



*American Girl Fashion Show to benefit the Aubrey Rose Foundation
2012 Cincinnati, Ohio - Modeling Terms & Fundraising Contest*

HOW ARE MODELS SELECTED?

Every girl must attend an audition to be considered. American Girl provides all of the clothing for the show and specific measurements for each outfit. Models will be selected primarily based on measurement. Girls must be selected by who best fits the outfits. PLEASE understand that this is NOT A PAGEANT...selection is not on talent or looks...ONLY SIZE & in some cases, likeness to the dolls according to each outfit in the show.

We do not want anyone to be disappointed if not selected. (Please see "If your daughter is not selected" below to learn about how any girl has the opportunity to participate!)

Size 6x and smaller will model American Girl "Bitty Baby" clothing (not American Girl "Doll" clothing) and do not need to resemble any of the dolls. These models will be selected primarily on measurements. If your daughter is a size 6x or between sizes and does not want to model "Bitty Baby" clothing please note this on her audition slip.

WHEN WILL MODELS BE SELECTED?

Models will be selected after the last audition. We do our best to select the girls and update their online accounts within one week. If she is selected, her account will say "Congratulations...", if she is not selected it will say "At this time, all of our modeling spots in the show have been filled, we hope you will join us as a VIP Guest this year..."

IF YOUR DAUGHTER IS SELECTED –

- Model is required to attend a fitting/photo shoot the weekend of **March 16th - 18th** with a professional photographer. (available dates & times can be accessed in your model's online account once selected). At the fitting, the models will try on their outfit and be photographed with the matching doll for the DVD Show Program. If she misses the photo shoot she will not appear in the program. No refunds will be given. No Make-ups.
- Model is required to attend a rehearsal on **Sunday, April 15th** at Music Hall. (A.M. or P.M. option).
- Model will be backstage during the show so she does not need to purchase a ticket. All parents, siblings and guests wanting to attend the show must purchase tickets in advance. Some shows sell out very quickly!

Please keep in mind that this event is a fundraiser for the Aubrey Rose Foundation. We require each girl selected as a model to satisfy a "model agreement" of \$100 before their spot is secured in the show. The Fashion Show **Modeling Agreement Package - \$100 includes:**

- Twenty (20) raffle tickets (valued at \$100) which will be entered under the model's name. These tickets are electronically generated under her name when the modeling package is purchased online. You do not need to fill anything out! You will see the printed tickets at the show. Drawing to be held at the last show. View sample raffle items online at www.aubreyrose.org.
- Professional photo shoot with John Casablanca's Modeling and Career Agency.

- Her picture from the photo shoot will appear in the Fashion Show DVD program which runs prior to each show on a big screen for guests to enjoy before and after the show.
- Modeling spot in the American Girl Fashion Show. (Models will borrow our clothing and dolls for the photo shoot and again at the show. The clothing and dolls remain the property of American Girl).

We encourage the girls, with the help of their families & friends, to participate in a fundraising competition where they can win a number of prizes like a day at the American Girl Store! Any girl between the ages of 4 and 13 can participate even if they are not a model in this year's show. Please see "FUN-RAISING" below.

IF YOUR DAUGHTER IS NOT SELECTED – she can still walk the runway at intermission as a **"VIP Guest."** Limited space available. *Now available to little boys too!! See "purchase VIP package" online.

Package (\$100) includes:

- Show Ticket for the VIP Guest (\$35 value)
- Opportunity to walk the runway at intermission as our MC shares information about our VIP Guest with the audience (see sample runway profile).
- Photo shoot & 4"x 6" print available to VIP Guests registered in time.
- Models will walk with their own dolls or can borrow one of ours!
- Exclusive American Girl Fashion Show souvenir T-shirt to model and take home.
- Model can wear her own current American Girl clothing if applicable.
- Guest Model Certificate of participation.

FUNDRAISING CONTEST – anyone can participate!

Join the American Girl Fundraising Team...make a difference in a child's life and win prizes!

Here's How (Parents are encouraged to help):

1. You must be registered on the American Girl Fashion Show website via www.aubreyrose.org
2. Include fundraiser's/model's first name & last name on everything you or others turn in.
3. See your fundraising total in your on-line American Girl Model Area. (weekly updates)

1). Sell Program Ads. This is an easy way to raise the money while offering people/companies something valuable in return. *Forms available online.*

2). Sell Show tickets & tables. *IT'S REALLY EASY...* just send people to www.aubreyrose.org to buy their tickets or tables and tell them to select your model's name from the drop-down menu.

VIP/Corporate Table - \$500

♥ Preferred seating (table of 10)

♥ Name on table sign

Table Sponsor - \$1,500

♥ See full list of benefits online

♥ *This is the only "reserved" seating available at the show* ♥

3). Raffle Tickets. Send people to www.aubreyrose.org, click on the Fashion Show logo and ask them to select your model's name from the drop-down menu OR contact Nancy Hollenkamp at nancy@aubreyrose.com to request tickets by mail.

4). Silent Auction. This is another great way for local business, small & large to have a presence at the event without sponsorship. Please see donor form for details. 100% of the auction item value will be applied to overall fundraising. The event staff reserves the right to accept or reject items. **Items requiring a purchase will not be accepted (eg. discounts & BOGO offers)**

5). Help us sell sponsorships. All you have to do is give us the appropriate contact at your company or local business, allow us to use your name and if we successfully secure a contribution it will be applied to your model's fundraising efforts. **Sponsor levels available online.*

6). In-kind donations. We are looking for the following donations to reduce expenses: Food, beverages, printing, shipping...Please contact Margo at margo@aubreyrose.org or 513.205.9957 if you can help.

FUNDRAISING PRIZES!

(Prizes subject to change... in which case prize values will be equal or greater)

First Place FUNDRAISER: It's your little girl's dream come true! Enjoy a special day for two at the American Girl Place in Chicago. A meal in the café, souvenirs, spending money & more! (Transportation & hotel not included. Value: \$250) OR \$250 in American Girl merchandise. Order must be placed through Nancy Hollenkamp within 2 weeks of the show. **(min. \$2,500 fundraising monetary value to qualify)**

Example: \$500 table + \$500 raffle tickets + \$1,500 monetary donations = Qualifies.

Example: \$500 table + \$1,500 in auction item(s) or other "in-kind" donations = Does Not Qualify.

Second Place FUNDRAISER: Your little girl will be a true shining star when she is recognized as our VIP Guest in next year's Cincinnati American Girl Fashion Show. She will receive 4 tickets to the show of her choice, VIP Guest Package & doll of her choice **(min. \$500 monetary value to qualify)**

Third Place FUNDRAISER: Your little girl will receive the American Girl Doll of her choice! **(min. \$500 monetary value to qualify)**

Top RAFFLE TICKET SALES: The girl who sells the most raffle tickets by **April 15th, 2012** will receive an American Girl Doll of her choice!* **(min. \$500 monetary value to qualify)**

**in the event the winner has already qualified for one of the top 3 overall prizes, the next highest girl will be awarded this prize.*

American Girl Fashion Show t-shirt – Every girl who raises a minimum of **\$300 (monetary value)** by **April 15th** will receive a unique American Girl Fashion Show t-shirt (not available for purchase).

All money must be turned in no later than at the rehearsal to qualify for prizes.

Checks (preferred) should be made payable to "Aubrey Rose Foundation".

Credit cards may be processed by calling Nancy Hollenkamp at 513.265.5801

Cash may be turned in at the rehearsal.

If you have any questions or would like our assistance with fundraising, please contact:

Margo Jokovich
margo@aubreyrose.org
(513) 205.9957

Mail Checks to: Aubrey Rose Foundation
Attn: American Girl Fashion Show
7805 Affinity Place
Cincinnati, Ohio 45231

With your help, the Aubrey Rose Foundation will help save another child's life this year and put smiles on the faces of many more.

Thank You!