

# TURTLECONCEPTS

**CANAB**  
**2008**

**DESIGNER PACKAGE**

Please direct all questions to Valyne Morphet @ 705.945.6455 or  
[val@turtleconcepts.com](mailto:val@turtleconcepts.com)

# TURTLECONCEPTS

580B HWY 17 EAST • GARDEN RIVER, ONTARIO, CANADA P6A 6Z1 • PH 705-945-6455 FAX 705-945-7798

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July 28, 2008

Dear Designers:

This year the Canadian Aboriginal Festival 2008 will be taking place on November 28, 29, & 30, 2008. With that being said, Turtle Concepts would like to welcome past participants and new designers to the Festival. For the past 12 years Turtle Concepts has been the coordinator of the **Fashion Pavillion** and every year it gets bigger and better.

The CANAB Festival is intended for the Aboriginal community to promote their ideas, business, and culture. It is a great opportunity for Aboriginal artists to gain more exposure, network, and ultimately sell their designs. The Festival is providing a venue for artists to showcase their designs; it is not a paid event. No designers are sponsored by the Festival to come in. Everyone is given an equal opportunity to be recognized.

Four years ago the **designer package** was introduced with great success. Registration is \$100 and includes the following:

- ✓ 3 days of fashion shows - roughly 6 shows altogether
- ✓ MC to promote each designer (details of garments, etc)
- ✓ Organization by TC (models, fittings, lineup, stage presentation, etc.)

Designers who do not pay the registration fee will not have the benefits of the designer package throughout the Festival.

**REGISTRATION MUST BE PAID BY NOVEMBER 7th, 2008**

The CANAB Festival and Turtle Concepts is optimistic this year will be our **biggest and brightest** to date. We would like to welcome all participants to the Festival and hope that it will be as memorable an experience for you as it is for us. Please feel free to contact us with any questions and/or concerns at the number listed above and we hope to see you at CANAB 2008!

Sincerely,

Dave Jones  
Concept Developer/Fashion Director

Valyne Morphet  
Executive Administrator

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## DESIGNER APPLICATION FORM

### PERSONAL INFORMATION

Name:	_____	Business Name:	_____
First Nation Affiliation:	_____	Telephone:	_____
Mailing Address:	_____	# of Years Experience:	_____
Postal Code:	_____	Education Background:	_____
Email:	_____	Formal:	_____
Telephone:	_____	Informal:	_____

**APPLICATIONS MUST BE SUBMITTED ALONG WITH REGISTRATION FEE TO BE CONSIDERED**

### ADDITIONAL INFORMATION (PLEASE CIRCLE THE APPROPRIATE ANSWER)

Will you be attending the fittings November at the Rogers Centre?	Y	N
Will you have a booth?	Y	N
Have you completed a bio board to be displayed around the stage area?	Y	N
Have you included the number(s) we can reach you at throughout the weekend?	Y	N
Have you included all information for each garment - description, size, special considerations, etc?	Y	N
Do you agree to sign a contract of responsibility outlining your times/obligations during your time at the CANAB Festival?	Y	N

Please answer the following questions and include with your application (for MC's at shows):

- 1 PLEASE DESCRIBE THE STYLE OF YOUR GARMENTS AND THE INSPIRATION FOR THEM.
- 2 PLEASE INCLUDE ANY INFORMATION REGARDING ANY PLACES YOUR DESIGNS HAVE BEEN FEATURED.

**All applicants must submit their registration fee and a signed contract with their application by Friday, November 7<sup>th</sup>, 2008 to be considered.**

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## GARMENT SUBMISSION

1. All designs must be submitted to Turtle Concepts in garment bags with hangers. They can either be mailed or hand delivered, unless other arrangements have been made with Valyne. If you are mailing in your designs, please ensure that they arrive on Wednesday, November 27<sup>th</sup>, 2008 at the Skydome Hotel (The Renaissance). If you are hand delivering, please drop off your designs between 9am- 1pm at the Fashion Pavillion.

## LATE SUBMISSIONS WILL NOT BE CONSIDERED FOR FRIDAYS SHOWS

2. We also require detailed information about the designs to be showcased as well as a paragraph for each garment that the MC will read. Please submit two (2) typed pages. The first will include the following information:

- DETAILED description of garment
- size
- fabric
- price
- target market

This is to help with the fittings in the event you cannot make it to the meeting Nov 27th. The second submission will be your own description of each design for the MC to read to the audience during the shows (elegant, suede dress featuring...). Please keep each description down to a small paragraph to ensure a well-timed fashion show. Be sure these paragraphs are reader friendly for the MC.

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## DESIGNER CONTRACT FOR CANAB 2008

I, \_\_\_\_\_ hereby agree to voluntarily participate in the 15<sup>th</sup> Canadian Aboriginal Festival, under the direction of Turtle Concepts. I understand fully that neither Turtle Concepts nor the Canadian Aboriginal Festival are responsible for any of my expenses to attend this national event; it is simply an opportunity to celebrate Aboriginal arts and showcase my designs.

I understand and fully realize that the weekend will run on a very tight schedule. I will have my garments ready (as advised by TC), and set to go. I understand that should I arrive late, my designs will not be showcased in the immediate show that follows. I am aware of the importance of a timed schedule, and understand the registration fee will not be reimbursed if I am late, or if I decide not to participate the week of the Festival.

I agree to Turtle Concepts handling my garments for the dates Thursday November 28<sup>th</sup> to Sunday, November 30<sup>th</sup>, 2008. I agree to the use of Aboriginal youth models to showcase my designs and am aware Turtle Concepts is not liable for any damages to the garments incurred throughout the Festival. For safety reasons, and to prevent any theft, the room containing all designer garments will be locked each night by Rogers Centre security.

I also understand all designers who purchase the designer package are given equal press opportunities on stage throughout the weekend. Turtle Concepts is not responsible for what the press chooses to submit for print, media (including the Jumbotron), or radio in regards to the designers promoted. It is not the responsibility of Turtle Concepts to submit any kind of promotion to the press on behalf of the designers chosen for the Festival off stage.

I agree any garments I wish to relieve Turtle Concepts of must be signed out properly before hand. I understand this means they are no longer the responsibility of Turtle Concepts. Only garments signed out can be signed back in throughout the Festival and this must be determined before the Festival begins Friday, November 28<sup>th</sup>, 2008.

I have reviewed and agree to the terms of this contract, and respectfully sign as my intention and commitment to adhere to this contract in its totality.

I am aware that Turtle Concepts accepts no responsibility for any injuries, damages, or libelous claims while on this event. It is the sole responsibility of the signed individual in the event of accident.

\_\_\_\_\_  
Designer Signature

\_\_\_\_\_  
Date Signed

\_\_\_\_\_  
Witness Signature

\_\_\_\_\_  
Date Signed

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Print Name

# TURTLE CONCEPTS

## FREQUENTLY ASKED QUESTIONS (FAQ's)

### **WHAT IS CANAB?**

CANAB stands for Canadian Aboriginal. It is the acronym for the Canadian Aboriginal Festival held annually at the Rogers Centre. It is an opportunity for Aboriginal artists, crafts people, businesses, and dancers to come together and celebrate their culture.

### **WHAT IS TURTLE CONCEPTS?**

Turtle Concepts is a company owned and operated by Dave Jones of the Garden River First Nation. TC provides self esteem and self confidence workshops for Aboriginal youth across Canada and delivers the message, "It's okay to feel good about yourself".

### **WHY IS THE MEETING ON THURSDAY NOVEMBER 2008 SO IMPORTANT?**

This meeting is important for designers because it is their chance to meet the TC staff, models and go through the agenda for the weekend. This is also the best time to ask questions and attend to your garments.

### **WHO DOES THE HAIR AND MAKE UP?**

Make-up and hair is usually done by TC staff and volunteers as well as professionals.

### **DOES TC PAY FOR ANYTHING?**

TC does not receive any monies for this event to coordinate, so we cannot afford to pay anyone else other than the directors required to get the job done.

### **HOW ARE THE MODELS CHOSEN?**

At each workshop Turtle Concepts hosts from November 2007 - November 2008, each youth is informed of the chance to receive an invitation to participate in the event. Models are chosen based on their level of confidence, their social skills, and their dedication to their education. Models are informed they are the "role models" of the weekend to the younger Aboriginal youth at the festival. Ultimately, these youth are being recognized for their healthy choices and lifestyles and they are given this opportunity to be publicly celebrated for them.

### **WHO DECIDES WHAT GARMENTS THE MODELS WEAR?**

Turtle Concepts does. Designers are asked for their participation in the fittings, however, they are not there to choose their models. We are in charge of the line-ups for the designers, as well as the model line-up to ensure a smooth flowing show. Our goal is to accommodate the designers' needs and at the same time ensure a fun, new experience for the youth involved.

### **CAN I SHOWCASE GARMENTS USED IN THE FASHION SHOWS AT MY BOOTH AS WELL?**

Of course. All garments used in the shows must be submitted to TC. If you wish to use your garments before/after shows there is a very detailed time line you need to consider. All garments must be in our change room 3 hours prior to each show. As well, we must be informed by Thursday of the specific garments you will be taking with you to your booth in written form. There will also be a "sign in" "sign out" sheet for designers who choose to do this. This is to ensure we have not lost any garments of yours when you pick them up on Sunday.

### **WHY IS IT SO IMPORTANT TO HAVE CONTACT NUMBERS FROM US FOR THE WEEKEND?**

It is important to us because in the event of any kind of emergency, we will need to get in touch with you. Cell phones have trouble working at the Rogers Centre, but if you do have one, please leave the number with us, along with the hotel number you are staying at. It gives us a peace of mind to know we can reach you if need be.

### **WHY DO WE NEED TO SIGN A CONTRACT?**

The contract you sign for Turtle Concepts is simply a form stating your relationship with us for the weekend. It is an understanding of an agreement we have with each other. The contract's purpose is to clearly outline the role Turtle Concepts and you as a designer have at this Festival and that you understand it and agree to it.

### **WHY IS THE REGISTRATION FEE \$100?**

Turtle Concepts is not given wage subsidies to co-ordinate this event, so the fee goes towards the costs we cover for the service provided. It also covers office administration, organization fees, and advertising. All of these are essential to the Fashion Pavilion's success.