WHAT SHE WORE

Model Participation & Revenue-Share Agreement

BMG Media LLC · 9 Chestnut Street, Salem, NJ 08079, USA · mail@tvbmg.com

This Agreement is between **BMG Media LLC** ("BMG"), publisher of **BMG Interactive Magazine** and **What She Wore**, and the model named in the signature block at the end of this document ("Model").

Agreement date: _____

THE DEAL IN PLAIN WORDS

Appear in BMG Interactive Magazine, and BMG builds you a What She Wore page — your own online lookbook of everything you wore in the magazine, each piece matched and shoppable under your own link. Share the link with your followers, and you earn 25% of the net revenue your looks generate (your photographer earns 25% too). If the photos are yours — you shot them or own the rights — the full 50% creator share is yours alone.

You can also simply send BMG your Instagram link and give permission here: BMG will pull the looks together for you. No page exists without the magazine — the magazine always comes first.

1. How the program works

1. **Magazine first.** What She Wore features the outfits models wore in spreads published in BMG Interactive Magazine. A look becomes eligible for What She Wore only after it has been published in BMG Interactive Magazine. Looks that have not appeared in the magazine do not enter What She Wore and earn nothing under this Agreement.
2. **Your page.** BMG will build Model a dedicated What She Wore page collecting her published looks, shown under her credit name and Instagram handle, carrying an AS SEEN IN BMG mark and a link to her magazine spread, with tracked shop links so earnings from her looks are recorded to her individually.
3. **We do the work.** BMG may build Model's looks from photographs Model submits, and — with the permission given in Section 3 — from photographs on Model's own Instagram or other public posts that Model identifies. BMG does the pulling, matching, and page-building.
4. **Editorial decision.** BMG alone decides what is published, where, and in what layout. Participation does not guarantee publication, traffic, or earnings.

2. What you earn

1. **Your share: 25%.** Model will receive the Model Share of Net Revenue directly attributable to her looks. The creators' pool is fifty percent (50%) of Net Revenue. The standard split of that pool is: Model twenty-five percent (25%) of Net Revenue, and the photographer of the look twenty-five percent (25%) of Net Revenue; BMG retains the remaining fifty percent (50%).
2. **Your own photos: 50%.** Where Model supplies a photograph that she owns or fully controls (for example, her own self-shot photos), there is no photographer share for that photograph and Model receives the full creators' pool of fifty percent (50%) of Net Revenue for it. Where several photographers shot a page, the photographer share is divided among them in proportion to their photographs on the page.
3. **"Net Revenue"** means money BMG actually receives from: (a) affiliate commissions (for example, Amazon Associates) on purchases made through the shop links on What She Wore pages featuring Model's looks; (b) direct sales of products built on those looks, if any; and (c) sponsorship or advertising sold specifically against Model's page — in each case after refunds, returns, chargebacks, and retailer adjustments.
4. **Attribution.** Sales are attributed through the tracked links on Model's page and on the pages featuring her looks.
5. **Payment.** Earnings are reported and paid monthly, once the accrued balance reaches US $25; smaller balances roll forward. Each payment comes with a statement showing the pages, sales, and amounts behind it. No payment is due until Model has supplied payment details and the tax form BMG reasonably requires (Form W-9 for US persons; Form W-8BEN for non-US persons).
6. **Independent contractor.** Model is an independent contractor, not an employee of BMG, and is responsible for her own taxes on amounts paid under this Agreement.

3. Rights and permission

1. **Ownership stays with you.** Model keeps all rights she holds in her photographs and likeness. Nothing in this Agreement transfers ownership.
2. **License to BMG.** Model grants BMG a non-exclusive, worldwide license to: publish the photographs and her likeness in BMG Interactive Magazine (digital, app, and print editions, including back issues and archives); feature her looks in What She Wore (website, app, and print collections); and promote them on BMG's websites and social channels — with credit under Section 5. The revenue share in Section 2 is the payment for this license; no separate license fee is owed.
3. **Instagram pull.** Model authorizes BMG to copy the photographs she identifies from her own Instagram and other public posts for the uses in Section 3.2. Model will not delete or restrict those posts to defeat this authorization while the Agreement runs.

4. **Photographer rights.** Where a photographer holds rights in a photograph, the photographer's separate agreement with BMG governs the photographer share; Model will tell BMG who shot each set she submits or identifies.
5. **Production edits; no third-party sales.** BMG may resize, crop, and lay out photographs for publication format. BMG will not sell or license Model's photographs themselves to third parties outside this program without a separate written agreement.

4. What you promise

1. You are 18 or older.
2. The information and credits you supply are accurate, including who shot each photograph.
3. You have the right to authorize the uses in Section 3 for every photograph you submit or identify.
4. You will promote your page honestly — no false claims about products, prices, or earnings.
5. Nothing you submit infringes anyone's rights or contains anything unlawful.

5. Credit

BMG will credit Model by the credit name and/or Instagram handle given in the signature block wherever her looks appear, following BMG's standard credit placement in the magazine, on What She Wore pages, and on Model's own page.

6. Term and exit

1. This Agreement runs until either side ends it with 30 days' written notice (email is enough).
2. Spreads already published remain in the published magazine issues and archives. BMG will take Model's What She Wore page down within 30 days after the Agreement ends.
3. Earnings accrued before takedown are still paid on the normal monthly cycle described in Section 2.

7. General

1. This is the whole agreement between BMG and Model for this program. Changes must be in writing and agreed by both sides.
2. New Jersey law governs this Agreement. If any clause is held unenforceable, the rest stands.
3. **No earnings guarantee.** Other than the share stated in Section 2, BMG makes no promise of publication, traffic, or income.

Signatures

MODEL

Legal name: _____

Credit name (as it should appear): _____

Instagram: @ _____

Email: _____

Payment method / details: _____

Signature: _____ Date: _____

BMG MEDIA LLC

Name: Calvin Childs, Owner

Signature: _____ Date: _____