



2015-2016 Whale Rep Application

Our Brand:

A message from Shep & Ian: *"We delivered our first 800 ties July 3rd, 1998, and sold out in the first week. We quickly re-ordered, paid off our debt, hit the road and moved into our first office. Then, we moved to an even bigger office, hired even more people, and opened a few more retail stores, proving that the American Dream is alive and well. Today, we're in an even bigger office and are opening more stores across the country. We have an incredible team by our side and no plans of slowing down anytime soon. And we couldn't have done it without the support of our family and friends. People always say that if you do what you love, you'll be successful. There's no doubt that we're doing what we love and loving what we do: we're having fun, working hard and meeting great people."*

Click this link to learn more about our brand: [vineyard vines- Who We Are](#)



This company was founded on doing what we love and following our mantra "every day should feel this good." As a campus whale rep, we expect you to promote this ideal and represent our lifestyle brand on your college campus through creative events and social media. At all times, you are representing the vineyard vines brand and you will need to think outside the box to promote our growing company. It is up to you to bring vineyard vines to your campus and make sure that it is well known there! If this sounds like something you have a strong passion for, we encourage you to apply to our whale rep program! Thank you so much for your interest and we look forward to seeing all of your applications!

-Team VV

Job responsibilities as a whale rep:

- Host minimum of 1 event per semester; send photos and a recap of the event to whalereps@vineyardvines.com
- Make at least 2 posts per month on social media which incorporate the vineyard vines brand, your university, seasonal hashtag, and #EDSFTG
- Wear, promote and represent the vineyard vines brand around campus

You would be a good fit if you:

- Are outgoing, friendly, and energetic
- Can be spotted repping the pink whale
- Like to work hard while having fun
- Want to bring the good life to your campus!

If this sounds like something you would be good at, continue filling out the form below to apply!

Every day should feel this good. 



vineyard vines®

2015-2016 Whale Rep Application

General Info:

Name: _____

Mailing Address: _____

Email: _____

Phone Number: _____

Date of Birth: _____

Did a VV employee refer you to the Whale Rep program? Y/N

If so, who? _____

Education and Campus Involvement:

School: _____

Grad Year, Major: _____

GPA: _____

Greek Affiliation Y/ N: If yes, which organization? _____

Sports Teams/Clubs/Honors, etc: _____

Twitter and Instagram Handles/Number of Followers for each:

Which vineyard vines retail store is closest to your campus?

References:

Name: _____ Affiliation: _____ Phone/Email: _____

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Writing Section:

- Please answer 2 of the following 3 questions in a separate word document. Be creative and articulate with your responses, and limit each response to 250 words.
 - 1) If you could put one whale sticker on your campus, where would it be? Why?
 - 2) If you had to name a boat, what would you name it and why?
 - 3) How does vineyard vines reflect your lifestyle?
- Please list 2-3 ideas you have for events on your college campus with brief description
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Video Section:

Please show us your every day should feel this good moment in a short video, while also incorporating our summer theme #HOWDOYOUSUMMER (1 minute max). Please upload your video to YouTube and attach the link to your application. Email all applications to whalereps@vineyardvines.com


At the beginning of the video, please include the following:


- 1) Your name
- 2) The school you attend
- 3) Your graduation year

Below are directions on how to upload your YouTube video:

To get started uploading videos on YouTube, follow the steps below:

1. Sign into YouTube.
2. Click the **Upload** button at the top of the page.
3. Select the video you'd like to upload from your computer. You can also record a video from your webcam, or create a video slideshow.

Before you start uploading the video you can chose the [video privacy settings](#) . As the video is uploading, you can add information (e.g. title, description, tags), change your privacy settings, add the video on a playlist, choose a custom thumbnail or decide if you'd like to post it to Google+ or Twitter.

You can edit both the basic information and the advanced settings of the video, and decide if you want to notify subscribers (if you untick this option no communication will be shared with your subscribers). Partners will also be able to adjust their [Monetization settings](#) .

4. Make any changes you want to the video settings and information, then click **Publish** to finish uploading it on YouTube. You can always publish your video at a later time in your Video Manager. If you set the video privacy setting to Private or Unlisted, just click **Done** to finish the upload or click **Share** to privately share your video.



If you haven't clicked **Publish**, your video won't be viewable by other people.

Applications are due by Sunday, July 19th at 11:59 PM Eastern Standard Time. Late applications will not be accepted. By submitting this application, you accept that vineyard vines has the right to use your video submission through social channels if we so choose. Additionally, please note that this application must be filled out in its entirety to be considered.

Every day should feel this good. 