

CASTING CALL

FASHION SHOW

MODA STAR MODELS & SWIMWEAR

PRESENTS

BIKINI CHALLENGE 2008



Moda Star Models Presents Bikini Challenge 2008

World Debut - Casting Call - Bikini Launch Party
Model Contest and Fashion Show

Reno
July 18, 2008
Nikki Beach Resort

www.modastarmodels.com

Las Vegas
July 20, 2008
Tao Beach Club

Fresno
July 26, 2008
Aqua Shi Restaurant

License # TA-62011-1



Moda Star Challenge 2008

World Debut,
Casting Call,
Bikini Launch Party,
Contest
&
Fashion Show

Fresno – Reno – Las Vegas

Sponsorship Opportunities

ODA STAR

BIKINI LAUNCH PARTY

Fresno

Reno

Las Vegas

ON COVER

Frida Sjöberg

The Story!!

How?

When?

Why?

ODA STAR
SWIMWEAR

I. What is Moda Star?

MODA – Fashion – Style – Trend – Craze – Mode – All the Rage – In Vogue



With the cooperative efforts of acclaimed Swedish photographer Patrik Book and award winning web design and marketing entrepreneur Greg Richburg from California, Moda Star became a reality in the summer of 2006.

Inspired by Brazilian design Corpo De Aqua, Ujena, Exotica, Blue Sky, the beach, swimwear and beautiful photography from all over the planet, the Moda Star Family has created an idea that is making a grand entrance with world wide impact.



Moda Star Model Solfrid Jansen



Moda Star Model Frida Sjöberg

Moda Star is fashion unleashed. It is fashion forward. It is fashion fusion combining the talents of gorgeous models, trend-setting photographers, cutting-edge fashion designers and Internet marketing pioneers.

With heavy ties to the swimwear and the bikini industry, Moda Star Models will appear at various swimwear and bikini contests from all over the world like the Ujena Bikini Jam in Puerto Vallarta Mexico, August 2008.

Moda Star offers a wide range of advertising and sponsorship opportunities in the form of website banner ads, model sponsorships, television and print/magazine advertisement development, website developments, contests and promotional giveaways.

II. Moda Star Models Challenge 2008



Model Tindra Mantell

- *Witness the unveiling of the Brand New Moda Star Clothing Collection.
- *Interact with the world's most alluring professional and aspiring models.
- *Observe real-life photo shoots featuring the talents of world renowned photographers, make-up artists and hair stylists.
- *Help judge aspiring models competing for contracts with Moda Star Models Talent Agency.

**Las Vegas, NV
July 20, 2008**

**Tao Beach in the
Venetian Resort
Hotel &
Casino**

**Reno, NV
July 18, 2008**

**Nikki Beach in
the Grand Sierra
Resort Hotel &
Casino**

**Fresno, CA
July 26, 2008**

**Aqua Shi
Restaurant
Piazza del Fiore,
Fresno**

Call 559-222-2500 or email info@modastarmodels.com for reservations & information.

III. Moda Star Challenge 2008 - Fresno, CA



Aqua Shi Restaurant in the Piazza del Fiore
July 26, 2008

Scheduled Events

- *Moda Star Model Preview & Photo Shoots
- *Moda Star Glamour Session
- *Moda Star Model Contest
- *Moda Star Runway Fashion Show
- *Moda Star VIP Party

Highlights & Potential Sponsorship opportunities

- *Glamour Area
- *VIP Lounge
- *Runway
- *After Party

Target Audience:

1000+ guests
Primary Audience: Men & women ages 21-54
Secondary Audience: Families (men, women & children)

Audience Building/Event Promotion

- *10,000+ personal/agency invitations
- *Invitations via e-mail, web casts, social network board postings and online calendars
- *Agency press releases & media kits
- *Articles in both traditional and online publications
- *Broadcast advertisements through local radio stations and local television coverage

About Aqua Shi – Fresno

Moda Star is proud to associate the Bikini Challenge with one of Fresno's most popular establishments, Aqua Shi Restaurant. In addition to a savory California-Asian menu, Aqua Shi experience includes the chance to dine alongside a magnificent water wall stretching from one end of the restaurant to the next.

IV. Moda Star Challenge 2008 - Reno, NV



Nikki Beach Reno (inside the Grand Sierra Hotel)
July 18, 2008, 10:00am-12:00am

Scheduled Events

- *Moda Star Model Preview & Photo Shoots
- *Moda Star Glamour Session
- *Moda Star Model Contest
- *Moda Star Runway Fashion Show
- *Moda Star VIP Party

Highlights & Potential Sponsorship opportunities

- *Glamour Area
- *VIP Lounge
- *Runway
- *After Party

Target Audience:

1000+ guests
Primary Audience: Men & women ages 21-54
Secondary Audience: Families (men, women & children)

Audience Building/Event Promotion

- *10,000+ personal/agency invitations
- *Invitations via e-mail, web casts, social network board postings and online calendars
- *Agency press releases & media kits
- *Articles in both traditional and online publications
- *Broadcast advertisements through local radio stations and local television coverage

About Nikki Beach Reno

When it comes to naming the top "Hot Spot" in the Reno/Tahoe area, Nikki Beach Reno is the undisputed winner. Nikki Beach Reno, located inside Reno's Grand Sierra Resort & Hotel, is a mixture of the Miami & European nightclub venues infused with rustic, Northern California style and placed in a vibrant outdoor wilderness setting.

It's an awesome beach-like experience and favorite of celebrities and famous DJ's worldwide. On any given weekend you never know what to expect or who you may see enjoying the beautiful venue.

V. Moda Star Challenge 2008 - Las Vegas, NV

TAO BEACH

TAO Beach Located inside the Venetian Resort Hotel Casino
July 20, 2008

Scheduled Events

- *Moda Star Model Preview & Photo Shoots
- *Moda Star Glamour Session
- *Moda Star Model Contest
- *Moda Star Runway Fashion Show
- *Moda Star VIP Party featuring

Highlights & Potential Sponsorship opportunities

- *Glamour Area
- *VIP Lounge
- *Runway
- *After Party

Target Audience:

1000+ guests
Primary Audience: Men & women ages 21-54
(No one under the age of 21 allowed in venue)

Audience Building/Event Promotion

- *10,000+ personal/agency invitations
- *Invitations via e-mail, web casts, social network board postings and online calendars
- *Agency press releases & media kits
- *Articles in both traditional and online publications
- *Broadcast advertisements through local radio stations and local television coverage

About TAO Beach in the Venetian Hotel - Resort – Casino

Already an icon of exotic exclusivity, TAO Beach sits atop the famous TAO Asian Bistro and Nightclub in the Venetian Resort Hotel Casino in Las Vegas, Nevada. TAO Beach is open evenings for special events, adding a new layer of sophistication to the TAO experience and the pool party scene in Las Vegas. In addition it's famously exotic pool, seven lavish cabanas each with its own HD plasma screen TV, DVD Player/X Box 360, fully stocked bar and other amenities. In addition to the cabanas, TAO Beach will also offer an array of beautiful Asian-inspired day beds and extremely comfortable oversized chaise lounges spread throughout and plenty of bar seating areas.

VI. Industry Professionals Expected to Attend

Models



Tindra Mantell



Martha G



Adrean Butler



Jennifer Darby



Crystal Milana



Solfrid Jansen

Moda Star Prospects



Angela Sommers



Lene Pedersen



Jutima Saengram



Mindi L. Smith



Erika Leyva



Mina Franklin

Hair Stylists & Make-Up Artists

*Roy Silva

Photographers

*Patrik Book

*JP Maroot

VII. Moda Star Challenge 2008 - Sponsorship

Moda Star "Platinum" Sponsorship - \$10,000

- Includes All Three Events (Fresno, Reno, Las Vegas)
- Full page ad in event magazine
- Inclusion in primary web articles promoting event
- Inclusion in all print articles promoting event
- Primary level logo placement on all marketing/promotional materials
 - Print/Web Advertisements
 - Flyers
 - Tabletop Decorations
 - Banners
- VIP Access to all portions of each event
- Ten (10) VIP Tickets (Reserved Seating) for Moda Star Clothing Fashion Show
- Formal acknowledgement/introduction during Main Introduction at each event
- Specialty advertisements on select websites for a period of 4 months.
- Inclusion on specialty promotional materials

Moda Star "Gold" Sponsorship - \$5,000

- Includes All Three Event (Fresno, Reno, Las Vegas)
- 1/2 page ad in event program
- Secondary level logo placement on majority of marketing/promotional materials
 - Print/Web Advertisements
 - Flyers
 - Tabletop Decorations
 - Banners
- VIP Access to all portions of each event
- Five (5) VIP Tickets (Reserved Seating) for Moda Star Clothing Fashion Show
- Formal acknowledgement/introduction during Main Introduction at each event

Moda Star "Silver" Level Sponsorship - \$2,500

- Includes Single Event (Fresno, Reno or Las Vegas)
- 1/4 page ad in event program
- Additional sponsor acknowledgement (text only) on select marketing/promotional materials
 - Print/Web Advertisements
 - Flyers
 - Tabletop Decorations
 - Banners
- Five (5) Tickets (General Seating) for Moda Star Clothing Fashion Show

Moda Star "Bronze" Level Sponsorship

- Includes Single Event (Fresno, Reno or Las Vegas)
- 1/8 page ad in event program
- Additional sponsor acknowledgement (text only) on select marketing/promotional materials
- Print/Web Advertisements

Prize Sponsorships

Donate a prize for any model at any of our events. You select the model of your choice to win your prize.

- 1/8 page ad in event program
- Additional sponsor acknowledgement (text only) on select marketing/promotional materials
- Print/Web Advertisements

VIII. Moda Star Challenge 2008 - Primary Sponsors



Netricks, Inc.



1430AM ESPN Radio



Business Street Online



BellaChica.com



Valley411.com



Planet Hair

IX. Moda Star Swimwear Overview



The world famous designs of Corpo de Agua, Ujena, Blue Sky and Exotic inspired the construction of Moda Star Models. While those same designers influenced the manufacturing of our clothing line, you will see that Moda Star Clothing is uniquely special and each style contains nuances not found in another designer's collection.

In developing our new clothing line, Moda Star Models bikini designers kept one concept in mind – to create a New American standard.



Creating an American Standard means designing suits that are simple yet sexy, vibrant and glamorous. At Moda Star Models, our designs combine traditional American styles with the sleek, exotic look of Brazilian cut bikinis. It's a very hot, very hip, very "now" combination that's accented with the iconic Moda Star Brand, supported by The Moda Star Business Model.

However you look at it, Moda Star Models defines photography and modeling. With heavy ties to the swimwear and bikini industry, Moda Star Models can be found at various swimwear and bikini contests, dominating the World Wide Web in sexy swimsuits at Bellachica.com, Webbikinistore.com, MyVintageTShirts.com, Coolwettshirts.com and exclusively featured at ModaStarModels.com.

Moda Star offers a wide range of advertising and sponsorship opportunities in the form of banner ads, model sponsorships, television and magazine advertisement development, website developments, promo cards, contests and promotional giveaways.

With award-winning photography, leading Brazilian inspired American designs and a completely original business model to help launch the careers of all the models and photographers associated with Moda Star, the company will unveil a bikini line that is of the highest quality; that is gorgeous and supremely comfortable to wear.

XI. The Moda Star Models Talent Agency



When it comes to the Talent Agency Division of Moda Star Models, Richburg and Book have collaborated to develop a unique system for models, photographers and designers alike. Moda Star Models is the platform for aspiring models to get noticed, build a professional portfolio, connect with fashion industry leads and gain unlimited exposure. In addition to its swimwear and clothing lines, Moda Star Models is a resource for both aspiring and experienced models.



Moda Star Model Solfrid Jansen



Moda Star Model Frida Sjöberg

As explained earlier, Moda Star Models was created during the summer of 2006 when acclaimed Swedish photographer Patrik Book and award winning web design and marketing entrepreneur Greg Richburg met and conceived the idea to form a uniquely different talent agency.

The Moda Star Models staff is experienced in working with models, photographers, clothing designers and other industry experts. Let us answer your questions about print, runway, fashion, video and editorial modeling.

Moda Star Models is a talent agency licensed in the State of California, License # TA-62011-1
For more information on Moda Star Models, log onto our talent agency site at www.modastarmodels.com.

Interested in Sponsorship Opportunities?



Contact:
Greg Richburg,
Talent Agent / Partner
Moda Star Models
License #TA-62011-1

By Phone:
559-222-2500

By E-mail:
info@modastarmodels.com

On the Web:
www.modastarmodels.com