



2025 Milwaukee Firefighter Calendar

Produced by Ignite the Spirit-Milwaukee

OFFICIAL CALENDAR MODEL APPLICATION

The Milwaukee Firefighter Calendar, sponsored by Ignite the Spirit MKE, is a fundraising tool to help raise funds for Firefighters and/or family members experiencing hardship due to severe medical conditions, injuries, or other unforeseen circumstances.

Ignite the Spirit-Milwaukee is now accepting applications for those enthusiastic about gracing our 2025 calendar. **While we recommend dynamic solo models to showcase our theme, duo participants are also warmly welcomed.** We're looking for both male and female participants who are ready to contribute to this exciting project. The criteria below will be used for the selection process.

Models wishing to be selected for the 2025 Calendar MUST...

- Be a sworn Firefighter/EMT or Paramedic in any FD in SE Wisconsin.
- Be a minimum of 21 years of age.
- Be a member in good standing with the fire department and community.
- Be willing to participate in a preliminary photo shoot prior to calendar model selections.
(Preliminary photo shoot scheduled for June 29-30, 2024)
- Be willing to participate in a photo shoot with a professional photographer either individually or with multiple models. Models must be willing to allow a few hours to complete their photo shoot.
(Final photo shoot scheduled for August 25, 2024)
- Be willing to allow their photos to be published in the calendar as well as other publications for publicity and/or advertising for the calendar, including Ignite The Spirit social media.
- Be willing to promote and support the cause by assisting in the sale of calendars and/or merchandise related to the calendar campaign.
- Selected "models" may be asked to sell a minimal number of calendars outside of Ignite The Spirit events.
- Be willing to participate in appearances at calendar launch parties or media events in support of the calendar and its sales. **(We anticipate events/appearances starting in Nov. of 2024 through the new year of 2025. Models will be asked to participate in these events.)**
- Be courteous and professional with ALL members of the calendar staff including photographers, co-models, I.T.S. board members, etc., as well as members of the media, fire department and community while supporting and representing this campaign.

How the Models are selected and notified...

- Models must meet the set criteria listed above.
- The professional photographer and staff will select models based on the creative process and needs of the calendar and its vision/mission. Applicants will be chosen without regard to race, color, religion, sex, national origin, age, disability or genetics.
- Selected models will be notified by Ignite The Spirit with specific details on their photo shoot including location, date/time, wardrobe requirements, etc.

All questions can be directed to Kendrick@IgniteTheSpiritMKE.com

ALL APPLICATIONS MUST BE RETURNED NO LATER THAN 6/22/2024

