2024 FASHION CULTURE PROGRAM
Preview Expression of Interest Form

*Please note this document is for preview purposes only. Applications must be submitted through the online form that can be found _HERE._

This Expression of Interest Form will ask you to provide the following information:

- About You
- Organisation/brand Information
- Event Proposal (including Supporting Material upload)
- Terms and Conditions

If you require any further information or assistance with this form, please do not hesitate to reach out to our team at programming@mff.com.au.

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About You

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1. ***Full name:**

2. ***Preferred pronouns:**
    ❑ She / Her
    ❑ He / Him
    ❑ They / Them
    ❑ Other (please specify)

3. *** Email address:**

4. *** 4. Primary contact number:**

5. *** 5. Postal Address:**
    Street Address

    Suburb

    State

    Postcode

6. *** 6. Have you ever participated with PayPal Melbourne Fashion Festival?**
    Please note that previous participation in the program does not guarantee the
    acceptance of your proposal in 2024.
    ❑ Yes
    ❑ No

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7. **7. If yes, please provide a brief overview of your past participation including event dates.**

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ORGANISATION/BRAND INFORMATION

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8. **Organisation or brand name:**

9. **What year was your organisation or brand founded?**

10. **From which state is your organisation or brand based?**
    - ❑ VIC
    - ❑ NSW
    - ❑ QLD
    - ❑ SA
    - ❑ WA
    - ❑ TAS
    - ❑ International (please specify)

11. *** Is your organisation or brand Aboriginal and/or Torres Strait Islander owned and lead?**
    - ❑ Yes
    - ❑ No

12. *** Please provide a brief overview of your brand or organisation:**

13. *** Website link:**

14. *** Social media pages:**
    Instagram

    TikTok

    Facebook

    LinkedIn

    Other

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15. * What is the title of the event/activity that you are proposing for the 2024 Fashion Culture Program?

16. *Which of the following best describes the style of your event? 0
    - ❑ Runway
    - ❑ Workshop
    - ❑ Performance
    - ❑ Exhibition
    - ❑ Talk / Panel Discussion
    - ❑ Launch Party
    - ❑ Studio Presentation
    - ❑ Community Networking Event
    - ❑ Market
    - ❑ Other (please specify)

17. *Please provide a brief overview of your proposed event concept:

18. What are your proposed event dates? Please note that your event dates must in part fall within the Fashion Culture Program period between 23rd Feb - 4th March 2024.

19. What venue will your event take place? Please feel free to skip to the next question if your venue is not confirmed.

20. Will your event be live or digital?
    - ❑ Live
    - ❑ Digital
    - ❑ Both

21. How much will a ticket to your Fashion Culture Program activity cost? Please note that free events must be ticketed for attendance tracking purposes.

22. * Fashion Culture Program activities are solely self-managed and self-funded events. How do you intend on funding your event?

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23. **Please provide details on how you intend to promote your event, including any strategies regarding website, social media, cross-promotion, news media and email marketing.**

24. **We invite you to briefly describe any measures you may take to ensure that your event is inclusive and accessible for all members of the community:**

25. **Please upload any supporting event plans, imagery, creative treatments or mood boards that may enhance your activity proposal:** Please kindly adhere to the following file naming conventions: Brand/Organisation Name>Event Name>File Name

26. **Please feel free to provide brief details on the uploaded documents.**

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Terms & Conditions

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27. *** I declare all information provided in my submission is true and correct. If any of this information changes, I will notify the Festival immediately**

❑ Yes, all information provided in my submission is true and correct.

28. *** Have you read the Fashion Culture Program Terms and Conditions?**

❑ Yes, I have read and agree to the Fashion Culture Program Terms and Conditions.

29. ***Should your application be successful, you will need to adhere to the PayPal Melbourne Fashion Festival Event Policy, Privacy Policy, and General Collection Statement. Do you agree to adhere to these policies if your event is chosen to take part in the Fashion Culture Program?**

❑ Yes, I agree