and slideshows with our logo.
8. Enlist Mom and Dad to help you distribute your Rep Cards.

Benefits of Being a Senior Model

1. A \$100 **Platinum Session** (a value of \$495).
2. An 8.5" x 11" **Personal Yearbook™** (a \$450 value).
3. 48 free wallets (a \$45 value).
4. A digital slide show perfect for uploading to your Facebook page (a \$50 value).
5. \$20 for each photo business card or promo code that is presented at time of booking a session.
6. A chance to for you to be featured on our web site, Facebook Page and Facebook advertisements.

Being a Senior Model is like having an exciting part-time job. Senior portraits are fun, and you'll love being involved. If you have any questions, please feel free to call me at (608) 354-1027.

My Credentials

I am a member of the Professional Photographers of America, the National Association of Photoshop Professionals and the Equine Photographers Network (EPNet). I have won several awards from the EPNet for my portraits and action shots of horses. You can see my work displayed at Country View Veterinary Services near Oregon, Wisconsin, at the Oregon Veterinary Clinic, Madison Equine and the Lodi Veterinary Clinic. I also earned a Ph.D. in Engineering Physics from the University of Wisconsin.

Please return the completed application via email to kim@kimkuhman.com or snail mail:

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You will make money with Kim Kuhlman Photography simply by giving your photo Rep Cards to your friends and classmates. Each time a member of the class of 2012 presents your Rep Card at the time of their session or pre-shoot consultation, you will receive \$20 and they will receive a 30% discount on the session of their choice.

Name: _____ School: _____

Address: _____ Email: _____

_____ Phone #: _____

Parent's Name: _____ Email: _____

I have read the Minor Model Release from Kim Kuhlman Photography (attached) and hereby give the Kim Kuhlman Photography and Assigns my permission 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 cropped, altered or modified. I also agree to allow Kim Kuhlman Photography to communicate with me and my child via email and Facebook.

Parent's Signature: _____

1. Have you been contacted by any other studio to represent them?
2. Why would you like to be a model for Kim Kuhlman Photography?
3. What will you do that will make you a great model for our studio?

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Minor Model Release

PARENT/LEGAL GUARDIAN'S PERMISSION AND RIGHTS GRANTED:

For good and valuable Consideration herein acknowledged 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 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 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 my heirs and assigns. I agree that this release is irrevocable, worldwide and perpetual, and will be governed by the laws of the state of New York, 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 Signature: _____

Parent/Legal Guardian Printed Name: _____

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, filmmaker or cinematographer, 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 licensees 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.