

**FORMAN  
MILLS**

THE NEXT  
**FORMAN  
MILLS**  
STAR

2024

Back-to-School Photo Shoot Challenge  
The Next Forman Mills Star

**FORMAN  
MILLS**  
FIND IT. LOVE IT. OWN IT.

HANDBAGS  
& HEELS

# Summary

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We are currently seeking a model aged between 5 and 17 years of age who embodies qualities such as personality, passion, energy, and determination, ultimately to be crowned as The Next Forman Mills Star.

The successful candidate and their accompanying parent or guardian will receive comprehensive travel arrangements to Philadelphia for the Forman Mills Back-to-School Photoshoot on June 7th, 2024. Therefore, the model and their parent/guardian must be available and able to travel between June 6th, 2024, thru June 8th, 2024.

Selection of all applicants will be based on participation in the Forman Mills Survey Monkey link, which is accessible via the LinkTree platform and prominently featured across various social media channels, email, and SMS communications.

It's important to note that no purchase is necessary to participate.

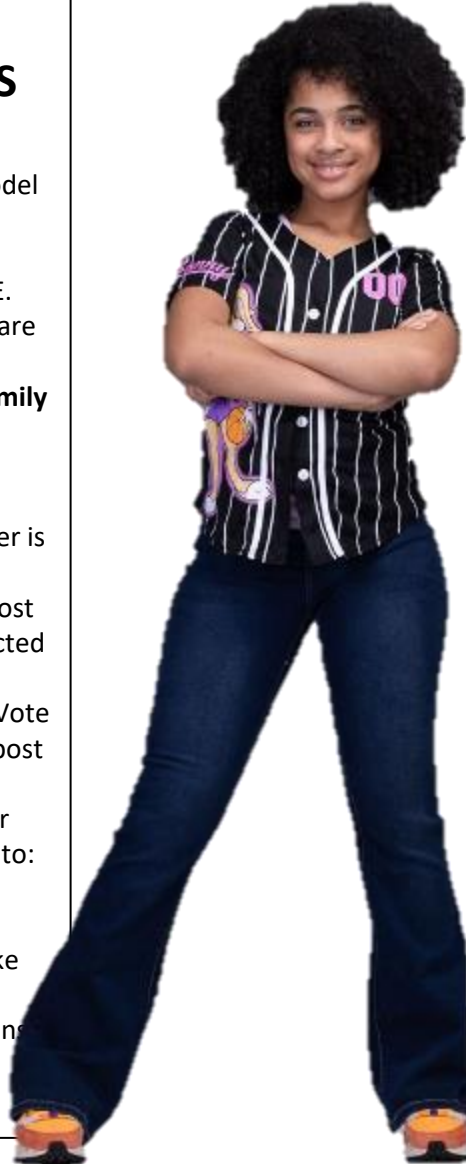
# Challenge

## 1<sup>ST</sup> ROUND

### SELECTED MODEL APPLICANTS



- Based on the model applicant's home state, model applicant selections will be 4/15-4/19 from 4-5pm EST.
- Each model selected will receive a unique CODE.
- We encourage selected model candidates to share this CODE with as many people as possible: **teachers, coaches, parent/guardian friends, family members, church members, etc.**
  - Text (CODE) to the # 50886, using your cellphone
  - Only one subscription per phone number is allowed
- On 5/3/24, 1 model in each market, with the most codes redeemed (not downloaded) will be selected as a finalist.
- On 5/6/24 finalist will be required to create a "Vote For Me" video on Instagram. Forman Mills will post a duplicate video on their Instagram for each finalist. Finalists will need to film either inside or outside a Forman Mills location, asking viewers to:
  - Go to @formanmills1 IG page
  - Like Forman Mills IG page
  - Like and tag as many other people to like the video
  - The video with the best engagement wins
- 5/13/24 the winner is announced
- 5/17/24 travel accommodations will be made



## 1<sup>ST</sup> ROUND

### SELECTED BTS CHALLENGE



- Those kids not selected, that would like to join the "BTS Challenge" will be provided a unique CODE, for another chance to win (a \$300.00 Gift Card to Forman Mills)!
- BTS Challenge participants are encouraged to share this CODE with as many people as possible: **teachers, coaches, parent/guardian friends, family members, church members, etc.**
  - Text (CODE) to the # 50886, using your cellphone
  - Only one subscription per phone number is allowed
- On 5/13 the BTS Challenge winner will be announced.
- On 5/17 the gift card will be mailed to the winner, in the parent/guardian's attention.

# Invitation

A parent/guardian must attend the zoom call with the applicant.



1. After the survey is closed on Wednesday, April 10, 2024, the initial selection process will begin.
2. Based on selections, candidates will be invited to participate in either
  - The Next Forman Mills Star -Model Casting Challenge
  - or
  - Forman Mills Back-to-School Challenge
3. Both participant types must have access to join a zoom call via video.
4. The Next Forman Mills Star -Model Casting Challenge participants will be asked:
  - To confirm their information (name, phone, state, email)
  - Why they shop at Forman Mills (parent/guardian)
  - Why we should select them
  - Asked to conduct 3 of their best poses
5. Forman Mills Back-to-School Challenge participants will be asked:
  - If they want to continue to be involved
  - To confirm their information (name, phone, state, email)
  - Why they shop at Forman Mills (parent/guardian)

# Survey Monkey



Q1. Parent/Guardian (point of contact) Applicants should be 5-17 years old; therefore, it is required to have parent/guardian information. We kindly ask for the parent/guardian's name to be provided below. It should be noted that in the event of winning, the listed parent/guardian will accompany the applicant during travel.

Q2. Please submit applicant's headshot for our records.

Q3. Applicant's First Name

Q4. State

Q5. What modeling experience does the applicant have?

Q6. Please provide parent/guardian's phone number. You may receive communication via text from either:

Forman Mills Marketing Coordinator, Sharee Cole  
Forman Mills Director of Marketing, Desiree Atkins.

Q7. Please provide parent/guardian's email address

Q8. Is the applicant and parent/guardian willing and able to travel? If you are located outside of the Philadelphia tri-state market flight accommodations will be provided by Forman Mills; however, we must ensure you have the proper documentation to do so.

Q9. Do you follow Forman Mills on Instagram? (if not, please follow @formanmills1, it is required that the applicant has an IG account).

Q10. For tagging purposes, please provide us your Instagram handle. Please make sure if your handle includes "-" or "\_" it is correctly displayed below.

Q11. If you post to Instagram, we would like you to use the song, "Betcha' Didn't Know Forman Mills Had That" by Sunny D.

Q12. READ CAREFULLY: Please tell us the category/size that best describes the area the applicant will be representing.

Q13. What is your shirt size (# and size)? Ex: Medium, Size 8

Q14. What is your pant size? (# and size)? Ex: 32"W, Size M

Q15. What is your shoe size?

Please indicate "C" for child sizes

Please indicate "A" for adult sizes

Q16. Grant If selected, I acknowledge, I irrevocably grant to Forman Mills and Forman Mills assigns, licensees and successors the right to use my image and name in all forms and media including composite or modified representations for all purposes, including advertising, trade or any commercial purpose throughout the world and in perpetuity. I waive the right to inspect or approve versions of my image used for publication or the written copy that may be used in connection with the images. Release I release Company and Company's assigns, licensees and successors from any claims that may arise regarding the use of my image including any claims of defamation, invasion of privacy, or infringement of moral rights, rights of publicity or copyright. Company is permitted, although not obligated, to include my name as a credit in connection with the image. Company is not obligated to utilize any of the rights, images or recordings granted in this Agreement. I have read and understood this agreement and I am over the age of 18. This Agreement expresses the complete understanding of the parties. Parent/Guardian Consent [include if the person is under 18] I am the parent or guardian of the minor named above. I have the legal right to consent to and do consent to the terms and conditions of this model release. Selected participants will receive a unique authentication code tailored to each model on the day of the final casting call. This code is required to be transmitted via text message to the designated number 50886. A coupon will then be dispatched to the subscriber's mobile phone. Selection of models will be based upon the highest volume of in-store redemptions associated with the coupon code. Only one code can be sent to each mobile phone subscriber.

# Important Dates



START	END	DESCRIPTION
3/29/2024	4/10/2024	SURVEY COLLECTION ON SURVEY MONKEY FOR APPLICATIONS
4/15/2024	4/19/2024	ZOOM CASTING CALL (BY MARKET 4-5PM )
4/15/2024	5/2/2024	KEYWORD/UNIQUE COUPON CODE CHALLENGE BEGINS
5/3/2024		HIGHEST REDEMPTION SEMI-FINALISTS SELECTED
5/6/2024		SEMI-FINALISTS CREATE IG VIDEO & SEND TO FORMAN MILLS
5/13/2024		WINNER SELECTED
5/17/2024		TRAVEL ARRANGEMENTS
6/6/2024		CHALLENGE FINALIST FLIES IN *IF APPLICABLE*
6/7/2024		1-4PM PHOTO SHOOT
6/8/2024		CHALLENGE FINALIST FLIES OUT *IF APPLICABLE*

# Texting



Participants are required to input the designated keyword or unique code via text message on a mobile device, utilizing the device's native texting application. Attempting to transmit the code through platforms such as Facebook Messenger, Instagram Direct Message, email, or social media comments will not work.

1. Please text the provided keyword or unique "CODE" to the number 50886.
2. Respond to the prompted questions.
3. Upon completion, a coupon will be dispatched to the subscriber.
4. Download the coupon to your digital wallet.
5. Redeem the coupon in-store.

For terms & conditions regarding text:

<https://www.formanmills.com/wp-content/uploads/2019/06/Forman-Mills-Privacy-Policy.pdf>

# Rules:

1. **Eligibility:** The casting call is open to legal residents of the United States who reside in any state where Forman Mills locations are operating and must be 5-17 years of age, with a parent/guardian. Employees of Forman Mills and immediate family members are not eligible to participate.
2. **Casting Period:** The casting period begins on March 29, 2024, and ends on April 10, 2024, at 11:59 PM EST.
3. **Application Process:** Interested participants must apply by visiting the designated link, through Survey Monkey. Posted within the link, in the bio of Forman Mills Instagram page. Each applicant may submit only one entry.
4. **Coupon Code Requirement:** Selected applicants that continue to the next round will be assigned a unique coupon code provided by Forman Mills. This code will be used as a voting metric for each model. For voting, model/parent/guardian can distribute as they see fit. Ultimately, the unique code must be texted to the number 50886, downloaded and used in-store to complete the redemption process. Only one coupon code may be used per customer.
5. **Selection Criteria:** Redeemed coupon codes will be associated with those selected applicants. One finalist in each market with the highest number of redeemed codes will be selected and will make it to the semi-final round of "The Next Forman Mills Star."  
Semi-finalists will then create a "voting video" and provide a copy to Forman Mills. The models posted video will guide viewers to go to Forman Mills Instagram page (@formanmills1) to Like Forman Mills, like the video, tag at least one person on the post. The model with the highest engagement (most reach) will determine the winner of "The Next Forman Mills Star."
6. **Selection Process:** Based off the results of the "voting video," The confirmation of the winner will be conducted by Forman Mills or its designated representatives. In the event of a tie, the winner will be chosen through a random drawing among the tied applicants.
7. **Prize:** The chosen winner will be awarded a trip for two (comprising the model and their parent/guardian) to Philadelphia, PA. This package includes round-trip airfare, lodging arrangements, and ground transportation. Additionally, the winner will receive a compensation of \$150.00 along with professionally edited photographs delivered digitally
8. **Winner Notification:** The selected winner will be notified via email or phone on Monday, May 13, 2024. If the winner cannot be contacted or does not respond by Thursday, May 16, 2024, at 9:00AM EST, Forman Mills reserves the right to select an alternate winner.
9. **Publicity Release:** By participating in the casting, applicants grant Forman Mills the right to use their name, likeness, and submitted materials for promotional purposes without further compensation.
10. **General Conditions:** Forman Mills reserves the right to disqualify any applicant who violates these rules or engages in fraudulent activity. The decision of Forman Mills regarding the selection of the winner is final and binding.
11. **No Purchase Necessary:** Participation in this casting does not require any purchase.  
Entry into the intermediate portion of the challenge can be done by sending a self-addressed stamped envelope to the designated address (Forman Mills Corp. Offices, Att: Marketing & Advertising, 1070 Thomas Busch Memorial Hwy, Pennsauken NJ 08110)
12. **Privacy:** All personal information collected during the casting process will be used solely for the purpose of administering the casting and will not be shared with third parties without consent, except as required by law.
13. By participating in "The Next Forman Mills Star" casting, applicants agree to abide by these rules and regulations.