

MCB Prom Ambassador 2026

Official Rules and Contract

Applications must be completed and submitted by **Midnight on October 17th, 2025**.

Applicants must be Juniors or Seniors in high school.

The final selected Ambassadors will be chosen at Michelle's Consignment Boutique's (MCB) discretion.

Ambassadors must be active on at least one, preferably 2 or more, of the following social media platforms: Instagram, Facebook, and TikTok.

Applicants must allow MCB staff to view their social media before they can be considered. This is so MCB Staff can see that your social media is upstanding, not vulgar, and does not have profanity.

Each applicant will go through the voting and interview process. The overall total number of Ambassadors and the total number of Ambassadors per school is at the discretion of MCB. Voting will take place on MCB social media platforms; a "like" on your individual photo on Facebook, and one "comment" with your corresponding voting number on Instagram or TikTok are each one vote. For comment votes, only one vote per account will be counted (ex. sally commenting your number in 7 separate comments only counts as one vote). All votes will be tallied and finalists will be announced after the voting period has closed, MCB reserves the right to finalize the list of Ambassadors as they see fit. The interview will take place in person (Applicants are expected to make every effort to make an in-person interview time and are expected to reach out to MCB if extenuating circumstances qualify them for a Zoom interview). Interviews will be recorded and should be taken seriously as you would a job interview; this includes dressing appropriately and arriving early. **Interviews will run from October 6th, 2025, through October 24th, 2025**, an interview day/time can be scheduled on the website at <https://www.michellescb.com/prom-ambassadors> at the bottom of the page. Failure to schedule an interview time before October 17, 2025, will result in not being considered as a candidate. **Voting will run from October 20th, 2025, through October 26th, 2025**

Once selected, each Ambassador must meet the minimum social media post requirements of at least 1 post per week on Facebook and Instagram platforms and at least 1 Tiktok or Instagram Reel post per month, for a total of 5 posts per month (4 still photos, 1 video), of the dresses available at MCB from the beginning of **November 2025 to the end of March 2026**. More post detail requirements are outlined below in the "How to earn Prom Bucks" section. **Each Ambassador must schedule an appointment to come in-store at least once a month to take photos/videos of themselves in MCB dresses to post to their personal feeds.** Monthly try-on appointments should be scheduled at [.michellescb.com/prom-ambassadors](https://www.michellescb.com/prom-ambassadors). Ambassadors are expected to arrive at their monthly try-on appointment with hair and makeup done and photo-ready, this is extremely important as to uphold the overall brand appearance! Failure to follow advertising posting guidelines and/or failure to attend monthly try-ons will result in dismissal from MCB Prom Ambassadors 2026 and forfeiture of any associated discounts granted to the Ambassador.

Ambassadors will participate in a small photoshoot featuring the ambassador in gowns from MCB on **Sunday, November 2nd (time TBA)**. Ambassadors are responsible for their own hair and makeup for the shoot, Ambassadors do not have to have hair and makeup professionally done, but we are looking for "Prom Ready." This shoot will be informal and produced by MCB staff. Each Ambassador will take pictures in at least two gowns selected by the MCB Staff and receive their own set of personal images

for their own use but must credit, tag, or mention MCB when posting. All images are the property of MCB and can be used online and/or print for MCB advertising purposes.

Each Ambassador will receive an electronic discount card to distribute. When a customer shows their card at checkout, the Ambassador will receive points towards their accumulating discount; the customer will also receive a discount on their purchase, provided the customer's total, before tax, is over \$85. We encourage Ambassadors to share their discount cards periodically on Social Media for friends and followers to screenshot!

Prom Ambassadors will receive a "PromBucks" credit to use at MCB for formal dresses, regular clothing, and any accessories but ONLY from the Bowling Green location. The "Prom Bucks" value is at Michelle's discretion and will not be granted if the ambassador does not complete their duties. Ambassadors will follow the Discount Rules and Points document to receive a "Prom Bucks" discount, each Ambassador is responsible for their own accumulation of points. Each Ambassador's points will be tallied at the end of each month and an updated "Prom Bucks" discount amount will be given to ambassadors. Ambassadors are welcome and encouraged to use their discounts as they earn it. Ambassador's "Prom Bucks" discounts must be used by April 31st, 2026 after April 31st the discount will no longer be honored, NO Exceptions.

Ambassadors and MCB Staff will communicate through the Group Me messaging app. In order to receive credit for their postings, **Ambassadors must send photo proof in a direct message through the GroupMe App, it is the Ambassador's responsibility to make sure they send their posts.** Posts that have not been sent for counting can not be tallied. Any and all questions you may have can be asked through this forum. We will discuss this in further detail at your interview and photoshoot.

Ambassadors are expected to share and post about MCB in an upstanding and positive manner. In the event that any member of Michelle's staff finds inappropriate or demeaning content posted on your accounts, it will be personally reviewed by Michelle, and by Michelle's discretion action will be taken.

MCB Prom Ambassador 2026

Discount Rules and Points

- All "Prom Bucks" must be used by April 31st, 2026.
- A MAXIMUM of \$200 prom bucks per ambassador can be earned. Ambassadors are responsible for any value due on purchases above your earned Prom bucks amount.
- Each Prom Ambassador is required to complete social media advertising posts each month. We ask that you mix up the platforms to which you are posting. The same post, photo, or video, shared on multiple platforms counts ONLY ONCE. We encourage you to share a photo/video across platforms but we will only count it ONCE. For example, a photo of you in a red dress posted to Instagram but reshared to Facebook will only count as ONE post.
- All unused prom bucks after April 31st, 2025 will expire and not be honored.
- **Each Prom Ambassador is REQUIRED to visit MCB ONCE A MONTH to do their own try on and pictures of themselves in dresses to post throughout each month.** Prom Ambassadors will book an appointment for each month through MichellesCB.com to come in to try on. If unable to come during designated available appointments, the Prom Ambassador needs to reach out to MCB staff via the GroupMe app. Failure to come in once a month will result in dismissal from MCB Prom Ambassadors and forfeiture of any and all unused "Prom Bucks".

How to earn Prom Bucks:

Required posts:

2 of your required posts/reels/tiktoks must be of Ambassador physically in a gown from MCB. There will be an additional 2 required posts that are up to the discretion of the prom ambassador.

5 total posts per month are required (4 still photos, 1 video).

- 4 Required posts a month is worth \$5 each for a total of \$20/month.
- 1 required Instagram Reel or Tiktok a month worth \$10.

*beyond the 2 posts in a physical dress from Michelle's, the Ambassadors are welcome to re-share content from the store's account to meet post requirements. Occasionally, Ambassadors will be sent additional content and asked to share that specifically.

Via an Ambassador Card:

All Ambassadors will be given an electronic Ambassador card to distribute to their friends and followers. For each Ambassador card presented at checkout, the ambassador will receive \$10 in prom bucks. The customer presenting said Ambassador card will receive \$10 off their total purchase; cards are only valid for total purchases priced over \$85 pre-tax. The card must be present at the time of purchase for the Ambassador to receive prom bucks and the customer to receive a discount. Cards will no longer be valid after March 31st, 2026.

Bonus Points:

Every additional social media post, above the required 5 per month, referring to and tagging Michelle's Consignment Boutique(MCB) (including stories) is worth \$2 per photo post, \$5 per Reel/Tiktok with a MAXIMUM of \$30 total per month in bonus points.

Tally System

In order to receive credit for their postings, Ambassadors must send a photo proof to MCB Staff through the GroupMe App. It is the Ambassador's responsibility to make sure they send their posts. **Posts that have not been sent for counting will not be tallied.** It is crucial that a post made in a month is also sent as proof within the same month it was posted, proof of posts sent after the end of a month will not be counted. Proof of posts are due by the last day of each month:

POST SUBMISSION DUE DATES:

November – November 30th
December – December 31st
January – January 31st
February – February 28th
March – March 31st

- - - - -

I, _____ (print name) understand that should I be chosen as an MCB Prom Ambassador, I agree to follow and uphold the rules and expectations listed above including the "Discount Rules and Points" of Michelle's Consignment Boutique in the position of Prom Ambassador.

Ambassador Signature: _____

If under 18, Parent Signature: _____