

the icon

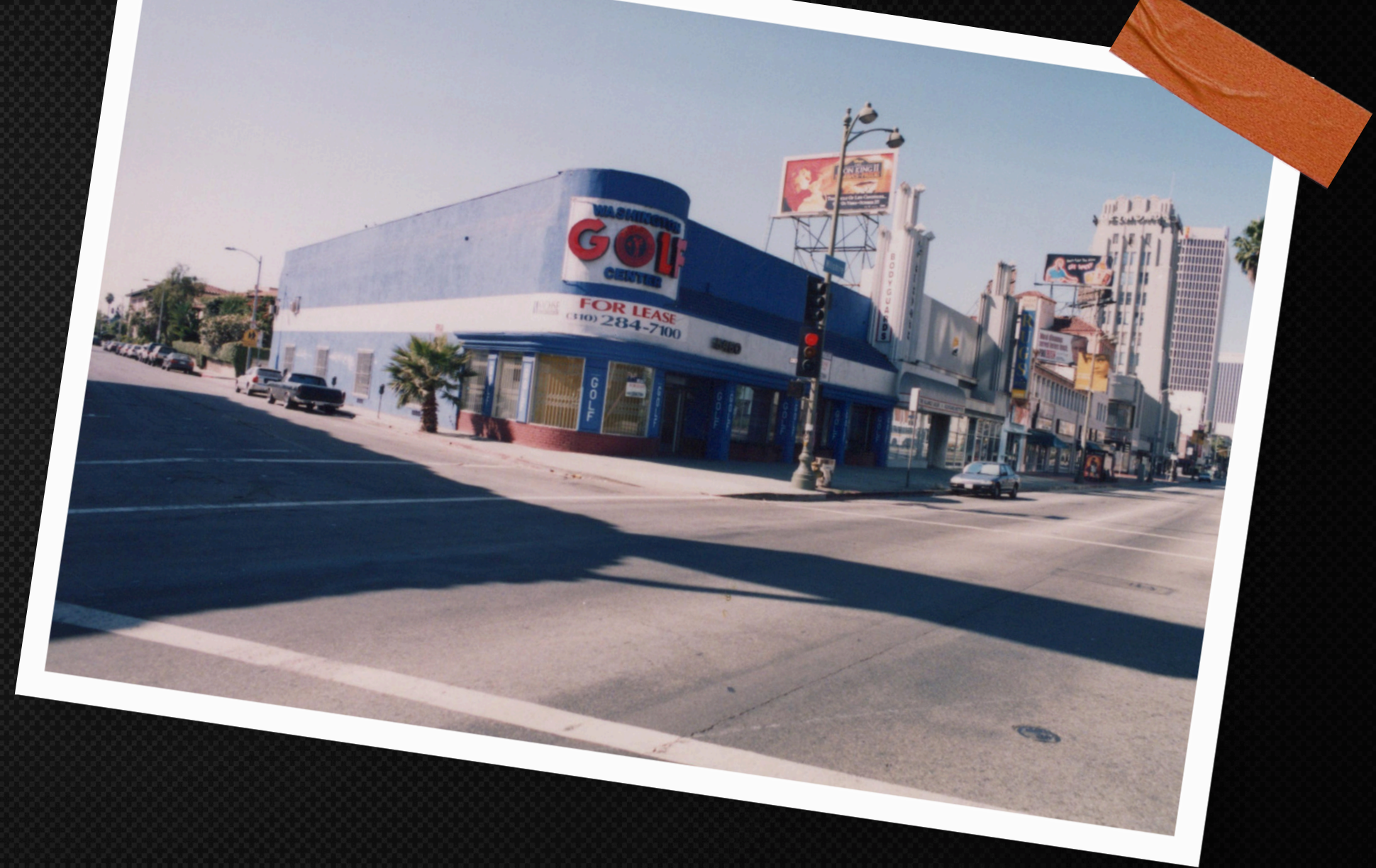
Ambassador Program

26 YEARS AGO...

The Icon opened its doors in the sunny Miracle Mile district of Los Angeles.

Since its inception, Icon has grown from a local photo lab into an international destination for professional photographers that seek high-quality services.

At its core, The Icon is dedicated to uplifting the photography community, fostering a space where creativity thrives and is celebrated. With a passion for delivering unparalleled customer care, Icon ensures every client experiences the highest standards of service in the industry.



SERVICES

The Icon offers a comprehensive range of high-quality services to meet the needs of professional photographers.

- Film Developing
- Film Scanning
- Film Printing
- Darkroom
- Slide Film

- Quick Prints
- Pro Prints
- Custom Prints
- Art Prints
- Photo Books

- Scanning
- Retouching
- Restoration
- Digital Capture
- Archiving



Partnering with The Icon, a top-tier pro photo lab, is a prestigious opportunity to represent a company that stands at the forefront of the photography industry.

As a social media ambassador, you will join a select group of photographers and creators who embody the excellence that The Icon represents.



The synergy we hope to cultivate with our ambassadors is rooted in mutual inspiration and shared passion. We want you to authentically bring your audience along for the ride, showcasing the behind-the-scenes of your craft and highlighting your collaboration with The Icon.

This partnership is about more than just visibility—it's about elevating both your work and our services through a transparent, engaging narrative.



What's In It For You?

As an Icon ambassador, you'll enjoy exclusive perks designed to elevate both your creative journey and your audience's experience.



Ambassador discount on Icon services as long as you're in the program.



Discount code for your referrals. First time customers only.



Gallery representation on ARTSY



Gallery show opportunities at Space @ Icon



First to know about new services, sales - inner circle things



Features on Icon's social media channels



Free swag

DELIVERABLES

In order to stay active in our ambassador program, you must post monthly on your social media channel(s).

Tagging: Must tag The Icon social media accounts.

Format: Experiment with a variety of formats. Whatever feels authentic to you and your brand.

Some ideas include:



VIDEO

Just got my scans from The Icon. Let's review

PHOTO

Share BTS of looking at film, contact sheets, test prints, etc.

STORIES

Come with me to pick up/drop off film, review scans, etc.

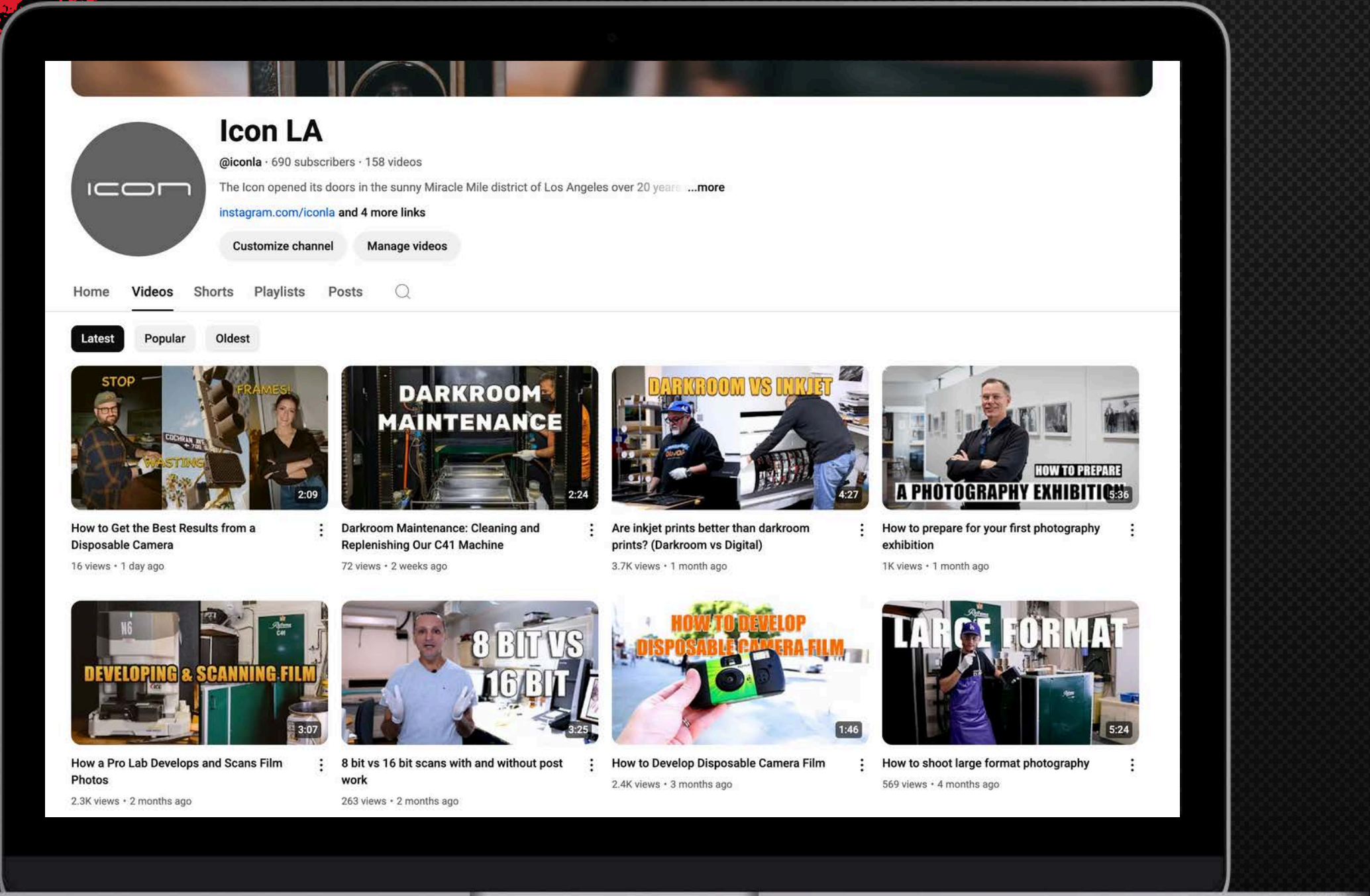
CAPTION

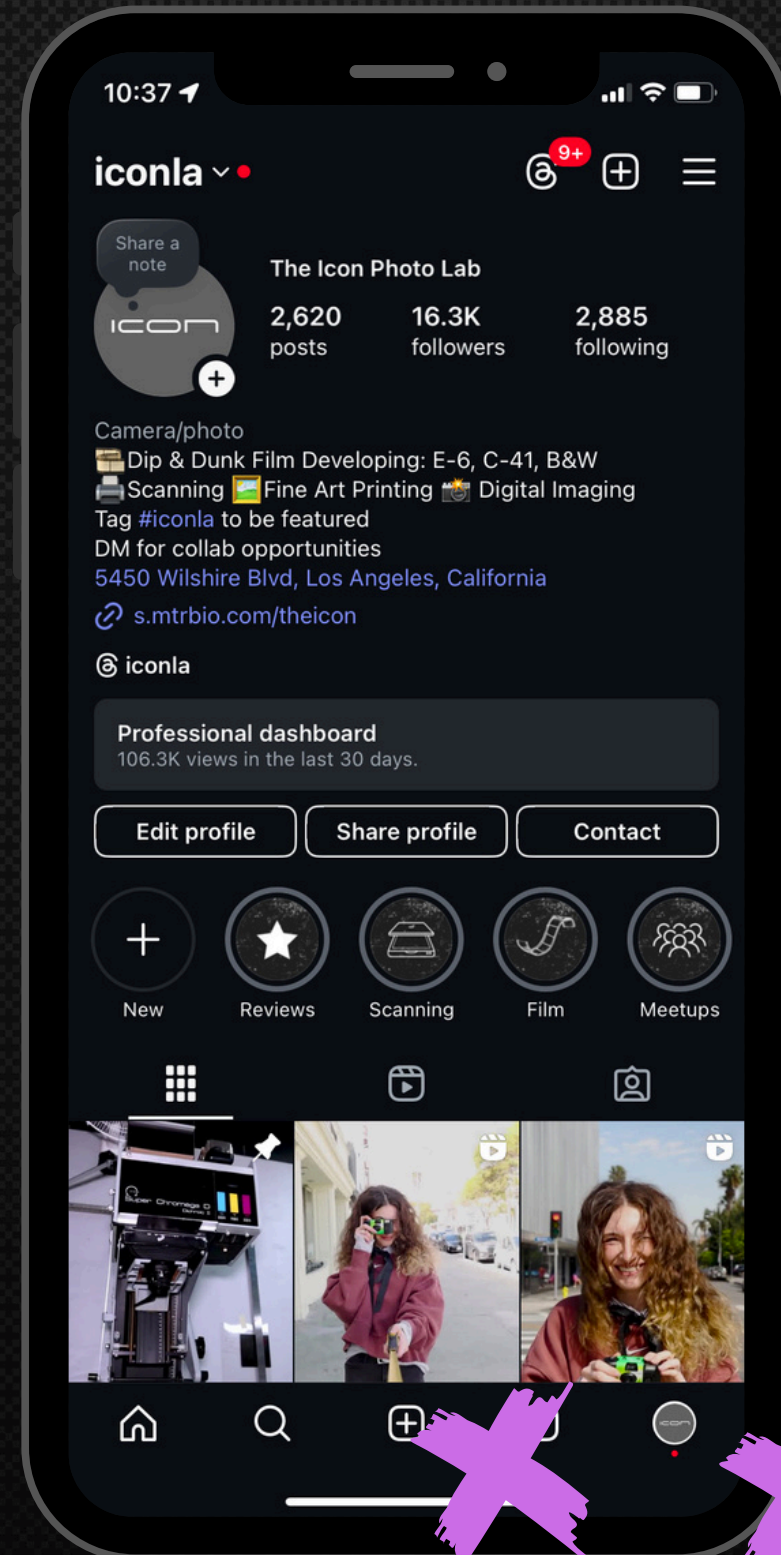
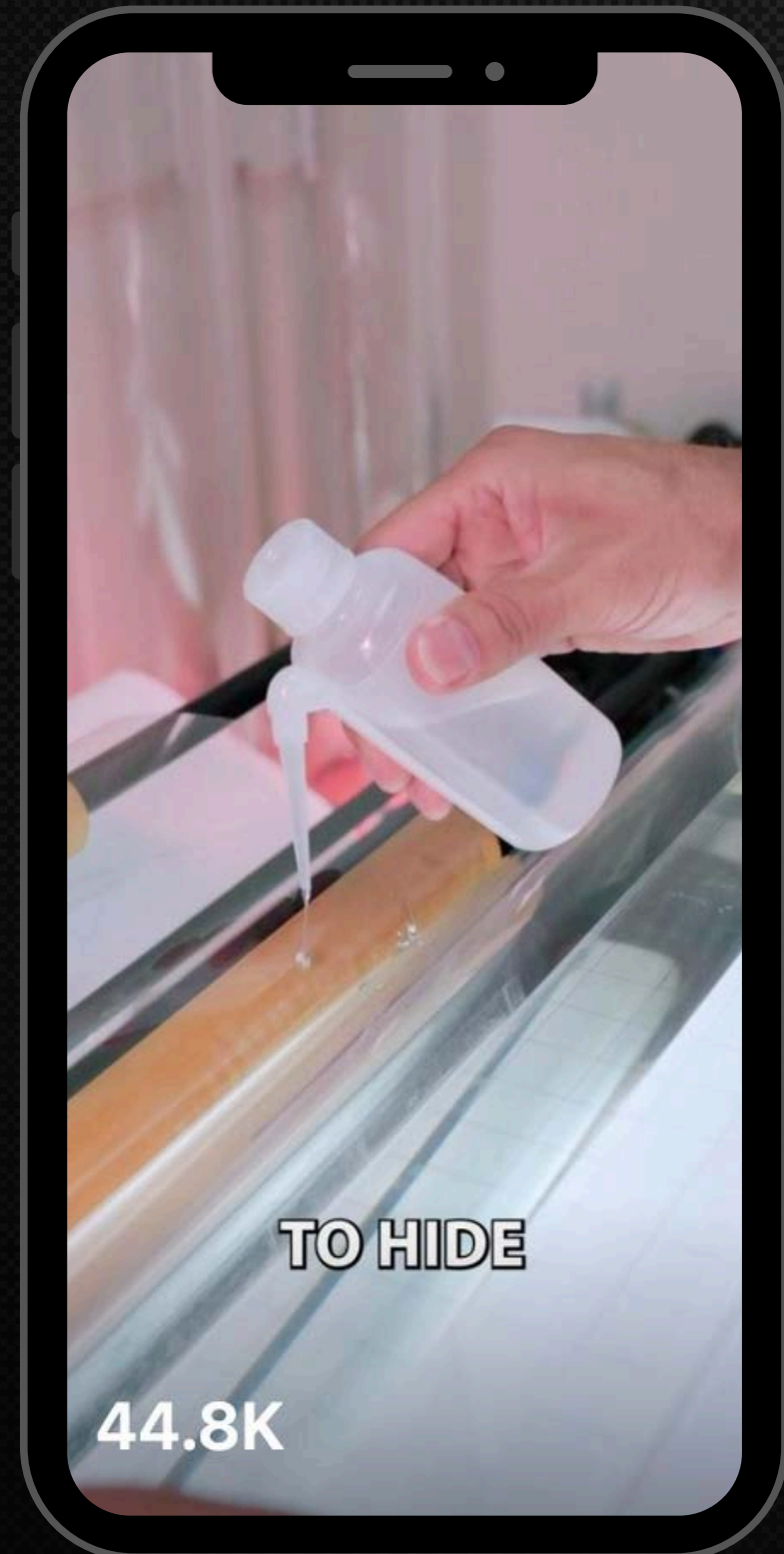
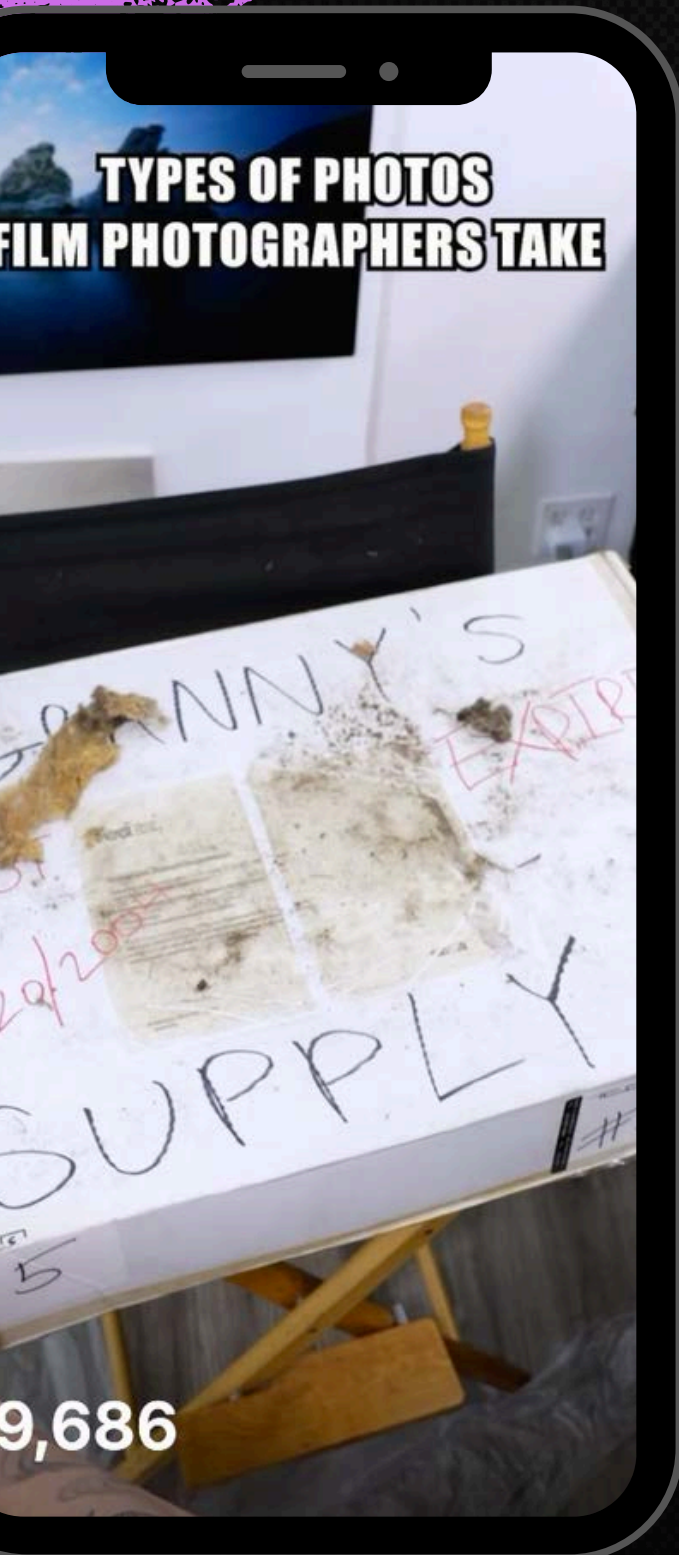
Sharing a photo that Icon processed and scanned? Tag Icon's involvement in your caption.

YouTube

Handle: @IconLA

youtube.com/@iconla

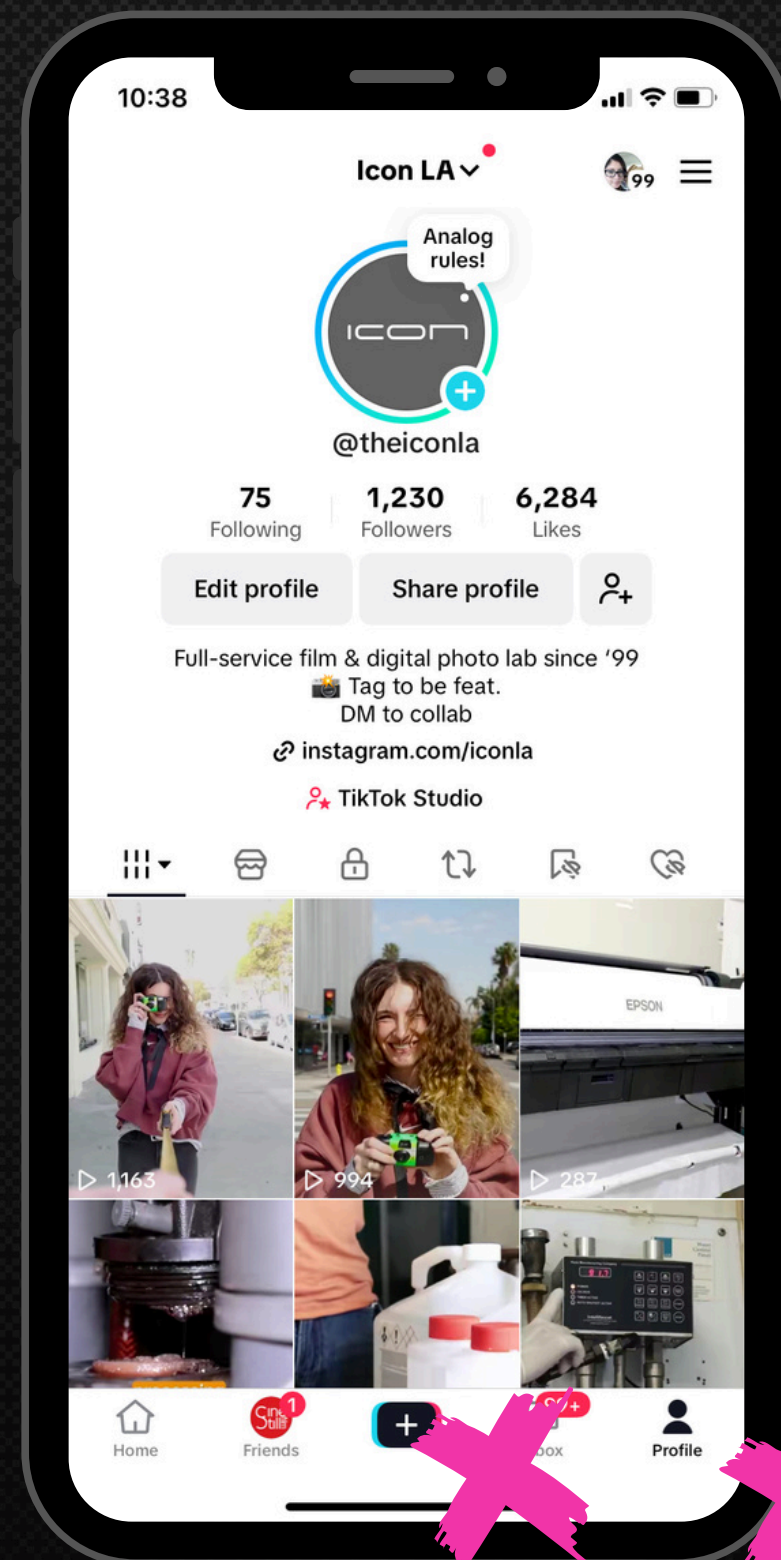




Instagram & Threads

Handle: @IconLA

[instagram.com/iconla](https://www.instagram.com/iconla)



TikTok

Handle: @TheIconLA

tiktok.com/@theiconla

Facebook

Handle: @TheIconLA

facebook.com/theiconla



The Icon

3K likes • 3K followers



See



THANK YOU

The Icon

www.IconLA.com