

BRAND AMBASSADOR INTAKE FORM

Luxury & High-Net-Worth Creator Evaluation Questionnaire

Please complete all relevant sections of this application with accurate, verifiable metrics. This document helps us evaluate candidate alignment with our high-end brand partnerships, bespoke events, and elite audience network.

01 CANDIDATE PROFILE & GEOGRAPHIC PRESENCE

FULL NAME

PRIMARY LOCATION (CITY / COUNTRY)

PRIMARY TRAVEL HUBS / FREQUENT DESTINATIONS

MEDIA KIT / PORTFOLIO LINK

REPRESENTATION / AGENCY CONTACT (IF APPLICABLE)

MANAGEMENT EMAIL & PHONE

02 DIGITAL FOOTPRINT & PRIMARY PLATFORMS

INSTAGRAM HANDLE & FOLLOWER COUNT

TIKTOK HANDLE & FOLLOWER COUNT

YOUTUBE CHANNEL / SUBSCRIBER COUNT

LINKEDIN / OTHER CHANNELS

PRIMARY PLATFORM (HIGHEST ENGAGEMENT)

CREATOR CLASSIFICATION

☐ Micro (10k–50k) ☐ Mid-Tier (50k–500k) ☐ Macro (500k+)

03 AUDIENCE DEMOGRAPHICS & PURCHASING POWER

GENDER BREAKDOWN (% M/F)

PRIMARY AGE BRACKETS

TOP 3
GEOGRAPHIC
REGIONS /
CITIES

ESTIMATED HIGH-NET-WORTH CONSUMER %

TARGET AUDIENCE PERSONA / LIFESTYLE PROFILE

04 TRACK RECORD & CONVERSION METRICS

PREVIOUS LUXURY & HIGH-END BRAND PARTNERSHIPS (HOSPITALITY, FINE DINING, SPIRITS, FASHION, TRAVEL)

HISTORICAL CAMPAIGN BENCHMARKS (AVERAGE ENGAGEMENT, STANDOUT CASE STUDIES)

CONVERSION & ATTRIBUTION METRICS (CTR, AFFILIATE SALES, DIRECT REVENUE GENERATED)

05 BRAND ALIGNMENT & STRATEGIC EXECUTION

BRAND AMBASSADORSHIP RATIONALE (WHY DOES OUR BRAND NATURALLY FIT YOUR LIFESTYLE?)

AFFINITY FOR HIGH-END LIFESTYLE SEGMENTS (FINE DINING, LUXURY TRAVEL, EXCLUSIVE EVENTS)

PROPOSED PROMOTION STRATEGY & CREATIVE CONCEPTS

06 CONTENT PRODUCTION & CREATIVE AESTHETIC

VISUAL STYLE / AESTHETIC (E.G., EDITORIAL, CINEMATIC, MINIMALIST)

PRODUCTION SETUP (INDEPENDENT CREATOR VS. DEDICATED VIDEOGRAPHER/TEAM)

TOP CONTENT FORMATS FOR ENGAGEMENT (REELS, STORIES, YOUTUBE INTEGRATIONS, VIP EXPERIENCES)

07 LOGISTICS, RIGHTS & COMPLIANCE

CONTENT LICENSING / WHITELISTING OPENNESS

☐ Yes ☐ No ☐ Open to Negotiation

AVAILABILITY FOR HOSTED VIP EVENTS & TRAVEL

☐ Yes ☐ No ☐ Select Locations

PREFERRED COMPENSATION MODEL / RATE STRUCTURE

ACTIVE EXCLUSIVITY / NON-COMPETES WITH OTHER BRANDS

BRAND SAFETY HISTORY (ANY PAST ACCOUNT FLAGS OR PLATFORM COMPLIANCE ISSUES?)