



f-stop

WELCOME

AMBASSADOR PROGRAM

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Welcome to the f-stop family! You are joining the ranks of the world's top photographers, cinematographers, and visual creatives. We're happy to have you. f-stop's Ambassador program represents a commitment to empowering the creative class and helping you go farther and create better.

[Staff] Pro

All new ambassadors are brought on at the *Pro* level to begin with. We take our relationships very seriously and want to spend time growing together. Ambassadors at this level receive free gear and the ability to promote themselves through all f-stop channels.

Icon

f-stop *Icons* are true leaders whose work is considered some of the best in the world. They've been a part of our program for many years and formed a deep relationship with f-stop.



PARTNERSHIP



A person wearing a large tan backpack, a dark jacket, and bright red pants is walking away from the camera on a dark, rocky shore. They are holding a camera in their right hand. In the background, there is a large glacier with blue icebergs floating in the water, and snow-capped mountains under a clear blue sky.

WORKING TOGETHER

The f-stop Ambassador program is designed to empower visual creatives. Our belief in relationships has helped us innovate the best products over the past 12 years and we couldn't do it without the help of ambassadors like you.

WHAT WE WANT FROM YOU

ENTHUSIASM

The number one thing you can do is be excited about f-stop and share it with people you meet. You are our eyes and ears out in the field. Help other photographers and cinematographers find the right pack for their equipment.

LINK TO US

As you create blogs, posts, and all other types of communications, we ask that you tag f-stop's website and help your viewers find the right packs for their next adventure. We take your feedback seriously because it helps us to develop better products.

FEEDBACK

Brief monthly check in call with the community team to discuss the products, give feedback, and tell us about your upcoming projects.



FOCUS ON THE GEAR

EQUIPMENT *Pick one or more per year

1.) Gear unboxing video

This will be hosted on your YouTube, Instagram, or Facebook. The video doesn't need to feel like a big budget production. Even a phone or GoPro video will do!

2.) Gear Story

This will be hosted on the f-stop website in the "Gear" section of the stories page. This story explains how you use your f-stop pack to carry equipment. These stories are two paragraphs and contains a few photos of you & your equipment.

3.) Behind-the-Scenes

This will be hosted on the f-stop website in the "Features" or "We Are f-stop" section of the stories page. It is a 2-3 paragraph story about how you accomplished a recent photo or video production. Please also 3-4 behind the scenes images from the production.



START REAL CONVERSATIONS

SOCIAL

1.) 1 post of you and your pack per month on your own channels.

There is room to be creative here. We want to see (and show others) how you use the gear out in the real world!

2.) Tag **#fstopgear**, **#fstopcommunity** and **@fstopgear** as a part of the comment in your social posts.

3.) 1 instagram or snap story per month featuring your f-stop pack.

Certain story topics perform better than others. Below is a brief list of suggestions, but feel free to come up with your own ideas.

“Will it fit” – See how much gear you can fit in your pack

“Travel day” - A day in your life as you make your way to the next adventure

“gear layout” – Show off your equipment

“Sneak Peek” – an upcoming project or some photos you’re editing

“Tutorials” – Teach your audience about something. i.e. how you configure your ICU

4.) 1 (or more) image or video of you on location with your pack. f-stop will post this on it's social channels and tag you.

File structure for photo submissions: `yourname_packused_project.jpg`

*We want your images to look the best they can. Please always send high resolution photos through dropbox or email.



WE WANT TO HELP YOU

Have an upcoming shoot that's going to blow everyone away? Running a workshop? Talk to our dedicated Community Team and discuss promotional options. We want to help tell people about it!

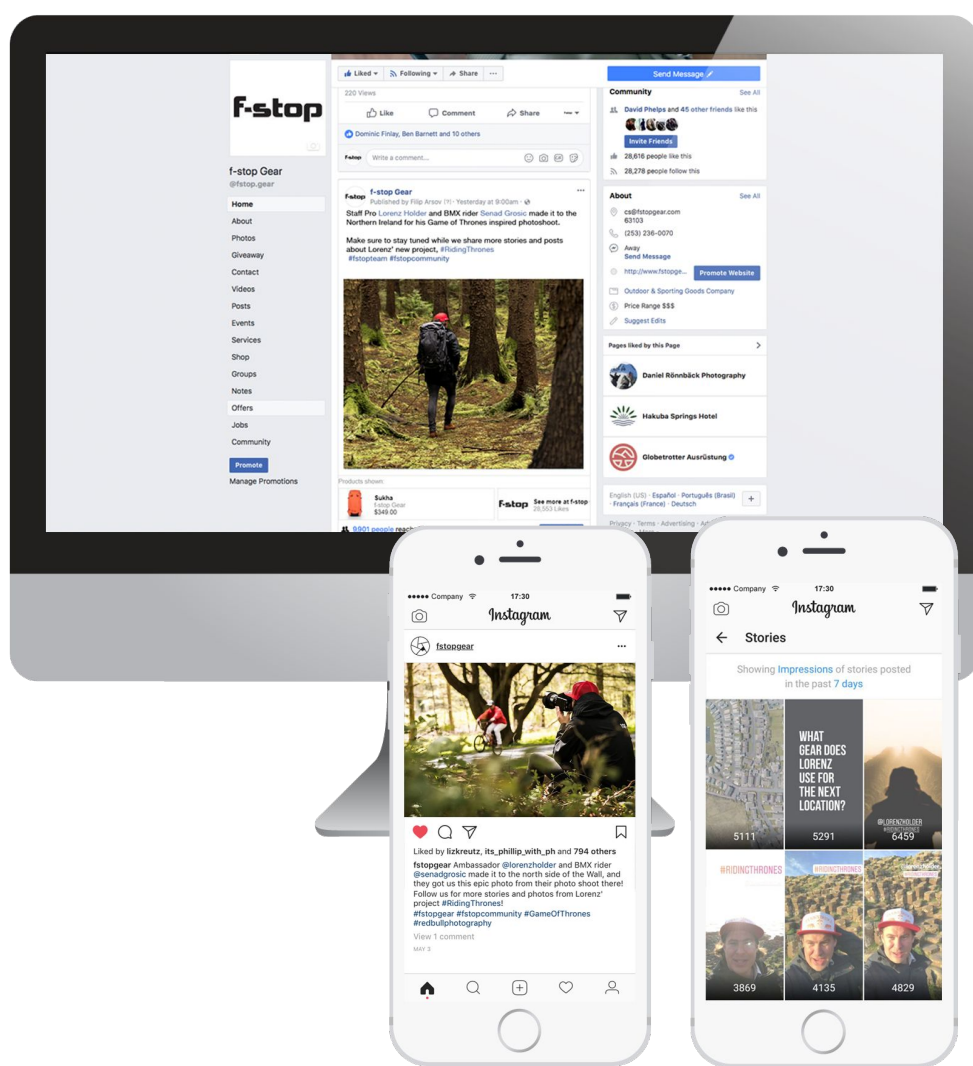
CASE STUDY: RIDING THRONES

F-stop Icon Lorenz Holder came to us with a crazy idea he was going to be shooting in Northern Ireland with Red Bull athlete Senad Grosic. We helped promote the project and generated over 100k impressions in a single week.

We promoted the project across our social channels and developed a behind the scenes story for our website.

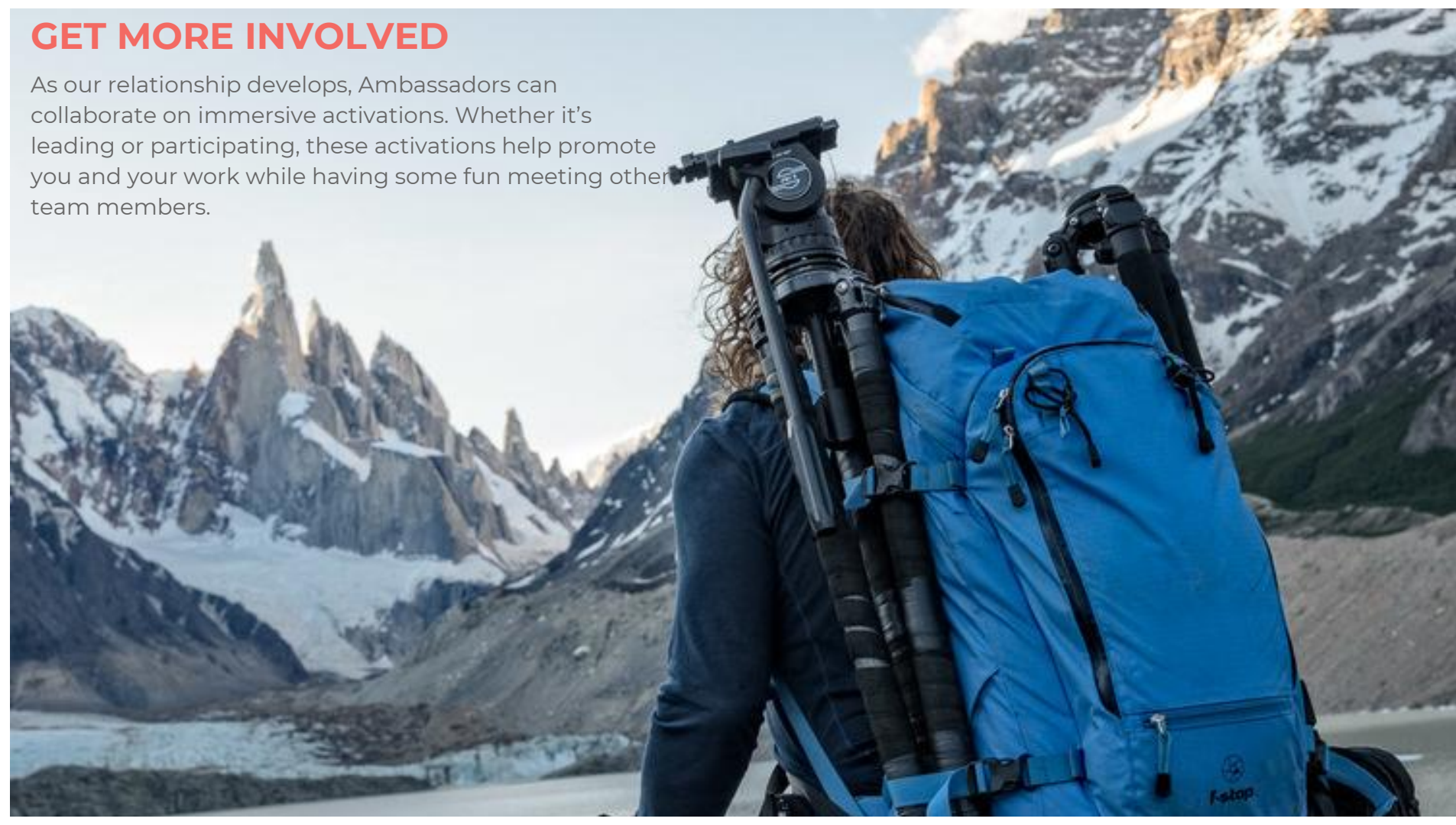
WORKSHOPS

Photo workshops are an educational experience to help aspiring photographers perfect their craft. We have supported numerous workshops with custom promotional initiatives.



GET MORE INVOLVED

As our relationship develops, Ambassadors can collaborate on immersive activations. Whether it's leading or participating, these activations help promote you and your work while having some fun meeting other team members.



CONNECTING WITH US

PRO HANGOUT

The main aim of the Pro Hangout is to forge relationships among team members and gather feedback on f-stop products. Our previous Hang Outs have been a blast and have driven much of the innovation seen in the current generation of packs. These events are exclusively for f-stop designers, Ambassadors, and select dealers.

PHOTOCRAWL

The Photocrawl is a combination of two of our favorite things... Photo walks and pub crawls. Lead by an Ambassador and open to the public, the Photocrawl takes photographers through an afternoon or evening of shooting photos throughout the selected city. By combining these two activities, we create a unique environment where our Ambassadors can genuinely connect with customers and share their enthusiasm for the brand. The event also acts as a touch/ try for potential customers.



[*CLICK FOR VIDEO](#)

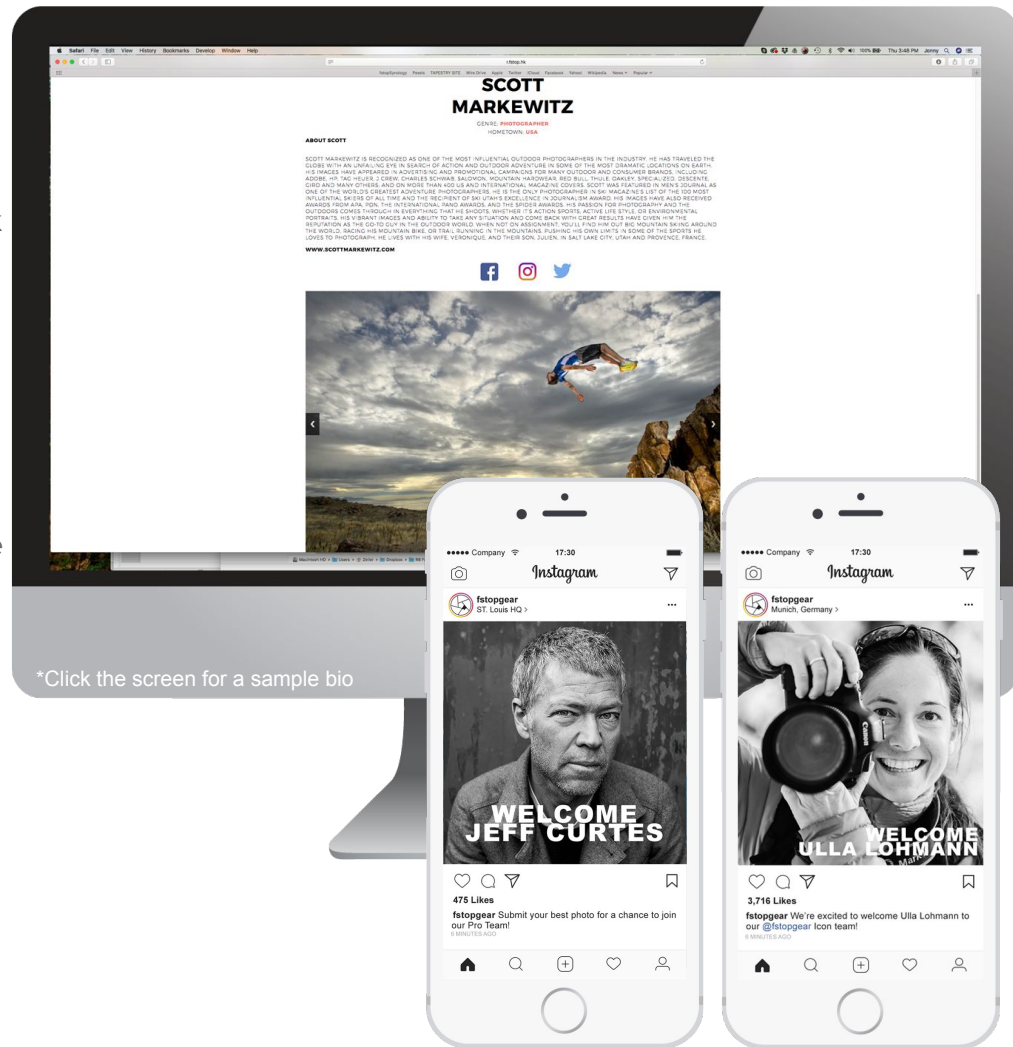
WEBSITE PROFILE

Tell us a little about yourself! This bio should feel personal and showcase your individual style. Share the type of work you create, your inspirations, or even your favorite place to travel. The average bio is 125-150 words and typically written in 3rd person. Additionally, please provide us with 5-7 photos of your work and any video links you'd like to share.

We'll alert you when your profile goes live. It's there to promote you and your work so we encourage you to share it with your fans.

All material should be sent over in a single .zip file labeled with this name structure: Proteam_yourname.zip

*Note: We care how you are represented, so equipment will be shipped when website profile has been submitted and is ready to go live.



GEAR



GEAR FOR ANY SITUATION

As a part of your engagement, we're excited to get you fitted with the best camera packs available. We've made it simple by creating a Welcome Bundle for our Ambassadors to make sure you always have the right gear for your shoot.

WELCOME BUNDLE:

- 1.) Start with the pack of your choice.
- 2.) Choose your ICU set up. (examples below)
- 3.) Choose any three accessories from the f-stop website.



SHINN



SUKHA



TILOPA



AJNA



LOTUS



LOKA



KASHMIR



GURU



SMALL PRO (x2)

OR



LARGE PRO

OR



XLARGE PRO

OR



LARGE PRO+SMALL PRO

ADDITIONAL GEAR

URBAN SIDEKICK (60%) off

We know that not every piece of gear fits every type of shoot. We created the Urban Series for those of us that just can't help but create something everywhere we go. Not always just for camera gear, the Urban Series is here to make that on-the-run lifestyle a little bit easier. Discount available for a single Urban Series purchase during the entire duration of our partnership.



FITZROY



DALSTON



FLORENTIN



KALAMAJA



f-stop

EMPOWERING THE CREATIVE CLASS