



## An expression of the feminine beauty with her talents in a Healthy Body

### ***Awoulaba Canada – Fashion, Health & Talent Event, Toronto ON***

**Awoulaba Canada** is not a modeling contest or your regular fashion show. There are no height or weight restrictions. It is a Fashion, Health & Talent Event strictly reserved to young women of size 16 and over. Young women from across Canada from any cultural background are encouraged to participate in this very unique and untraditional Event.

**Awoulaba Canada** Fashion, Health & Talent Event official languages are English and French  
No fee is required to apply or to participate in the 2019 **Awoulaba Canada** 6<sup>th</sup> Edition

#### **Participants' regulations are as follow:**

- ☞ Must speak one or both of the official languages
- ☞ Must reach the age of 16 by the date of the Event and be not older than 30 by the end of the Event year\*. Proof of age will be required – \*other age consideration to be reviewed by Event organizing committee
- ☞ Must be resident of any province of Canada and from any cultural background - Proof of address and residence status will be required
- ☞ Participant must fill the registration form [online] and sign the consent document [once accepted]
- ☞ Participant must be of good moral character, possess a pleasing personality and must not presently be pregnant
- ☞ Each Participant should provide two recent photos with the registration. One photo should be a head shot of the Participant and the second should be a profil full-length photo. If photos are not available at the time of the registration, they will be taken by the organizing committee at the first meeting. Photographs will be used on **Awoulaba Canada** website, on any published advertisement and on promotion materials before and after the event. All photographs become the property of **Awoulaba Canada**.
- ☞ Although there is no registration fee, each Participant has to help promote the event and is required to sell a minimum of 10 tickets of the Event gala

#### **Prep for the Event**

- ☞ All Participants are responsible for their required wardrobe for each segment, except for the “evening gowns”. Fabric will be donated to each Participant by the Event organizing committee free of charge - The Participant will be responsible for making their evening gown in the style of their choice and to defray the costs
- ☞ For the “*solo and the culture segments*” fabrics and accessories will be provided and loaned by Event organizing committee to each Participant. They are to be returned at the end of the evening.
- ☞ Each Participant is required to have 1 black bodysuit sleeveless and 1 black long tight
- ☞ All Participants are required to take part in rehearsals/workshops [times, dates & locations will be communicated ahead of time]
- ☞ Should a Participant miss 2 rehearsals/workshops without explanation; she will no longer be able to participate in the Event **if** the decision comes from the organizing committee
- ☞ Participant who redraw from the Event within 48hrs of the event without any prior meeting with the organizing committee, will be found liable to pay back all or some of the items received. [We are there for you and to support you] – The organizing committee is available at **All times** to discuss **Any issue** which may arises with any Participant]



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- ⊖ Participants will not be permitted to drink alcoholic beverages, smoke, take drugs or use any profanity language at any time. Anyone found guilty of these rules will be dismissed immediately
- ⊖ Participants are fully responsible of their food and beverage consumption before and during the Event

### During for the Event

- ⊖ Each Participant is only allowed 1 assistant backstage during the Event in the dressing room
- ⊖ **Awoulaba Canada** is not responsible for the Participants' personal belongings during the Event
- ⊖ Each Participant will be allowed **4 minutes maximum** during the "Presentation and Talent" segments. Participants must notify the organizing committee of any special technical needs
- ⊖ Participants will not be allowed to have any on-stage accompaniment during the Talent segment – It is a solo performance – Participant can discuss any particularity with the organizing team
- ⊖ Participants must conduct themselves in a proper lady-like manner and portray high moral standards
- ⊖ **Awoulaba Canada** organizing committee, the event producers, promoters and sponsors will not be held accountable for any sickness or other occurrences of the Participant or her entourage for the duration of the Event

### OFFICIALS

- ⊖ Officials will be selected by the **Awoulaba Canada** organizing committee. There will be a panel of 5 Officials and 1 Head Official.
- ⊖ Officials will be selected among respected members of Canadian and International Communities [if necessary]. **Awoulaba Canada** organizing committee reserves the right to appoint some or all the Event Officials
- ⊖ Officials name will be disclosed only at the Gala
- ⊖ Officials will be seated at the location chosen by the **Awoulaba Canada** organizing committee in order to have the best view of all participants while on stage
- ⊖ All Officials must be present from the beginning to the end of the Event
- ⊖ Officials may not discuss Participants and their performance during the event or speak with any member of the audience
- ⊖ The appointed Head Official will tally the scores of all Officials and will announce the winners in the following order: 2nd Runner Up, 1st Runner Up, and the Overall Best Participant for **Awoulaba Canada 2019**
- ⊖ Decisions made by the Officials during the Gala are FINAL

### EVALUATION

- Participants of the **Awoulaba Canada** Fashion, Health & Talent will be evaluated in 5 segments:
  1. **Presentation – 2. Talent – 3. Evening Gown Modeling and Officials' question – 4. Tight & Wrap/ Solo performance – 5. Cultural attire & Final Selection**
- **1. Presentation – 15%** - Criteria for evaluating the presentation: overall representation of yourself to the audience, personality, self-confidence, self-health, charm, grace, and sense of humor
- **2. Talent – 25%** - The talent segment distinguishes the Participant's skills and personality, self confidence in the own skin. Stage presence and interpretive ability.



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Each Participant will perform a maximum of 4 minutes. Talents may include but are not limited to, singing using every medium, cultural dance (no club dance, no lip-sync or dance hall style dancing) - instrumentals, sketch, drama, poems, comedy, etc...

- **3. Evening Wear & Official question – 25%** - Criteria to evaluate the evening wear segment, include overall first impression, sense of confidence, poise, charm and grace, detail and style of evening wear, sense of personality, comfort in this type of attire
- Criteria for evaluating the answer of the question are: first impression, self-awareness, self-confidence, self-inner-beauty and the response provided
- **4. Tight & Wrap/Solo performance – 20%** - Participants will wear tight pant; body suit & a type of wrap [provided] with **Awoulaba Canada** T-Shirt, to perform cultural traditional dance [no experience required]. Dances will be performed in group and individual for a maximum of 2 minutes. Criteria for this segment: is overall Participant's self-confidence wearing light clothing and dancing in public; statement of physical fitness and health
- **5. Cultural Attire – 15%** - Participants will be dressed up in "Awoulaba" Cultural Attire with makeup which reflects their personality. Criteria for this segment includes: overall first impression, statement of physical attractiveness, gracefulness, inner-beauty and sense of confidence

### SELECTION

- 3 of the Participants will be selected as per official's rulings. Prizes for the winners are as described in the "**Prizes section**"
- Additional to above, there will also be selection for: **Most Motivator** and **Most Popular** Participants
- **Most Motivator** participant. She is the Participant who stood out throughout the whole Fashion, Health & Talent Event. She will be selected by **Awoulaba Canada** Event organizing committee. Selected **Most Motivator Participant** is not necessarily the Participant who will be selected as '**The OVERALL BEST PARTICIPANT**' for **Awoulaba Canada** 2019
- **Most Popular** participant will be announced. She is the Participant who will receive the MOST '**likes**' combined. **30%** of Participant '**likes**' from **Awoulaba Canada** Facebook page and **70%** of Participant '**likes**' by the public in attendance during the Gala
- The entries on Facebook will close on the day prior to the Gala – **Date to be announced**. No entry on Facebook will be counted after the indicated deadline.  
**Note: only 30% of each Participant 'likes' on Facebook is counted.**
- The '**likes**' by the public are held during the Event gala. Each person attending the Gala will be handed a bulletin - **except** members of **Awoulaba Canada** organizing committee, volunteers, make up & hairdressers crew, dressing assistants and children 15 years and under. **Note: only 70% of each Participant 'likes' entry by the public is counted.**
- Both Facebook and public '**likes**' will be tabulated and validated by the Head Official. Selected **Most Popular Participant** is not necessarily the Participant who will be selected as '**The OVERALL BEST PARTICIPANT**' for **Awoulaba Canada** 2019.

### PRIZES



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- ☞ **Most Motivator** and **Most Popular** will each receive a sash and a prize
- ☞ The 3 FINAL Participants will be selected as follow: 2nd Runner Up, 1st Runner up & Overall Best Participant for **Awoulaba Canada 2019**
- ☞ The OVERALL BEST PARTICIPANT will receive the title of **Awoulaba Canada – AMBASSADOR 2019** will receive a crown, a sash, flowers, cash of Can **\$1,000\***, and prizes for a total of **\$1,500+**
- ☞ 1st Runner up Participant will receive a sash, flowers, cash of Can **\$500\*** and prizes for total of **\$1,000+**
- ☞ 2nd Runner up Participant will receive a sash, flowers, cash of Can **\$300\*** and prizes for total of **\$800+**
- \*see below payment schedule of the cash prizes*
- ☞ **The AMBASSADOR 2019** will receive cash prize of Can **\$1,000** which is paid as follow:
  - Can \$500.00 paid immediately after the announcement at the Gala
  - Can \$500.00 paid 6 months into the event [end of September] and if official promotional engagements are fulfilled
- ☞ 1st Runner up will receive cash prize of Can **\$500** which is paid as follow:
  - Can \$250.00 paid immediately after announcement at the Gala
  - Can \$250.00 paid 6 months into the reign [end of September] and if official promotional engagements are fulfilled
- ☞ 2nd Runner up will receive cash prize of Can **\$300** which is paid as follow:
  - Can \$150.00 paid immediately after the announcement at the Gala
  - Can \$150.00 paid 6 months into the reign [end of September] and if official promotional engagements are fulfilled
  
- ☞ **The AMBASSADOR 2019** will have to represent and promote Awoulaba Canada for 1 full year - During that year, **The Ambassador** cannot participate in any event with organizations with similar objectives without the written consent of the **Awoulaba Canada** organizing committee
- ☞ If **The AMBASSADOR 2019** chooses to participate in similar Event without **Awoulaba Canada** organizing committee consent, she will relinquish her position and title, and the 1st runner-up Participant will take over the role for the remaining of the year. '**The AMBASSADOR**' stepping down will also have to reimburse cash money received at the time of final selection
- ☞ Being **The AMBASSADOR** is to **be a role model** for other young women of size plus and it is also a responsibility shared by all past and current Participants. However it is mostly the mandate of the current year winners. All 5 final selected participants (as per above) are then required to be available to participate in some of the events where **People of Motherland-A World of Cultures** and its affiliates are involved during the year (whenever it is possible). Some of the events are: TV appearance, radio interviews, promo video, cultural events and festivals etc. **The 5 final selected participants will have to show up at each event with their individual sash and head piece [in clean & presentable state]**. Forfeiting most of those responsibilities will result in financial penalties - if decided, **Awoulaba Canada** organizing committee may retain cash prize not yet awarded -
- ☞ '**The AMBASSADOR 2019** will have to be in attendance at the next edition of **Awoulaba Canada – Fashion, Health and Talent Event** to select the next 'Ambassador' along with the GodMother
  
- ☞ **Each Participant agrees to have received, read and understand these rules and regulations. And will abide by them** – Consent Form to be signed as an acknowledgement -