

Statement of Belief:

We believe in and follow in the footsteps of the life and teachings of the historical man Jesus the Nazarene, and in no way are affiliated with, or align to what the world dictates and designates as the definition of any religion. Jesus calls us to love others, care for the vulnerable, act with humility, and serve all creatures and creation without prequalification. We believe in leading with militant kindness, honesty, and generosity. Forgiveness is the highest form of life.

We treat every person with dignity and respect. We are not aligned with any political party, ideology, or geopolitical position. We do not choose sides in world affairs and do not engage in political advocacy. Our company remains independent and nonpartisan, committed to operating with integrity, respect, and fairness for all.

We believe that love as Jesus taught, is the fulfillment of the law. Love is sovereign and expressed through lived empathy, compassion, integrity, humility, and service. These principles guide the method in which we operate and conduct business. We strive to act with kindness, fairness, and respect in every interaction, recognizing the absolute value and worth of every individual as an adored creation in His image, regardless of their beliefs, race, gender, color, religious creed, handicap, health, ancestry, national origin, age, sex, vaccination status, disability, marital status, sexual orientation, pregnancy or citizenship status.

Our focus is ONE: lead using love, serve with diligence, and create something meaningful and beautiful that impacts the world.

If you do not know who Jesus is, we want you to. He is not who you think he is. He has been misrepresented for centuries.

PRODUCT MODEL AGREEMENT

This Product Model Agreement ("Agreement") is entered into as of **[Date]**_____, by and between:

Company: Chasing The Wind Apparel CO. ("The Company")

and

Model: ("The Model")

[Model Full Legal Name]_____residing at

[Address]_____

(CTW) Chasing the Wind Apparel Co., a Massachusetts corporation, hereinafter referred to as the “Company,” and [Model Name]_____, hereinafter referred to as the (“Model”).

1. Purpose

The Company agrees to provide the Model with certain products at no cost in exchange for the Model photographing themselves wearing the products and submitting the photographs to the Company (a predetermined number of photos via digital format) in a timely fashion. The Model will also receive monetary compensation for approved photo content created under this Agreement.

2. Products Provided

The Company will provide the Model with free products, which may include but are not limited to:

- Apparel
- Accessories
- Footwear
- Other branded merchandise

All products are provided **free of charge** and **do not need to be returned** unless otherwise agreed in writing.

3. Model Obligations

The Model agrees to:

- Wear and/or use the provided products as intended
- Take and submit high-quality photographs featuring the products
- Follow basic brand guidelines provided by the Company (if any)
- Deliver photos by **the Deadline within 14 days of receipt.**
- Ensure photos are original, unaltered (unless approved), and not infringing on third-party rights, Copyright law, or any other intellectual property stipulation.

4. Compensation

In addition to free Company products, the Model will be compensated as follows:

- **Payment Amount:** \$_____ per approved photo **OR** \$_____ per photo set
- Payment will be issued within **[14 days]** after photo approval or prepaid on trial basis.
- Payment method: **[PayPal, Venmo, check, or other.]**

No payment is due for photos that are not approved by the Company.

Rates Per Photo

1. NEW Micro/Amateur Models (Social Media/Facebook/Instagram)

- **\$25 – \$50 per approved image or set**
New models with limited experience and/or a small audience.

2. REPEAT Mid-Level Models

- **\$75 – \$100 per approved image or set**
Repeat models who reliably deliver quality photos and usage rights.

3. Experienced / Semi-Pro Models

- **\$150 – \$300+ per approved image or set**
Applies to models who have portfolios, on-camera experience, and/or significant social reach. (10,000+ or more)

4. Professional Models (High-End, Commercial)

- **\$300 – \$500+ per approved image or set**
For campaigns used in broad advertising (national ads, paid media, catalogs, billboards).

5. Content Usage Rights

The Model grants the Company a **permanent and perpetual, worldwide, royalty-free license** to use the photos for:

- Product listings and website content
- Social media

- Marketing and advertising
- Email campaigns
- Print or digital promotions

The Company may crop, resize, or edit images but will not materially alter the Model's appearance.

6. Ownership

- The Model retains ownership of the original photos and grants the Company dual ownership
 - The Company retains usage rights as outlined above
 - The Model may use the photos for personal portfolios and social media but may not license them to others
-

7. Exclusivity Clause

- ☐ No exclusivity required (Amateur and Mid-level models)
- ☐ Model agrees not to model for competing brands in the same product category for **[30 days]**

(Check one)

8. Representations & Warranties

The Model represents that:

- They are at least 18 years old (or a parent/guardian will sign)
 - They have the legal right to enter this Agreement
 - All photos provided are original and do not violate any laws or third-party rights
-

9. Termination

Either party may terminate this Agreement with written notice. Any photos delivered and approved prior to termination remain property of, and licensed to the Company.

10. Independent Contractor

The Model is an independent contractor and not an employee of the Company. This Agreement does not create an employment relationship.

1099 Reporting If a model is paid \$600 or more in a calendar year, we may issue a Form 1099-NEC if they are an independent contractor.

11. Governing Law

This Agreement shall be governed by the laws of the State of **Massachusetts**.

12. Entire Agreement

This document constitutes the entire agreement between the parties and supersedes all prior communications.

13. Minor Model & Parent/Guardian Consent Agreement

This Addendum applies to the Model's child, and when the Model is under the age of 18.

Minor Model Name: _____

Date of Birth: _____

Parent/Legal Guardian Name: _____

Relationship to Minor: _____

The Parent/Guardian hereby represents and agrees that:

1. They are the legal parent or guardian of the Minor Model.
2. They consent to the Minor Model's participation in photo and/or video content featuring Company-provided products.
3. They approve the creation, submission, and licensed use of all images and content of the Minor as described in the entire Product Model Agreement.
4. They release the Company from any claims arising from the Minor's participation.
5. They understand that the Minor is not an employee and participation is voluntary.

Parent/Guardian Signature: _____

Date: _____

14. Influencer Disclosure - FTC Compliance

To comply with Federal Trade Commission (FTC) guidelines, the Model agrees to clearly disclose the material relationship with the Company whenever posting content featuring Company products.

Required Disclosure

Disclosures must be:

- Clear and conspicuous
- Placed in the caption or visible portion of the content
- Written in plain language

Approved Disclosure Examples

- “Gifted by Chasing The Wind Apparel”
- “Paid partnership with Chasing The Wind Apparel”
- “Sponsored by Chasing The Wind Apparel”

Disclosures must appear **before “see more”** where applicable and may not be hidden in hashtags alone.

15. Social Media Caption Requirements

When posting content created under this Agreement, the Model agrees to:

- Tag the Company’s official IG/FB account: **@chasingthewindapparel/**
<https://www.facebook.com/ChasingTheWindApparel>
- Include required FTC disclosure language
- Use approved hashtags (if provided): **#alternativechristianclothing**
- Avoid profanity, hate speech, political endorsements, or misleading claims
- Avoid claims related to health, safety, or performance unless expressly approved

The Company reserves the right to request caption edits prior to reposting or reuse.

16. Brand Usage Guidelines

To maintain brand consistency, Models agree to the following guidelines:

Visual Standards

- Clean, well-lit images
- Neutral or outdoor/natural backgrounds preferred
- Products must be visible and worn/used as intended
- No visible competing or other brand logos

Content Standards

- Family-friendly, respectful imagery
- No illegal, unsafe, or inappropriate activity
- No filters or heavy alterations unless approved

Brand Tone

- Honest, warm, inclusive
- No exaggerated or unverified claims
- No association with controversial content

17. SHORT-FORM MODEL RELEASE

(For quick campaigns, pop-ups, and events)

Model Name: _____

Email: _____

In exchange for free products and/or compensation, I grant **Chasing The Wind Apparel CO.** permission to use photos or videos of me wearing or using their products for marketing, advertising, and promotional purposes, worldwide and royalty-free.

I confirm that:

- I am at least 18 years old (or a parent/guardian has signed separately)
- I own the rights to the content I submit
- I release the Company from claims related to lawful use of the content

Thoroughly read the **Product Model Agreement** before signing. This is a legal and binding contract. By signing it, you accept it in all its terms. By signing in the space below, it is stated that all the policies and procedures herein are understood by you and agreed upon.

- ✓ This is to verify that I have read in full the **Product Model Agreement** and I agree to comply with the policies outlined therein.
- ✓ I have read and understand that I will be exposed to the Truth and Love of Jesus Christ.

MODEL/ GUARDIAN SIGNED: _____ DATED: _____

Application

Thank you for your interest in collaborating with **(CTW) Chasing the Wind Apparel Co.** Please complete the application below. Submission does not guarantee selection.

SECTION 1: BASIC INFORMATION

Full Name:

Email Address:

Phone Number (optional):

City & State:

Age (check all that apply if parent and child):

- ☐ Under 18 (parent/guardian consent required)
- ☐ 18–24
- ☐ 25–34
- ☐ 35+

SECTION 2: SOCIAL MEDIA INFORMATION

Please list all platforms where you would post content:

Instagram Handle: _____

Followers: _____

TikTok Handle: _____

Followers: _____

Facebook Handle: _____

Followers: _____

Primary Platform (check one):

☐ Instagram

☐ TikTok

☐ Facebook

☐ YouTube: _____

Social Media Qualifications

Our typical selection preferences (not strict requirements):

- Minimum **500+ followers** on at least one platform
- Public account
- Consistent posting activity
- Content aligned with family-friendly, outdoor/homestead lifestyle, and/or wholesome values

☐ I confirm my account(s) are public

☐ I confirm I create original content

SECTION 3: CONTENT & EXPERIENCE

Have you modeled for brands before?

☐ Yes

☐ No

If yes, please list brands or attach links:

What type of content do you primarily create? (Check all that apply)

☐ Lifestyle

☐ Outdoor / Adventure

☐ Family / Children

☐ Fashion / Apparel

☐ Photography

☐ Video / Reels

☐ Other: _____

SECTION 4: COMPENSATION & COLLABORATION

Preferred collaboration type (check all that apply):

☐ Submit photos for product listings only (no social media posting)

☐ Paid ambassador - product listings & social media

☐ Affiliate per campaign

☐ Combination

Preferred Payment Method:

☐ PayPal

☐ Venmo

☐ Zelle

☐ Direct Deposit (ACH)

☐ Other: _____

Note: Payments of \$600 or more per calendar year may require tax reporting (Form 1099-NEC).

SECTION 5: AVAILABILITY & AGREEMENT

Are you able to:

- Meet brand guidelines and deadlines? ☐ Yes ☐ No
 - Include FTC-required disclosures? ☐ Yes ☐ No
 - Grant usage rights for marketing purposes? ☐ Yes ☐ No
-

SECTION 6: ADDITIONAL INFORMATION

Why do you want to collaborate with CTW Chasing the Wind Apparel Co.?

SECTION 7: ACKNOWLEDGMENT

By submitting this application, I confirm that:

- All information provided is accurate
- Submission does not guarantee selection
- I understand a separate agreement is required before participation

Thank you for your interest. Please visit our website to choose six products that you would prefer to work with. <https://www.alternativechristianclothing.com/shop-all>

There is no guarantee that these products will be the ones selected for or sent to you.

Please list your product preferences below:

1.

2.

3.

4.

5.

6.

Faith is the substance of things hoped for, the evidence of things not seen.

Email this document to Caitlin@chasingthewindapparel.com