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ABOUT PINK CITY ENT.

Pink City Entertainment started out as a division of a company called Toyl Events which stands for "Time of Your Life". Toyl Events was a social event planning company started by Bev Wilson in June 1999 in Michigan then Las Vegas for seven years before it finally moved to Atlanta in early 2006.

Once Toyl Events moved to Atlanta, they started producing bridal shows and themed expo's which lead to the creation of the Bachelorette Expo which was first produced in September 2007. Because of the overwhelming response from the Bachelorette Expos, Toyl Events decided to closed the social events department down and strictly focus on public events catered towards women. In 2009, Toyl Events changed its name to Pink City Entertainment and started recruiting FOPC (Faces of Pink City) Models.

Pink City Entertainment has continued being the driving force behind the country's most exciting ladies night out event, now called the "For Who I Am" Bachelorette Expo, which has produced more than six successful shows in Atlanta and Las Vegas. This exciting event features sexy lingerie fashion shows, pole dance classes, spa & beauty services, shopping, leading novelties, accessories vendors, games, food, drinks, a male revue and much more.

Pink City Entertainment is also the parent/sister company to the popular Project Curve Appeal Movement, which was also the brain child of Toyl Events in 2008. While promoting events with the local FOCA team, the Faces of Pink City grew an extremely tight bond with the FOCA team. While Curve Appeal's Movement was growing at rapid speed, so was the bond with the Pink City team. That's how the Pink City Sisterhood ignited.

A lot of people think that FOPC is the "Small ladies" and FOCA are the "Plus ladies". That's actually a misconception. What sets Pink City Ent apart from Project Curve Appeal is that it caters to women of all sizes.

Following in the footsteps of the Project Curve Appeal Movement, the Pink City Sisterhood has begun to spread beyond Atlanta and has started new chapters in a few cities that also have an active FOPC/Curve Appeal Chapter. The pink City Ent Sisterhood has grown from a promotional Modeling team to a full blown sisterhood of women that have a mission to Unite, Empower, Educate & Entertain –Sexy, Independent, Sophisticated women all ages and sizes all over the country!

In 2011, Pink City officially launched the PinkCitySisterhood.org website and started accepting members and welcomed outside supporters to also join the sisterhood.

The Sisterhoods parent company Pink City Entertainment continues to produce hot events that are uplifting, empowering, community focused, provide a networking atmosphere, and exposure opportunities, while offering fun, excitement and entertainment. In addition to events, Pink city Ent also offers design and marketing services through its affiliate company, Digime Marketing.

POSITIONS & RESPONSIBILITIES

Director Assistant/Regional Manager:

In this position you would be responsible for overseeing the movement in all the states in your entire region. You will serve as a liaison between your region and the Movement Director. This position does require some occasional travel to events within your region. You will need to be very familiar with the Pink City Sisterhood and the mission of both Pink City and Project Curve Appeal. You will need to be skilled in marketing, promotions, sales and have extensive management experience. You will need to be extremely organized and computer savvy. You must know how to format and operate Microsoft Word and Excel. You will recruit and manage the State Sisterhood Directors in your regions. This position is commission based. Starts at commission level 4.

State Sisterhood Director:

In this position you would be responsible for overseeing the Faces of Pink City teams in each city within your state. You will serve as a liaison between each city and your regions Director Assistant and Sisterhood Director. This position does require some occasional travel to cities within your state to assist with model calls, and support events being hosted by that cities FOPC team. You will need to be very familiar with the Pink City Sisterhood and the mission of both Pink City and Project Curve Appeal. You will need to be extremely organized and computer savvy. You must know how to format and operate Microsoft Word and Excel. You will need to be skilled in marketing, promotions, and have leadership qualities. This position is commission based. Starts at commission level 4.

City Sisterhood Manager:

In this position you would be responsible for overseeing the FOPC Sisterhood in your city. You will also work closely with the Curve Appeal City Movement Manager. You must have experience in promoting and finding new and creative ways to promote. You will need to be extremely organized and computer savvy. You must know how to format and operate Microsoft Word and Excel. Build up the fan base of Pink City Ent. in your city and network and secure partners for events hosted by your cities FOPC team. This position is commission based. Starts at commission level 3.

City Treasurer:

Must have an accounting background. You will maintain monthly updates on FOPC team bank accounts. This position will also work closely with the Model Manager. This position is a volunteer position only for someone with another active position in the organization.

Model Manager:

This position will manage the three FOPC teams in their cities. This person will assist with daily operations, events, promoting the movement in their city. Responsible for recruiting new Faces of Pink City. Will be sure that each level of team is doing what is necessary to keep the movement alive in the city. You will serve as a liaison between your city's FOPC and the City Sisterhood Manager. This position is commission based. Starts at commission level 3.

FOPC Liaison:

In this position you will oversee the FOPC sisters on your team. You will be sure they are completing tasks as given by National. You will make sure they are promoting the Sisterhood and upholding the image of Pink City Ent., schedule photo shoots, work with photographers, makeup artists, plan and host events that will assist in the Pink City Ent. Sisterhood. This position is commission based. Starts at commission level 2.

FOPC (Face of Pink City):

In this position you will work with a team of FOPC spokes models in your city to promote the Pink City Ent. mission and Sisterhood. You will promote the Sisterhood online and at events while upholding the image of Pink City Ent.. You will participate in photo shoots, network and assist with recruiting and screening new FOPC and vendors. You will host events and be featured at events. You will participate in community service activities and fundraising events. You will also attend the national Sisterhood conference every fall. You will report directly to your model liaison and manager. This position is commission based. Starts at commission level 1.

WHAT IS A FOPC?

One of the main misconceptions about both the Pink City Sisterhood and Project Curve Appeal is that we are a "Model Agency". This could not be further from the truth. We are not an agency. We are a national Movement and Sisterhood. However, we do have our own spokes-models called FOPC (Faces of Pink City) and FOCA (Faces of Curve Appeal). They are the spokes women and brand ambassadors of the Movement and Sisterhood. They are the faces that you see all over the website and on the promotional materials. Becoming a FOPC or FOCA is becoming a pivotal part of an elite organization united through sisterhood. More important than a street team, the faces are the "front line" to the community and the examples of how women should carry themselves. FOPC and FOCA are sexy, confident, classy, independent, sophisticated and healthy women who embrace their bodies and empower girls and women.

Our faces are clean and neat in appearance, educated and well spoken. They're single and married women with careers, college students, housewives, mothers, sorors, entrepreneurs, business women, models, entertainers & so much more. This organization is a sisterhood, with shared beliefs, experiences, concerns, and goals. Therefore there is no competition among individuals or teams. We are all working toward the same goal. To empower a community or strong women to be the best they can be.

HOW IS A FOPC SELECTED?

FOPCs are selected based on beauty, appearance, personality, reliability **and most of all their knowledge of what and who Pink City Ent. is and why they want to be a Face of Pink City** . A potential candidate must do their research about PCE. One may have all of the other aspects, but not knowing what PCE is about and why you want to be a FOPC could be the deciding factor on if you are accepted into the organization. All candidates are required to go through an interview process. To initiate the process, you must fill out an online application at www.pinkcitysisterhood.com/fopcapplication and send in or attach 5 photos. If your city has an established chapter, you will then either attend your local open host or be pre-screened by someone on the local team.

Afterwards, you will have a phone interview with Nationals, where you will engage in an articulate conversation to ensure that you are well spoken and know what Pink City Ent. is about and why you want to be a FOPC. At which time, you will be informed if you are selected and how to proceed, usually by requesting that you register for the next Face Camp and contact your local Model Manager. All FOPC must attend a Face Camp at your own expense before officially becoming a National Face of Pink City.

TEAM LEVELS

Currently are three team levels that are required for each city, Level's 3, 4 and 5.

LEVEL 3:

Ages 18 to 20. Will be mentored by the current level 4 FOPC in your area. Must meet the same requirements as a level 4 FOPC.

LEVEL 4:

Ages 21 to 39. Must be size 12 to 26. Have a coke bottle figure (hips wider than your mid section). Be a sexy, classy, independent, sophisticated, healthy and confident woman. Must maintain a clean and neat fashionable appearance, be educated and well spoken.

LEVEL 5:

Ages 40 to 49. Must meet all the requirements as a level 4 FOPC. New level 5 recruits must be between the ages of 40 to 45. All FOPC retire on their 50th birthday.

BENEFITS OF BEING A FACE OF PINK CITY

- Featured models at events and fashion shows;
- Unlimited workshops after initial Face Camp training;
- Discounted photo shoots;
- Free admission to events;
- International exposure;
- Local community exposure;
- Featured in the exclusive monthly newsletter;
- Discounted design services;
- Digital images from photo shoots and events for your portfolio use;
- Featured on the company websites;
- Featured on flyers, banners and other advertisements;
- A chance to win incentive prizes;
- Free & discounted promotional items;
- Endless opportunities to network with industry executives, photographers, make-up artists, hairstylists, modeling agencies, interest groups, and other models;
- Discounted vending opportunities;
- Cash on commissions for booking paid vendors, sponsors, guests and participants for any of the events (See updated commissions chart);
- Receive wholesale pricing on Ardyss products;
- Receive \$25 commissions for referring participants to Face Camp and Glam Day Events;
- Receiving commissions on ticket, vendor and sponsor sales (See commission chart on the website);
- Being a part of the FOPC/FOCA Sisterhood

WHAT PINK CITY ENT. EXPECTS FROM ME

Pink City Ent. expects all FOPC to be professional, well dressed, well mannered, informative, educated, well spoken and most of all be confident and comfortable with your curves. You will at all times conduct yourself as a Face of Pink City . We expect you to know PCE's mission, PCS's mission and PCA's mission, how the company, organization and sisterhood was started, the services we offer, and to know how Pink City differs from Curve Appeal. You will at all times, represent Pink City Ent., market the brand and name with everyone you meet, on your websites and all social pages.

As a FOPC you will work with a team of FOPC spokes models in your city to promote the Pink City Ent. mission and Sisterhood. You will recruit potential FOPCs, vendors and sponsors for the organization. It is **mandatory** that you promote the Sisterhood online (Facebook, Twitter, etc.) and at events while upholding the image of Pink City Ent. You will participate in photo shoots, network and assist with recruiting and screening new FOPC and vendors.

You will host events and be featured at events. You will attend all local and National events that require your presence. At these events you will make yourself available to assist with anything that requires your assistance to ensure a successful event (i.e. handing out flyers, running errands, decorating, setting up, tearing down, vendor/sponsor assistance, etc.) You will participate in community service activities and fundraising events. It is **mandatory** that you attend the national convention every fall. You will pay your dues as expected and on time. You will respond accordingly to all emails, phone calls, text messages and other communications regarding Pink City Ent. business. You will report directly to your model liaison and manager. This position is commission based. Starts at commission level 1. You are the face of Pink City Ent. and we expect near perfection.

TRAINING

FOPCs are trained to represent the organization. Face Camp (FOPC & FOCA Training Camp) is mandatory for everyone who wants to be a part of the PCE Movement. All FOPC must attend Face Camp at your own expense before officially becoming a National Face of Pink City. The packages for Face Camp vary. The base prices for Face Camp is \$224 and does not include a shirt, but does include the training workshops and your first photo shoot. We also have an opportunity for finalists to save \$25 on their registration by registering within 48 hours of their official approval. Additional training options may be available depending on the time of year. Travel to Face Camp is solely the responsibility of each FOPC. Once you have been pre-screened, approved and you have registered for Face Camp, you will be able to move forward as a "Confirmed FOPC Finalists" in your area. Once you have attended Face Camp, your status will change to official FOPC in your area.

Included in standard package for Face Camp

- Professional photo shoot W/ 3 looks
- Professional Makeup Application
- FOPC Etiquette 101 & official FOPC Orientation lead by a member of the Board of Directors
- Marketing & Sales Training
- Rules & Regulations
- Empowerment Seminars
- Social networking
- And more

CONDUCT

All models must conduct themselves in a respectful manner at all times. When out in public promoting events, it is important that all FOPC models carry themselves with class, poise, and sophistication. If at any point we observe any participants acting in an inappropriate manner, she will no longer be allowed to participate in any events produced by Pink City Ent. All FOPC agree to keep all things discussed at any official Pink City Ent. meeting or email chain private.

APPEARANCE

Dress, grooming, and personal cleanliness standards contribute to the morale of all models and affect the business image that Pink City Ent. presents to the public. During any social events, gatherings, and at any Pink City Ent. functions, FOPC are expected to present a clean and neat appearance and dress according to the nature of the event (i.e. nightclub dress codes, formal events, etc.). It is **mandatory** that at all times when wearing a FOPC shirt and representing Pink City Ent. at a public event, or photo shoot that you wear heels to complete your attire (unless you are unable to for medical reasons). As our photos are used in promotional materials, videos, flyers, etc., it is imperative that you present the look of a fabulous FOPC at all times. Wearing attire that is too tight, too short, too revealing, ripped, has holes or does not conform to the dress code of Pink City Ent, will cause you to be dismissed immediately from the event and further neglect to follow the dress code will be grounds for termination. Presentable make-up and hair are a must. No full wigs will be allowed unless you have the approval from a director. No approval needed if you have a medical condition. Natural-looking human hair pieces and 1/2 wigs are acceptable. FOPC that appear for work inappropriately dressed will not be allowed to participate and may be written up. Body shapers/foundation must be worn whenever you are promoting Pink City Ent. to maintain a tight and neat look.

DUES

There are two types of dues within the organization, national and local. Your dues entitle you to several benefits; however, keep in mind, unless you are doing what is expected of you as a FOPC, then you will not be guaranteed any of those benefits regardless of the dues you have paid.

National Dues:

All FOPC are required to pay National dues of \$10 per month or \$100 annually. This contribution will be used to pay for expenses of National PCE events (venue rentals, photographers and makeup artists, etc.) Pink City Ent. reserves the right to decide what things will be covered with the dues. National dues are not used to cover expenses for attending mandatory events such as the National Convention or Face Camp.

Local Team Dues:

The decision whether or not to collect dues locally for your team will be determined by the group as a whole. Should your team decide not to collect dues, they must be aware that the only other options to raise money for their team's expenses are to host numerous fundraisers or use of their own personal finances. Such expenses will be photo shoots, makeup artists, local events, and travel to the mandatory National Convention each year, etc.) Should your team decide to collect local dues, payments of cash only should be made to your team treasurer which will be deposited into your area's bank account. Please note at any time you may request a record of deposit/transactions from your team treasurer.

TEAM TREASURER

The local team treasurer will manage and handle all monies collected from dues and fundraisers. All monies collected will be used for the sole benefit of the active FOPC members on the team for events, photo shoots, makeup artist, travel and other team expenses. Each team is required to have a bank account, subject to PCE Audit at any time. The treasurer is primarily responsible for the accuracy of the team's financial records. It is important that account balances and disbursements are reported at all business meetings. All records/transactions should be preserved to account for the use of funds during any specific period. Each city is responsible for any fees, taxes and accounting on any local transactions having to do with Pink City Ent..

EVENTS

Part of being a FOPC requires you to host and be a part of events. Events must be approved by management so as not to conflict with National events. It is very important that ALL FOPC report to all scheduled events, conference calls, meetings, and rehearsals. In the event that you miss more than one mandatory event, this contract becomes null and void. In the event that you miss the National Convention that takes place each year, you will be immediately released from the group and every trace of your image will be removed from all promotional material, websites and social networks.

PROMOTING

It is **mandatory** that all active FOPC promote locally and online all Pink City Ent. events, fundraisers, and other activities. How much and how often you promote PCE will be monitored by Nationals to ensure compliance. Whether it be personal websites, and any social networking sites (i.e. Facebook, Twitter, LinkedIn, etc.), you are required to promote Pink City Ent.. Using online social networks for free promotion provides an opportunity for PCE to achieve more online presence and branding. With the immense popularity of the internet, promoting online attract lots of useful traffic to our website and events. Best of all, these do not cause you any money and will help generate traffic while doing what you enjoy.

RECRUITING

It is **mandatory** that as a FOPC you are always looking for opportunities to recruit potential FOPCs, vendors and sponsors for the organization. You will receive \$25 each in commission for each participant who registers for Face Camp, in addition you have the opportunity to receive a higher commission for referring vendors, exhibitors and sponsors who sign up with the organization. Recruiting is the key to building our organization and ensuring that this plus size movement continues its international journey.

COMMUNITY SERVICE

All FOPC are required to perform community service as a team or as an individual on a regular basis. It is the goal of Pink City Ent. to help improve the quality of life in our communities. Without community service in our society many people would not know the meaning, usefulness, or importance of charity. Serving in your community addresses many grass roots problems that fall through the cracks of government and social agencies. Community service is a very important factor when it comes to bettering our society.

FOPC FITNESS

It is the responsibility of all FOPC teams to participate in a monthly health and fitness activity as a team. Pink City Ent.'s mission is for all FOPC to live a healthy lifestyle. Group workouts can include walking, Zumba and other dance classes, cycling, local gym memberships Etc.

SUPPORTING OTHER FOPC TEAMS

As an organization of women with common interest, it is a requirement that we support each other in all aspects of being a FOPC. Teamwork is the key to success. Make it a point to support all other FOPC teams in their endeavors, by advertising, marketing, attending and representing other FOPC teams.

PAY PAL

It is a requirement that all FOPC have an active paypal account. As you receive commissions for referring other FOPCs, vendors and sponsors, they will be paid by National to your paypal accounts. National's does not issue checks or cash. Paypal is free. Failure to provide your paypal account information will hold up the disbursement of your commissions.

PURPLE SLIP

Receiving a purple slip is a serious disciplinary action. It documents unsatisfactory or unacceptable behavior or performance. It also warns of future disciplinary procedures that shall be taken in the absence of improved performance. Purple slips are issued at the discretion of the Board of Directors and may be requested by any team liaison or model manager. Circumstances that may warrant issuing a purple slip, are tardiness, failure to pay dues on time, not participating or attending local events, fundraisers and community activities. Three (3) purple slips will result in immediate termination of your contract.

CONFLICTS OF INTERESTS

All FOPC of Pink City Ent. have an obligation to carefully monitor their conduct and personal associations in order to avoid actual or potential conflicts of interest. This includes: other associations with similar related groups or agencies, personal relationships with staff members, relationships with other models, etc. If at any point, a participant experiences a conflict of interest, she is responsible for immediately notifying her group's model liaison, model manager or a member of management. Conflict of Interest is grounds for immediate removal as a spokes model for Pink City Ent..

NON-EXCLUSIVE CLAUSE

Your involvement with this company is non-exclusive. Models are allowed to participate in other events, and be a part of professional modeling agencies. However, when you are promoting Pink City Ent. events, you should only be promoting for Pink City Ent.. When speaking to others about events and the company, we expect you to speak positively and be very knowledgeable about the company, its mission and events.

TERMS FOR CONTRACT NULLIFICATION

The following situations will result in the termination of your contract:

- Missing **one** major event;
- Missing more than one mandatory promotional events and rehearsals;
- Constant tardiness (If you are more than 30 minutes late on more than 5 occasions, you will be terminated)
- Creating a conflict of interest (including altercations with other models, speaking negatively about events or the company, etc.)
- Participating in something that is seen as a conflict of interest (i.e. Being a spokes model, and/or promotional model for another organization, local or national, that is supporting events in similar manners as Pink City Ent.).
- Using inappropriate, unprofessional or embarrassing conduct online on ANY sites that have the Pink City Ent. image/logo/flyer/shirt is completely unacceptable and will result in immediate termination. This includes any websites and your personal social networks.
- Not meeting the expectations of Pink City Ent.

NON COMPETE AGREEMENT

As a FOPC of Pink City Ent. and for a period of 1 (one) year following termination, you agree not to not set up in business as a direct competitor to Pink City Ent. or its affiliates. You agree not to compete directly or indirectly with the business of the organization notwithstanding the cause or reason for termination. The term "not compete" as used herein shall mean that you shall not own, manage, operate, consult or be employed in a business substantially similar to or competitive with, the present business of Pink City Ent. or such other business activity in which the organization may substantially engage. You agree to pay liquidated damages, as directed by the courts, if any violation of this paragraph is proved or admitted.

CONFIDENTIALITY AGREEMENT

You agree to protect and not disclose confidential and sensitive information with respect to Pink City Ent. and its affiliates. Any person who intentionally discloses such information, not otherwise public, which they know or should have known was confidential and sensitive, shall be subject to civil action. You agree to respect the name and brand and not use any information on your behalf or disclose same to any third party.

AFTER YOUR TERM

If you are dishonorably discharged or you quit, you must remove all PROMO shots in any Pink City Ent. shirts from all online social networks and websites. If you are caught with a posted PROMO image or out in public wearing the FOPC shirt (misleading the public to think you are still associated with the company), you will be fined \$500 and possibly taken to civil court.

If you release any inside information, slander or harm the image of the company in anyway, you will be taken to civil court and sued for damages. Amount to be determined by the court. If you are honorably discharged or retired after Level 5, you will be able to still keep your PROMO shots posted however; you must label each photo that you are a "Retired FOPC" in the description area. You may be given a "Retired FOPC" shirt to wear but we request that you not wear the same shirts as the active FOPC teams.

SIGNATURE PAGE

This signature page is to be completed, dated, signed and witnessed then fax or emailed to **National** where we will keep it on file.

By signing below you agree to the following:

I understand it is my responsibility to familiarize myself with the contents of the Pink City Ent. FOPC handbook. I agree to read the handbook and abide by the standards, policies, and procedures defined or referenced in this document. The information in this handbook is subject to change. I understand that changes in National policies may supersede, modify or eliminate the information summarized in this handbook. As National provides updated policy or procedure information, I accept responsibility for reading and abiding by the changes.

I understand that I have an obligation to inform management of any changes in personal information, such as phone number, or email address. I also accept responsibility for contacting management if I have any questions, concerns or need further explanation of information presented in this handbook.

Signature: _____
(First & Last Name)

Date: _____

Print Full Name: _____

Witness Signature: _____
(First & Last Name)

Date: _____

Print Full Name: _____

Phone: _____

Chapter: _____ **Email:** _____