

# The Australian PinUp Pageant

A Viva La Vintage & Lana- Rose Fashion Project



Sponsor/Partner Proposal



Image Credit - Scott Nightingale - Insight Imaging Newcastle



Miss Absolutely Alice from Viva La Vintage & Miss T from Lana-Rose Fashion are very proud to be the collaborative tribe behind The Australian PinUp Pageant (TAPP) self esteem program. Together we create a format that networks & links our community members with festivals, businesses and most importantly each other. Spreading the self worth word to our rockabilly cats and frockabilly kittens.



Our Tribe

Image Credit - Scott Nightingale - Insight Imaging Newcastle





# Our Vision



TAPP is not only a self esteem program, it is also a support and networking system.

Our vision is to link our community with you!!

Connecting rockabilly & vintage events, businesses and all aspects of our lifestyle to each individuals needs.





# Type Of Event

THE AUSTRALIAN PINUP PAGEANT IS A PROJECT BORN TO LINK OUR ROCKABILLY & VINTAGE COMMUNITY AUSTRALIA WIDE, EACH STATE IS REPRESENTED IN HEATS & WINNERS COME TOGETHER IN AN ANNUAL FINAL ✨

- AN INCLUSIVE PAGEANT THAT LINKS PARTICIPANTS, AUDIENCE, SPONSORS AND PARTNERS TOGETHER SHOWCASING THE VINTAGE LIFESTYLE.
  - A SNEAK PEEK INTO THE WORLD OF ROCKABILLY, PINUP & THE VINTAGE COMMUNITY
  - A CELEBRATION OF SELF WORTH AND COMMUNITY NETWORKING.
  - AN OPPORTUNITY TO PROMOTE THE IMPORTANCE OF HISTORY AND SUSTAINABILITY.
  - A HYBRID EVENT, PARTNERED WITH VARIOUS FESTIVALS THAT OFFER A LIVE/ HYBIRD PAGEANT AND BEST DRESSED. CREATING AN INTERACTIVE EXPERIENCE FOR ALL.
- HELD OVER FESTIVAL WEEKENDS, PROMOTING TOURISM AS WELL AS ENCOURAGING ATTENDEES TO ENJOY ALL ASPECTS OF ENTIRE EVENT





# A Few Of Our Milestones

2020

- ChromeFest TV created in the Viva La Vintage Studios
- Victorian PinUp Pageant Ballarat

2022

- Parkes Elvis Festival
- Ballarat Heritage Week
- RockFest Canton Beach
- ChromeFest, The Entrance
- Drag'd Out Beechworth (1st Australian Drag PinUp Pageant in history)

2023

- Parkes Elvis Festival
- National T Buckets
- Australian Street Federation
- Ballarat Heritage Week
- The Marilyn Monroe Festival
- RockFest, Canton Beach
- ChromeFest, The Entrance
- Drag'd Out Beechworth
- Miss Vintage Australasia NZ



# Our Service

## Pageants

From Production to Performance Day - All aspects are catered for

## Digital Marketing

The TAPP Social Media Team & VAPP TV create campaigns tailored to each partner

## Administration

All admin needs are taken care of by the TAPP team.

Image Credit - David Cossini







# What We Do

Why, we do it all!!! That's right.. We do everything when it comes to our pageant program. From production to personal one on ones. Our TAPP team hit the ground running, we like to be in the thick of things to keep on top of all the incredible aspects of our community. Our admin develops our relationships with our partners, our pageant provides lifelong links for each individual that enters and our networking campaigns create the most amazing support system for our tribe. Spreading the pinup word Australia & Worldwide.





# Partner Packages

## **Pearl - Up to \$250 or in kind (prizes)**

Pearl partners contribute to our prize and award bags of up to \$250 be it in kind or financial contribution

## **Opal - Up to \$500 or in kind (prizes & production costs)**

Opal partners contribute to our prize and award bags as well as our production costs of up to \$500 be it in kind or financial contribution

## **Diamond - \$1000 plus or services in kind (prizes, service costs, special guests, videography)**

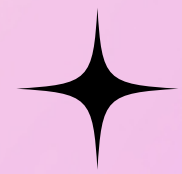
Diamond partners contribute to our prize and award bags as well as our service costs, special guest appearances and videography of \$1000 and up be it in kind or financial contribution





# Crown Jewels \$2500

The Crown Jewels partner is the cream of the crop package. It is the whole shebang where you get the naming rights to the pageant and all the bells and whistles that come with it. You will be given a position on the panel as our special guest judge, all marketing and media campaigns will be highlighted with you. Your banner will be proudly displayed on stage and at pinup central and you will be invited to crown our winner.





Be a part of the 2023 program of The Australian PinUp Pageant and showcase your incredible, alongside your tribe.

Pick your event or be a part of each segment all year round and receive the best value that supports your business marketing plan for 2023



# Join The Tribe





# Our Contact



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Image Credit - Brett Allen - Brett Allen Photography