

## USC CLUBS

# RUNNING A SUCCESSFUL FASHION SHOW

## Guideline and Tips

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Organizing a fashion show for your club is one of year-end highlights that will be remembered by many! There are many components to running a successful event and we are here to support you through this process.



# CHECKLIST

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This checklist is a guide to what is required to run a club fashion show. Your club's fashion show will be unique and the clubs office will work with you to go over details to make the event run smoothly.

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## EVENT PROPOSAL

Submit your event proposal on Western Link as soon as you plan to run a fashion show. This will start the process of working with your club team of all the details to your event.

## DATE AND LOCATION

Choosing your date and location is a timely manner and we can work with you on these two. Do not sign any venue locations and we can process a purchase order. Requesting a date and location in campus (e.g. Mustang Lounge) can start the first day of school in September.

## CHARITY LETTER

In your event proposal, submit a letter from the charity or non-profit organization you have chosen to support. They must include: 1) the registered CRA number; 2) confirmation of the charity support of the event/method of fundraising; 3) contact information of the charity; and 4) approval of the location and venue of the event.

## BUDGET AND FINANCES

A detailed budget will need to be included in your event proposal and can be tweaked as more information is provided.

- Costs - venue, DJ and entertainers, production, décor, advertising and promotional materials, hotel accommodations, team clothing, after party, transportation, clothing contingency, photography/videography, etc.
- Revenue - ticket sales (minus processing fees), pre-show events, fundraisers, sponsorship

It is important to keep track of the club's finances and to review spending prior to the event. The final donation amount will depend on net profits as well as having a balanced club account for the next year.



## FASHION SHOW TEAM

Provide a list of the fashion show team including positions and contact information. Regular updates from the team leaders can be set up to review the fashion show timeline.

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## CONTRACTS & SECURITY

It is important to note that no one signs any contract or agreement except for USC management. This includes: venue, production company, clothing providers, performers and DJ, transportation (e.g. bus coach), and hotel reservations.

Additional security may be required depending on the venue, attendance size, and alcohol policies. This will be organized by the USC clubs office and added to your budget.

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## MODEL RELEASE FORMS

Once the models have been selected, each model will submit a signed photo and video release form that will be kept on Western Link.

## ADVERTISING APPROVAL

Advertising must be reviewed and approved by the USC Clubs staff prior to promoting fashion show related events. These can be uploaded to Western Link.



## TICKETS

Tickets can be sold through the USC Storefront and will be set up by our USC Information Systems team. Sales will go directly to the club account. Cash sales can also be collected and deposited to the club account. No third party websites or e-transfers to personal bank accounts are permitted. Email [helpdesk@westernusc.ca](mailto:helpdesk@westernusc.ca) to set up a storefront.

## MERCHANDISE

Submit an event proposal on Western Link if your team plans to order merchandise. Merchandise can be used to show you are an exec or volunteer for the day of the fashion show. Also include if you plan to have some merchandise as giveaways.

## SPONSORSHIPS

Submit a Sponsorship Proposal with sponsorship package details such as pricing, items, or gifts on Western Link if an company wishes to sponsor the fashion show. If the value is greater than \$1500, a Provision of Services contract may be drafted by the clubs office and signed by the company. Note, receipts are not provided as the USC is a not-for-profit organization. USC clubs are not registered charities or legal entities and are not legally entitled to issue receipts.

## CLOTHING

A list of clothing providers including contact information and value of goods is required including a letter to clothing sponsors. If you plan to travel outside of London to pick up items. please submit a separate event proposal as this will require trip waivers.

In your budget, include a clothing contingency fund for clothing damages, minimum 5% of the total value of the clothes or \$2000, whichever is greater.



## **SILENT AUCTION**

Supply a list of auction items and where they were obtained. Items can be auctioned in-person or online which will require IT set-up. Please submit the auction request letter for review.

## **ITINERARIES**

Detailed itineraries will include: rehearsal schedule, fitting schedule, travel to pick up clothing, and fashion show day (before, during, and after the show). Be sure to create event proposals for the rehearsals and travel outside of London.

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## **EXEC MEETINGS**

Submit your regular meetings in an event proposal. Be sure to include a budget in case you plan to purchase snacks for the meetings.

## **FUNDRAISING**

If you plan to raise money for the charity through events such as bar nights, submit an event proposal for review. The charity chosen should be supporting your efforts and make sure that your events align with their support.

## **PHOTOSHOOT**

For your look books, promotional material, or advertising, be sure to submit an event proposal of your photoshoot and provide a budget. Consider that there might be costs for location permits and clothing contingency.





## **PARTIES AND EVENTS**

Events leading to and after the show require an event proposal for review. If you are planning an executive event in a private home, be sure to submit a host waiver through Western Link.

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## **FINAL DONATION**

For your final donation, you will want to consider how to donate based on factors such as net profits and payments that might be coming in after the event. The amount to donate should leave the club in a good financial standing to start in September. Consult with the clubs office for more information.

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