

Role & Responsibilities

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Brand Ambassador
BINDAAS ARTIST GROUP, INDIA



Warm Greetings from Bindaas Artist Group!

We are delighted to extend our heartfelt appreciation for your outstanding contribution to the world of art and creativity. Your dedication, vision, and passion have left an inspiring mark in the art community, both nationally and globally. In recognition of your artistic excellence and influence, **Bindaas Artist Group** would be honored to invite you to join us as our **Brand Ambassador**.

About Bindaas Artist Group:

Bindaas Artist Group is a vibrant platform dedicated to empowering artists, promoting cultural exchange, and organizing international art exhibitions, workshops, and events. We aim to celebrate diversity in art and build a community that thrives on collaboration, innovation, and artistic excellence.

Brand Ambassador Role & Responsibilities:

The Brand Ambassador will serve as the face and voice of the exhibition, helping to:

- Promote the event across national and international platforms
- Enhance audience outreach through personal network and public image
- Support promotional campaigns via social media, interviews, and official representation
- Uphold the exhibition's mission of celebrating artistic diversity and cultural exchange
- Feature in exhibition posters, banners, and digital creatives
- Deliver an opening or promotional message (video or written)
- Promote exhibition highlights and calls on personal/professional channels
- Participate in press meets or online panel discussions (if any)
- Represent the values and aspirations of the exhibition with integrity and enthusiasm
- Serve as the official face and voice of the group at national and international platforms.
- Actively promote the group's initiatives, events, and exhibitions on social media and other platforms.
- Establish and maintain strong relationships with artists, art organizations, curators, and media outlets.
- Encourage and initiate collaborations among artists and cultural institutions.
- Guide young and emerging artists by sharing knowledge, offering feedback, and inspiring growth.
- Attend and, when required, host exhibitions, webinars, talks, or workshops on behalf of the group.
- Contribute ideas and suggestions to improve the group's visibility, branding, and program effectiveness.
- Contribute to articles, catalogs, press releases, or video messages for the group's communication channels.
- Recommend and help onboard talented artists and collaborators to join the group.
- Share periodic insights and feedback about group activities, trends, and suggestions for innovation.
- Promote the value of art and culture through public speaking, campaigns, and collaborations with NGOs or educational institutions.
- Maintain integrity, professionalism, and commitment while representing the group's mission and vision.

Benefits to the Brand Ambassador:

- **Financial Opportunities**

Continuous engagement with the group will be maintained for future collaborations, projects, and initiatives. As a token of appreciation, BAG offers ambassadors a contribution amount based on registrations from participating artists in their respective countries. This amount ranges from **10% to 20%** of the registration fees collected from artists of that country.

To receive this appreciation amount, ambassadors are required to follow these steps:

Step 1: Share event details with artists from their respective country/region/state to encourage participation.

Step 2: Provide their unique ambassador registration number, like **(BAG2025M01)**, to the artists' registration form, ensuring that registrations are counted under their contribution.

Step 3: Submit a consolidated list of registered artists from their country/region/state for confirmation.

Step 4: On the day of the competition result announcement, the ambassador's contribution amount will be officially shared with all ambassadors. Within the same month, the amount will be transferred directly to the ambassador's bank account.

- **Prestigious Title & Recognition**

Honoured with the designation of *Brand Ambassador* representing the group nationally and internationally.

- **Visibility & Promotion**

Featured in group's promotions, exhibitions, publications, website, and social media channels.

- **Networking Opportunities**

Direct access to a wide network of artists, curators, art collectors, and institutions.

- **Priority Participation**

First preference for participation in national and international exhibitions, workshops, and art residencies.

- **Certificate of Honor**

Official certificate and memento acknowledging the ambassadorial role and contribution.

- **Media Exposure**

Featured in interviews, artist talks, newsletters, and press releases by the group.

- **Exclusive Invitations**

Special invites to elite art events, exhibitions, art competitions, jury panels, and curatorial discussions.

- **Support for Solo Projects**

Chance support for personal curator of own state or country exhibitions, art books, or collaborative projects. Where you represent the BAG group as an esteemed ambassador in your respective place.

- **Involvement in Decision-Making**

A voice in planning, branding, and strategic initiatives of the group at your corresponding address.

- **Social Impact & Cultural Advocacy**

Act as a cultural ambassador, contributing to the promotion of art awareness and education in your state and country, supported by the Bindaas Artist Group.

We welcome suggestions and nominations for a suitable candidate who can embody the spirit of the event and elevate its presence to new heights.

*Appointing a **BAG Brand Ambassador** will significantly strengthen the global positioning of the International Online Art Exhibition and build lasting relationships in the creative ecosystem.*

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<https://www.bindaasart.com/art-competition>

