



**2010 Gravenhurst BIA Fashion Show Retailer Application Form**  
Application Form due: Thursday April 22, 2010

Retailer/Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Ph: \_\_\_\_\_ Cell: \_\_\_\_\_

Fx: \_\_\_\_\_ email: \_\_\_\_\_

**ARE YOU A BIA Member?** please circle **YES** **NO**

**Non-BIA participants** are required to pay a **\$100.00** fee which includes a business card size advertisement in the Show Program.

All Fashion Show Retail participants will receive a complimentary business card size ad placed within the Show Program. Advertisement upgrades are available at an additional cost: **please indicate below by filling in the appropriate circle:**

- Bus. Card: \$25.00     Yes, I would like to keep my complimentary business card ad
- 1/4 page: \$50.00     Yes, I would like to use the \$25.00 credit & upgrade to a 1/4 page ad for only \$25.00
- 1/2 page: \$75.00     Yes, I would like to use the \$25.00 credit & upgrade to a 1/2 page ad for only \$50.00
- Full page: \$100.00     Yes, I would like to use the \$25.00 credit & upgrade to a Full page ad for only \$75.00

See attached for a full listing of ad specifications for all ads stated above.

Help promote our Show Program advertisements to other member businesses you think would be interested in participating. They can inquire by calling the Chamber office directly.

Advertisements **MUST** be submitted "camera ready". The application form, show program advertisement and cheques for advertisement upgrades are to be submitted at the same time, **no later than Thurs. April 22, 2010** to the Gravenhurst Chamber of Commerce. Make cheques payable to: Gravenhurst BIA Fashion Show

Please send applications and "camera ready" advertisements to: [events@gravenhurstchamber.com](mailto:events@gravenhurstchamber.com) or mail/drop off to: Gravenhurst Chamber of Commerce

Attn: Brea Smith, c/o Gravenhurst BIA Fashion Show

685-2 Muskoka Rd., N.

Gravenhurst, ON

P1P 1N5

Ph: 687-4432 Fx: 687-4382

All Fashion Show Retail participants are required to donate a Silent Auction item (minimum value of \$50.00)

Please indicate below the item you are donating with a description and the retail value:

Donated Item: \_\_\_\_\_ Retail Value: \$ \_\_\_\_\_

Description: \_\_\_\_\_

Please drop off Silent Auction items to the Gravenhurst Chamber of Commerce by **April 22, 2010**. Arrangements can be made for items to be picked up in advance, however you will need to call the Chamber at 687-4432 to arrange this.

Thank you in advance for your generosity and for supporting the BIA Fashion Show.



**2010 Gravenhurst BIA Fashion Show Retailer Application Form**  
**Application Form Program Advertisement Specifications due: Thursday April 22, 2010**

**Advertisement Submission Guidelines/Requirements:**

- All ad sizes are in black, white and grey scale only.
- Ads must be submitted in one of the two following formats:  
Hi-Res PDF or Flattened TIFF
- PDFs must be sized appropriately and be distilled at a minimum of 300 ppi.
- PDF files must have all fonts embedded and should be self-contained being ready to place with no extraneous pieces or parts.
- Files sent as flattened TIFF files should also have all registration marks included. The TIFF files should also be sized appropriately and at 300 ppi in resolution.
- Business cards are acceptable for scanning, please drop off directly to The Artstract Company.

**Advertisement Specification are as follows: Due date Thursday April 22, 2010**

Business Card Horizontal:	3.5" w x 2" h
Business Card Vertical:	2" w x 3.5" h
1/4 page Horizontal:	5" w x 1.8125" h
1/4 page Vertical:	2.375" w x 3.875" h
1/2 page Horizontal:	5" w x 3.9375" h
1/2 page Vertical:	2.375" w x 8" h
Full page:	5" w x 8" h

**Do you require assistance creating your ad?**

Contact The Artstract Company and ask their professional design staff how they can assist you in the ad production process. Call or email them at 687-1510 or [info@theartstract.com](mailto:info@theartstract.com)

**Help Promote this Event:**

Thank you for your support in helping our marketing initiatives by informing other businesses of the great ways to get involved and to become a part of this wonderful BIA event. The **2010 Gravenhurst BIA Fashion Show General Business Sponsorship Form** is available on line at the following websites:

[gravenhurstchamber.com](http://gravenhurstchamber.com)

[gravenhurstbia.ca](http://gravenhurstbia.ca)

[gravenhurst.ca](http://gravenhurst.ca)



## 2010 Gravenhurst BIA Fashion Show Retailer Important Show Information: Show Dates, Agenda & Setup

**Show Rehearsal Date:** **Wednesday May 5, 2010** **Time: 5:30pm to 9:30pm**  
Rehearsal times will be staggered and confirmed closer to the date. This is a technical rehearsal preparing the Opera House technicians along with our DJ's and MC time to sort out appropriate lighting, music and timing.

**Fashion Show Date:** **Thursday May 6, 2010** **Time: 7:00pm**

### Show Itinerary:

1:00pm to 5:30pm	Fashion Show Retailers to setup dressing rooms
5:30pm to 7:00pm	Cocktail/Silent Auction Reception
6:00pm	Models should arrive at the Opera House
7:00pm	Fashion Show begins starting with introductions
7:15pm to 7:45pm	<i>Fun in the Sun</i> segment: Day time fashions
7:45pm to 8:15pm	<i>At the Dock</i> segment: swim wear/casual play apparel
8:15pm to 8:45pm	Intermission featuring "A taste of Gravenhurst" and Silent Auction closes
8:45pm to 8:50pm	Door Prize Draw
8:50pm to 9:20pm	Fashion Show continues with <i>Under the Stars</i> segment: evening wear
9:20pm to 9:40pm	Wrap up to the show, announce ticket winners, thank you's
9:40pm to 10:00pm	Last call in Trillium Court, Silent Auction winners pickup items, Door Prize Photo Shoot...

### Show Segments & Intermission:

There are three segments to the show as in the past consisting of the following:

- Fun in the Sun (approx. 30 minutes) featuring day-time fashions. This is a broad category that can include work wear, casual wear and sports wear etc...
- At the Dock (approx. 30 minutes) featuring swim wear, beach wear and casual "play" wear.
- Intermission (30 minutes) featuring a cash bar, Silent Auction and local Restaurants/Food providers showcasing their offerings.
- Under the Stars (approx. 30 minutes) featuring evening fashions. Another broad category that includes everything from formal wear, sleep wear and/or casual evening attire...

### Fashion Show Retailer Setup:

Businesses showcasing their fashion products will be able to setup by 1:00pm on May 6, 2010. Each Fashion Show Retailer will be designated a Dressing room space. We will keep the rooms locked for security purposes once setup is complete. Dressing rooms will be unlocked upon request from that point forward. All businesses should be fully setup and ready by 5:30pm.

It is suggested and recommended that all participating Fashion Show Retailers' Business owners and/or managers attend the Reception prior to the Show for obvious Public Relations purposes.

On the night of the show all models should arrive 45 minutes prior to the show to find change rooms, get dressed for the first segment and touch base with Fashion Show Retailer. Be advised there is limited space for change rooms.

**Gravenhurst Chamber of Commerce 685-2 Muskoka Road North, Gravenhurst ON P1P 1N5**  
**Ph: 687-4432 Fx: 687-4382 email: [events@gravenhurstchamber.com](mailto:events@gravenhurstchamber.com)**



## 2010 Gravenhurst BIA Fashion Show Retailer Important Show Information: Ticket Sales & Promotion

### Tickets:

**BUSINESSES CAN WIN TOO!** New this year, in order to optimize our fundraising efforts all Fashion Show Retailers are expected to sell a minimum of 20 tickets to qualify for the Grand Prize. The Business that sells the most tickets will receive a Wake Up Wednesday email blast to the entire BIA and Chamber membership, provided by the Gravenhurst Chamber of Commerce valued at \$100.00 as well as a FREE 5" w x 2" h full colour ad in our local Banner/Examiner valued at \$50.00, provided by the BIA. This prize will be available to other participating Businesses as well, so sell fast and request more tickets as soon as possible.

### **Ticket Sponsorship:** *sponsorship for this portion MUST be confirmed by Wed. Mar.31, 2010*

In addition to what's new, there is another opportunity for local businesses to market their services by sponsoring the Door Prize Draw, drawn during the show directly after intermission. The Prize will be listed on the back of individual tickets along with the business sponsors who donated to this specific prize. There will be 325 tickets created as well as a 3 to 5 minute commentary regarding the prize and its sponsors during the show just prior to the draw. The winner will be presented with the certificate on stage presented by the business sponsors. At the end of the show, the winner and businesses who sponsored will have a photo opportunity in the Trillium Court for additional marketing purposes. **For more details or to sponsor please contact the Chamber as this sponsorship opportunity will be based on a first come, first confirmed basis.**

### Posters:

Posters will also be distributed community wide and within our neighboring communities. All participating businesses are asked to put posters in their window displays to increase our marketing potential for this event. Other businesses will be asked to display these posters as well. If you know of any businesses willing to market this event please ask them to contact the Chamber.

### Media:

Cogeco and A Channel as well as many of the surrounding area Radio Stations will be contacted and provided information regarding this event. In particular the Moose 99.5 FM will be contacted and provided with free ticket give-aways to enhance the promotion of the Fashion Show.

### Websites:

The Fashion Show information will be posted on the following websites:

The BIA, Gravenhurst Chamber of Commerce: Calendar of Events, Town of Gravenhurst, The Opera House, Muskoka Tourism, Bracebridge, Muskoka Lakes and Lake of Bays Chamber of Commercies.

We would like to encourage any businesses participating in the Fashion show to also put a link on their websites that will direct anyone interested to the Chamber Website Events Calendar. Any business interested or needing assistance with this contact the Chamber or BIA.

Thank you for your participation and continued support with this very important and exciting community event. If you have any additional questions please contact the Gravenhurst Chamber of Commerce.

Brea Smith, Events Coordinator



# UPTOWN GRAVENHURST

*Relax... You're Here*

## 2010 Gravenhurst BIA Fashion Show Retailer Models & Commentary Information Commentary due: April 22, 2010

### Fashion Show Commentary/Models/Product:

Please note all Fashion Show Retailer participants will be limited to a total of 6 models to showcase all apparel within all three segments: *Fun in the Sun, At the Dock and Under the Stars*. (The Fashion Show is on a tight timeline and in order to keep within the time guidelines the amount of models have been limited).

### Segment # 1, *Fun in the Sun* Introduction:

Brief description/outline of your business including name, location, tag-line, slogan... and a statement as to what you plan to showcase in segment # 1 Fun in the Sun. Please keep this opening commentary to a Maximum of 2 sentences.

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Each appearance within the segment is to be allocated a one-liner and should include the name of the model and a brief description of the outfit. NO Pricing is to be included.

Model #1 Name: \_\_\_\_\_

Description: \_\_\_\_\_

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Model #2 Name: \_\_\_\_\_

Description: \_\_\_\_\_

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# U P T O W N GRAVENHURST

*Relax... You're Here*

## 2010 Gravenhurst BIA Fashion Show Retailer

### Models & Commentary Information

Commentary due: April 22, 2010

#### Segment # 1, *Fun in the Sun* continued:

Model #3 Name: \_\_\_\_\_

Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Model #4 Name: \_\_\_\_\_

Description: \_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

Model #5 Name: \_\_\_\_\_

Description: \_\_\_\_\_

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\_\_\_\_\_

Model #6 Name: \_\_\_\_\_

Description: \_\_\_\_\_

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## 2010 Gravenhurst BIA Fashion Show Retailer

### Models & Commentary Information

Commentary due: April 22, 2010

#### **Fashion Show Commentary/Models/Product:**

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#### **Segment # 2, At the Dock Introduction:**

Brief description/outline of your business including name, location, tag-line, slogan... and a statement as to what you plan to showcase in segment # 2 At the Dock. Please keep this opening commentary to a Maximum of 2 sentences.

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Each appearance within the segment is to be allocated a one-liner and should include the name of the model and a brief description of the outfit. NO Pricing is to be included.

Model #1 Name: \_\_\_\_\_

Description: \_\_\_\_\_

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Model #2 Name: \_\_\_\_\_

Description: \_\_\_\_\_

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# UPTOWN GRAVENHURST

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**Segment # 2, *At the Dock* continued:**

Model #3 Name: \_\_\_\_\_

Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Model #4 Name: \_\_\_\_\_

Description: \_\_\_\_\_

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\_\_\_\_\_

Model #5 Name: \_\_\_\_\_

Description: \_\_\_\_\_

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\_\_\_\_\_

Model #6 Name: \_\_\_\_\_

Description: \_\_\_\_\_

\_\_\_\_\_

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# UPTOWN GRAVENHURST

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### **Fashion Show Commentary/Models/Product:**

Please note all Fashion Show Retailer participants will be limited to a total of 6 models to showcase all apparel within all three segments: *Fun in the Sun, At the Dock and Under the Stars*. (The Fashion Show is on a tight timeline and in order to keep within the time guidelines the amount of models have been limited).

### **Segment # 3, Under the Stars Introduction:**

Brief description/outline of your business including name, location, tag-line, slogan... and a statement as to what you plan to showcase in segment # 3 Under the Stars. Please keep this opening commentary to a Maximum of 2 sentences.

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Each appearance within the segment is to be allocated a one-liner and should include the name of the model and a brief description of the outfit. NO Pricing is to be included.

Model #1 Name: \_\_\_\_\_

Description: \_\_\_\_\_

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Model #2 Name: \_\_\_\_\_

Description: \_\_\_\_\_

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# U P T O W N GRAVENHURST

*Relax... You're Here*

## 2010 Gravenhurst BIA Fashion Show Retailer

### Models & Commentary Information

Commentary due: April 22, 2010

#### Segment # 3, *Under the Stars* continued:

Model #3 Name: \_\_\_\_\_

Description: \_\_\_\_\_

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Model #4 Name: \_\_\_\_\_

Description: \_\_\_\_\_

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Model #5 Name: \_\_\_\_\_

Description: \_\_\_\_\_

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Model #6 Name: \_\_\_\_\_

Description: \_\_\_\_\_

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