



youth fashion  
expressions Inc.

"Building future careers for the youth of this nation"

PO Box 1866,  
Thuringowa Central  
QLD 4817

All Sponsorship Enquiries: 042 888 7114  
Email: henrypetersen@bigpond.com  
ABN: 902 069 200 43

Rachael Finch Rising Star of the Year Award ♦ Opal Fashion Bash ♦ Miss Fashion Australia ♦ Fashion & Life Skills Training Classes

## Guide to 2010 \$100,000 Opal Fashion Bash

Venue/Date: Townsville Riverway Arts Centre 8 - 10 April 2010

## New National/International Awards Events

**Rachael Finch Rising Star Awards: Date: Thursday 8 April 2010**

**Venue: Townsville Riverway Arts Theatre**

**Format/Status:** It is a new national award competition to search for some very talented young Rising Stars in the fashion & entertainment industries. A special awards dinner presentation & youth fashion fundraiser will be held at 7pm inside the arts theatre which our business community leaders will be invited to attend. **Rachael Finch will select 2 age division Rising Star award winners: \* Intermediate 13 – 15 yrs \* Senior 16 – 19 yrs** Each finalist will be invited onto the stage to be interviewed while a 1 Minute power point video presentation will highlight all their past achievements. **They will each rehearse under the supervision of Rachael & Kim a 4 minute performance for stage during these awards presentation. It can be either: 1 - Catwalk/question (Question to be decided by Rachael Finch) 2 - Sing 3 - Dance 4 – Acting (monologue/other).** \*\*\* Finalists should choose what best suits their passion & talents. If they want to focus on developing a modelling career, they should best choose Catwalk/Question option. If they want to focus on a singing career then a singing performance on stage obviously would be the best option. During the course of the evening various items will be raffled or auctioned on stage to raise funds for various youth fashion projects. The Mayor of Townsville Les Tyrell & Rachael Finch to officially declare open the 2010 Opal Fashion Bash & this evening's rising star awards presentation.

**Workshops/Tuition/Seminars:** All finalists will participate in some very informative professional training workshop/seminars under the guidance of various tutors including: **Rachael Finch (Celebrity Master Chef) will pass on much of the knowledge she has gained over the past 5 years working as an international model, as a television presenter & now as a book writer.** She will be presenting sessions on: \* How to prepare for castings for fashion shoot & TV commercials \* How to select the right manager & publicist \* How to maintain a healthy appearance by exercising & eating right \* How to survive working in a foreign country on their first overseas working assignment \* How to research & write your first book. Special guest speaker **Kim Cooper (Australian Idol)** will also be assisting Rachael throughout this workshop talking about all the knowledge she has gained & experienced at such a young age in the entertainment industry. **Publicist Henry Petersen** will present a short session on: \* How to create one's own publicity by simply becoming a good self promoter. **Rachael may also be presenting a special 1 hour public seminar for those interested in how her journey first began & where it has taken her to today.** \* **Seminar Booking Info Hotline: 042 888 7114**

**How to nominate:** Talented teenagers & students aged between 13 – 19 years will be invited to nominate or be nominated by their teachers. They will require the following info/data to be emailed to [henrypetersen@bigpond.com](mailto:henrypetersen@bigpond.com) preferably on a Words Doco titled: **Rising Stars Nomination** \* **Their full name & residential address, age, current school or employment, contact email & phone numbers \* 2 paragraph Biog of their personal achievements \* 2 recent photo images (prefer 1MB high res digital photos)** \* Only a maximum of 20 finalists will be chosen by Rachael Finch to contest her Rising Star Award.

**Registration fees:** Nominated chosen finalists will be required to sell only 2 books of art union tickets (100 X \$2 tickets) which will offer 3 major prize draws for ticket purchasers to win. \* **A People's Choice Award & major prize package will be presented to the finalist whom registers/records the most \$2 art union ticket sales** \* Web visitors can also nominate their preferred People's Choice Award winner by ordering/purchasing art union tickets. More details: Logon: [www.fashionbash.com.au](http://www.fashionbash.com.au) – rising stars

**Sponsorships & Prizes:** Sponsorships are available that offer excellent ongoing branding opportunities. We are seeking rewarding prizes that namely offer learning opportunities to our rising star winners such as attending professional training courses in the fashion or entertainment industry Such as acting, TV presenting, singing. Professional Photo Shoots or Travel/Accommodation vouchers to some of these training course locations. \* Also appealing items that can be raffled or auctioned during the course of the evening at this annual youth fashion fundraiser. **All sponsorships & prizes will be promoted 24/7 on our web site which recorded 49,340 visits + 2 million Hits in 2009.** They will also be acknowledged & promoted on theatre stage screen via a power point presentation, on printed event program & by our awards presenters & sponsors will be invited on stage to present their major prizes to our rising star winners. **Naming Rights is available to this event** \* All enquiries please phone our Sponsorship Info Hotline 042 888 7114

**Ticketing:** To be posted on [www.fashionbash.com.au](http://www.fashionbash.com.au) – ticketing & events – Mid February 2010

**Miss Fashion Australia Awards**

**Date: Friday 9 April 2010**

**Venue: Townsville Riverway Arts Theatre**

**Format/Status:** It is a new national award competition to search for the most fashionable young Australians who really take pride in the way they dress up when they go out. It could be to a day down at the beach, shopping, party, event or just visiting friends. Our judges will be looking for fashionites that would look good promoting a design label in a fashion magazine, appearing on a TV commercial, poster, a banner or even on a large continued over.....

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billboard promoting anything fashionable. **These awards will be open to any fashionable young Australians aged between 5 – 27 Yrs. There will be 3 age prize divisions: \* Junior 5 -12 yrs \* Senior 13 -17 yrs \* Adult 18 - 27 yrs. There will be 2 dress prize categories: \* Day Wear \* Tropical Resort Wear.** The Best dressed entrant from each age dress/prize category will be chosen to contest the semi finals of Miss Fashion Australia. **\*A People Choice Award & major prize package will be presented to the finalist whom registers/records the most \$2 art union tickets sales.** Incentive prizes will also be offered to reward fundraisers who reach certain art union ticket sales figures. These prizes could be entry into other 2010 Opal Fashion Bash competitions, fashion show tickets or opal pendants. **\* Every registered Miss Fashion Australia finalist will receive an Island Spice Accessories Gift Bag up to retail value \$150. These will include namely fashion & jewellery items, gift vouchers,ect**

**Workshops/Tuition:** All finalists will participate in a very informative 4 hour Life Skills Professional Training Class under the guidance of tutor **Kathy Coronas. Kathy will pass on all her knowledge she has gained having travelled the world, run a successful model training business & life skills training courses all over this country.** She assisted with the preparation of Kimberley Busted, Gladstone, in representing Australia in the 2007 Miss Universe Pageant & travelled over to Mexico City to support her. Each participant will be taught the following: \* Creating a lasting impression \* Posture & body language \* Meeting & greeting etiquette (This includes speech/conversational skills) \* Skin care straight out of the fridge or cupboard \* Nail care \* Choosing the right hair style as well as dressing for your body shape \* An optional training session on “Budgeting” for 15 – 27 yr finalists will be offered if interest warrants it.

**How to Nominate:** Young female Australians aged 5 - 27 yrs will be invited to nominate for these awards. A “Terms & Conditions of Entry Agreement” Form is currently posted on our web site: [www.fashionbash.com.au](http://www.fashionbash.com.au) on link pages - Ambassador Awards & Miss Fashion Australia. If under 18 years of age a parent or guardians signature will also be required on this form. Forms are simple to understand & fill out. They must be clearly readable & returned before any person can be officially registered as 2010 Miss Fashion Australia entrant.

**Registration Fees:** Upon registration 2 books of \$2 art union tickets will be posted to the registered entrant. To qualify for the final of Miss Fashion Australia entrants will have to sell 5 books = 250 X \$2 art union tickets before 1 April 2010. **As an added incentive bonus to all qualified finalist they will be each offered entry into either the Tamblyn Young Model Challenge or City of Townsville International Design Award competitions which ever they so choose.** Upon selling their first book of ticket this must be immediately posted back to our association with \$100 in ticket sales monies for registration upon which another book will be posted back. **Any registered entrant who does not abide by these “Terms & Conditions of Entry Agreement” will be automatically disqualified from this award competition.** Once an entrant receives any books of art union tickets they are solely responsible for their safe keeping & will be held responsible if they are not returned sold or unsold in the said time period of this art union prize draw.

**Sponsorship & Prizes:** Sponsorships are available that offer excellent ongoing branding opportunities. We are currently seeking rewarding prizes that will interest entrants. **We already have secured 200 Island Spice Accessories Gift Bags which will namely contain fashion accessories & items.** We are looking to add some beauty & cosmetic products, any types of vouchers that entrant can use during their 2 or 3 night stay in Townsville. Food/meal vouchers, store vouchers, lots girly things that would suit females aged 5 - 27 yrs. Magazines & DVD'S. **Please remember we will need 200 of each contributed sponsored item here. Any Gift Bags that are not required will be used to raise money to support youth fashion projects so your sponsorship will be going to support a very worthy project.**

For our major award prizes we are seeking travel & hotel stay vouchers to attend major fashion events around the country, fashion shoots in woman's, teenage or tween magazines, fashion gift vouchers, winners sashes & trophy's or whatever you think they would find exciting or rewarding.

**Naming Rights is available to this national event.** All sponsors will receive a similar sponsorship benefits package to what we have offered above in Rachael Finch Rising Star Award. **For more details please phone our Sponsorship Information Hotline: 042 888 7114**

**Ticketing:** To be posted on [www.fashionbash.com.au](http://www.fashionbash.com.au) – Ticketing & Events – Mid February 2010

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**City of Townsville \$10,000 International Design Awards: Date: Saturday 10 April 2010**

**Venue: Townsville Riverway Arts Theatre**

**Format/Status:** It is a new international award competition to search for 3 outstanding fashion designers: \* High School student designer \* Tertiary Institute student designer \* Designer with a registered design label. They can be of any age, nationality or from any country. Each designer will have a choice of 6 design categories to choose from to enter only 3 design entries but they must be in 3 separate design categories. **Judges will award points in each design category & the designer in each of 3 award prize categories whom receives the most overall points will be presented with an international design award + they will receive 12 months promotion of their designs on our web site. 49,340 Visits/2 Million Hits 2009**

**How to Nominate:** Any high school or aged designer can nominate to enter these international design awards simply by logging onto [www.fashionbash.com.au](http://www.fashionbash.com.au) – **Entry Forms.** On the link page **Prize Categories** there will be a **Judges Brief** & photos of 6 design categories that designers have a choice to enter. If under 18 yrs of age a parent or guardians signature will also be required on this form. Forms are simple to understand & readable. They must be clearly readable & returned before any person will be officially registered as entrant in this awards competition.

**Registration/Entry Fees:** **An entry fee of \$350 (Inc GST) has been set to enter this inaugural international design awards. If an overseas designer this must be paid either by cheque or money order upon registration made payable to “Youth Fashion Expressions Inc”.** If an Australian resident designer they can choose to sell 3.5 books or 175 X \$2 Art Union Tickets to cover the cost of this \$350 Entry Fee. They must agree to send back each book of 50 tickets as soon as they are sold along with \$100 ticket sales monies. When they have sold all 175 tickets then they will become fully qualified to enter this final. **Please note a maximum 50 designers only will be allowed to enter this international design awards challenge so it will be a case of first in basis in determining the final chosen 50 designer entrants.**

**Sponsorship & Prizes:** Sponsorships are available that offer excellent ongoing branding opportunities. **We are only seeking cash prizes & award plaques to present as major prizes in these international design awards.** There will be only 3 major design awards to present so these awards could be either individually sponsored **or the Naming Rights to these awards could be secured.** All sponsors will receive a similar benefits package to what we have offered above in both Rising Star/Miss Fashion Australia Awards. **For more details please phone our sponsorship info line: 042 888 7114**

**Ticketing:** To be posted on [www.fashionbash.com.au](http://www.fashionbash.com.au) – Ticketing & Events – Mid February 2010

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