



2013 BARE CHEST CALENDAR

BENEFITTING AIDS EMERGENCY FUND and POSITIVE RESOURCE CENTER

APPLICATION

**PLEASE
PRINT
LEGIBLY**

Full Name:

Name used/Nick Name:

Street:

City:

State/Zip:

Mobile Phone:

Home Phone:

Email:

Work Phone:

FaceBook ID:

Twitter ID:

Previous Volunteer Experience:

Hobbies (including social and sports organizations):

How did you hear about the Bare Chest Calendar?

- Former Calendar Man Friend Calendar Event BAR Ad GLOSS Ad BareChest.org

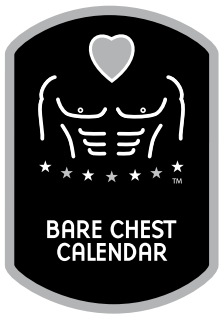
12 GRACE STREET, SAN FRANCISCO, CALIFORNIA, 94103 | FAX 415.558.6990

BARECHEST.ORG | AEF-SF.ORG | POSITIVERESOURCE.ORG

CONTEST COACH: WILL VICTORIA | 415.609.9249 | WILL.VICTORIA@BARECHEST.ORG



Proudly Sponsored by MillerCoors



2013 BARE CHEST CALENDAR

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STATEMENT OF INTENT

THIS FORM MUST ACCOMPANY THE BARE CHEST APPLICATION. THIS FORM MUST BE SIGNED, DATED AND WITNESSED BELOW.

I, the undersigned, fully understand that my participation as an applicant and a contestant for the 2013 Bare Chest Calendar carries no entitlements. I hereby waive my right to take any legal action against AIDS Emergency Fund – its Board Members, staff or representatives, Positive Resource Center – its Board Members, staff or representatives, MillerCoors – its employees or representatives, DBI Beverage – its employees or representatives, the Powerhouse – their owners, employees, representatives or patrons be it in a civil or criminal matter with regard to the 2013 Bare Chest Calendar Contest process.

Furthermore, I understand all photographs, videos, literature and/or other materials resulting from my participation in an Orientation, Semi Finals Contest, Finals Contest and other Bare Chest Calendar Contest related events will remain the property of AIDS Emergency Fund.

I understand the purpose of the Bare Chest Calendar Semi Final and Final Contests is to select 12 (twelve) Calendar Men to create the 2013 Bare Chest Calendar. I also understand the Bare Chest Calendar is a fundraising project and will be widely distributed for resale to the general public as well as available from AIDS Emergency Fund its affiliates and sponsors via the internet. All proceeds from the sale of the Calendar and the proceeds raised at Bare Chest Calendar events through raffles, auctions and other means will be distributed between AIDS Emergency Fund and Positive Resource Center.

I understand and agree that no prize money is promised, advertised or otherwise used as enticement or payment for participation in these contests.

I understand that should I decide and be selected to compete as a Semi Finalist I must return for that portion of the competition as assigned after my Orientation to be held on a select Thursday evening between January 26 and March 29, 2012 at the Powerhouse between 7:30pm and 11:00pm.

I further understand if I am selected to compete as a Finalist I will be required to sign a Statement of Intent as well as attend a Finals Prep Meeting, Finalists Meet and Greet, Finalists Interviews and the Finals Contest itself. These dates have been provided to me in a separate document and my signature below indicates the confirmation of receipt of this document as well as my understanding of the above agreements.

Contestants Printed Name _____

Contestants Signature _____

Date _____

Witnessed _____

Date _____





2013 BARE CHEST CALENDAR

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CONTEST DATES

APPLICANT NAME _____

SEMI-FINALS

All Semi-Final contests are at the Power House Bar. Report time is 7:30pm and the contest concludes by 11:00pm. Select only the dates you are NOT available:

- Semi-Final 1: Thursday, January 26
- Semi-Final 2: Thursday, February 02
- Semi-Final 3: Thursday, February 09
- Semi-Final 4: Thursday, February 16
- Semi-Final 5: Thursday, February 23
- Semi-Final 6: Thursday, March 01
- Semi-Final 7: Thursday, March 08
- Semi-Final 8: Thursday, March 15
- Semi-Final 9: Thursday, March 22
- Semi-Final 10: Thursday, March 29

FINALS

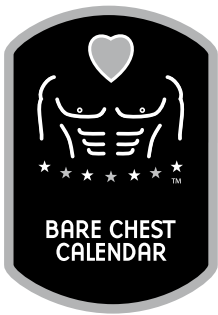
To compete as a Finalist you must be available for ALL dates and times listed below. Please confirm your attendance by selecting the dates you ARE available:

- Finals Prep Meeting & Lunch: Saturday, March 31, 11am to 4pm
- Finalist Preview Party: Thursday, April 19, 9:30pm to Midnight
- Finalist Interview 1: Thursday, April 26, 6pm to 10pm
- Finalist Interview 2: Friday, April 27, 6pm to 10pm
- Finals Contest: Sunday, April 29 1pm to 9pm (includes rehearsal)

Signature _____

Date _____





barechest.org

THE RECRUITER

HOW TO BECOME A BARE CHEST CALENDAR MAN

Greetings 2013 Bare Chest Calendar Man Applicant

Thank you so much for your interest in the 2013 Bare Chest Calendar. We are excited to hear from you! For 28 years the Bare Chest Calendar Men have been a huge part of the San Francisco community and have raised hundreds thousands of dollars for AIDS Emergency Fund and Positive Resource Center. The Bare Chest Calendar is a fun and dynamic fundraising project. Through a series of contests, Bay Area Men compete for the opportunity to appear on the calendar and be part of the Bare Chest Calendar Team. Once selected, Calendar Men appear at events between May and December with the primary purpose of raising much needed funds for AEF and PRC. This packet should answer any basic questions you have about the process of becoming a 2013 Calendar Man.

In this packet you will find the following:

1. Information and forms

Frequently Asked Questions

The Contest and Related Events Schedule

The Official Schedule of Events for the 2013 Calendar Season

The Contest Application*

The Letter of Intent*

2. Contest Process

A brief explanation of the Contest process including an outline of the contest stages. More detailed information will be presented at your Orientation.

3. Next Steps

Instructions on how to take your next step in the process, including setting a date for your no-commitment Orientation.

* PLEASE DO NOT FILL OUT THESE FORMS - THEY ARE FOR YOU TO REVIEW ONLY.

Semi-Final Contest Dates

THURSDAYS | 7:30PM - 11:00PM
POWERHOUSE | 1347 FOLSOM ST

Each night up to four men will compete to become a 2013 Bare Chest Calendar Finalist. Once you attend an Orientation you will be given your Semi-Final Contest date.

Semi-Final 1: Thursday, January 26

Semi-Final 2: Thursday, February 02

Semi-Final 3: Thursday, February 09

Semi-Final 4: Thursday, February 16

Semi-Final 5: Thursday, February 23

Semi-Final 6: Thursday, March 01

Semi-Final 7: Thursday, March 08

Semi-Final 8: Thursday, March 15

Semi-Final 9: Thursday, March 22

Semi-Final 10: Thursday, March 29

Mandatory Dates For All Finalists

DATES AND TIMES AS INDICATED.
LOCATIONS TO BE ANNOUNCED.

To be eligible to compete in the Finals contest on Sunday, April 29, 2012, all Finalists must have attended the Finals Prep meeting and completed their Finals Interviews. Your Finals Interview date and time will be given to you at the Finals Prep Meeting. Please mark these mandatory dates in your Calendar.

Finals Prep Meeting: Sat, March 31, - 11:00AM

Finals Prep Luncheon: Sat, March 31, 2:00PM

Finalist Preview Party: Thu, April 19, 9:00pm - Midnight

Finals Interview 1: Thu, April 26, 6:00 - 10:00PM

Finals Interview 2: Fri, April 27, 6:00 - 10:00PM

Finals Contest: Sunday, April 29, 1:00 - 9:00PM

FAQs

What is the Bare Chest Calendar?

The Bare Chest Calendar is a fun and dynamic fundraising project based in San Francisco. Since 1985, the Bare Chest Calendar has raised hundreds of thousands of dollars for AIDS Emergency Fund and Positive Resource Center.

Am I eligible to compete?

Contests are open to men of all ages and all races, who live in the Bay Area, who possess an interest and willingness to appear on the Calendar and who want to make a difference in their community by committing to a dynamic schedule of promotional and fundraising activities throughout the Calendar Season. The Calendar Season begins in May and ends December 31st.

Can I just show up and enter on the night of a Semi Finals Contest?

No. The first step of the Contest process is to attend a no-commitment, private Orientation. The purpose of the Orientation is to give all the information you need to make an informed decision about competing. Orientations are scheduled on select Tuesday evenings and Sunday afternoons between January and March. There are seven steps to the Contest process in total. See the back of this newsletter for complete information.

Will I have to get on stage?

Yes. Part of the Semi Final Contest includes an on stage interview with the emcee. This allows the judges a chance to evaluate how you present yourself in a public situation, as Calendar Men become spokespersons for AEF, PRC and Miller/DBI. The contests are geared to be an enjoyable experience for all Contestants.

Do I have to have a big, "flawless" hairy chest to get selected for the Calendar?

No. This is not the 'Big Hairy' Chest Calendar. We are looking for attractive, fun and committed guys, who have the passion to make a difference in peoples' lives, the enthusiasm to raise much-needed funds for those in our community living with HIV and AIDS, the integrity to honor their commitments, and the willingness to show off their chest. If you're a friendly guy, who likes showing off, this could be just the volunteer opportunity you are looking for!

How will I be scored at the Contest?

Scoring for the Semi-Finals is based on five categories: Salesmanship, Overall Participation, Stage Presence, Responsibility and Raffle Sales Amount.

What kind of commitment do I make if selected as a Calendar Man?

The Calendar Men commit to attend the required fund raising events between May and December. Additionally, there are other mandatory events and/or meetings that help make the year run smoothly including: Calendar Man Handbook Review, Sales Training, Photo Shoot Prep and regularly scheduled 'Team Building' meetings. There are exciting optional events Calendar Men can choose to participate in as their availability and desire permits. We strongly recommend Calendar Men only make the commitments they can keep. You do not need to commit to all required events to compete. If you know at this time you can make most or all of the required events, then we welcome you to compete. You will make a final commitment to the required events if you become a Finalist. So we ask going forward you remain aware of other commitments you make that might conflict with your possible commitment as a Calendar Man.



ABOUT THE BARE CHEST CONTESTS

What is the process for competing to be on the Bare chest calendar?

Potential Calendar Men are selected at Semi Final Contests between January and March, culminating at a pageant-style Finals Contest on April 29th, 2012. Once selected, the Calendar Men fulfill their commitments to sell Calendars and appear at a series of fundraising and promotional events from May through December.

- Step One:** Attend a no-commitment, private Orientation.
- Step Two:** Compete in a Semi-Final Contest at the Powerhouse and become a Finalist
- Step Three:** Return for a Second Bar Appearance as a Finalist for a "T-Shirt Pull" auction.
- Step Four:** Attend the Finalist Preview Event.
- Step Five:** Attend the Finals Prep Meeting.
- Step Six:** Complete Finalist Interviews.
- Step Seven:** Compete in the Finals.

Orientation

The first step is to set up an appointment to attend your no-commitment, private Orientation. The Orientation is designed to provide you with the information you need to make an informed decision about participating in the Calendar Contest process. Your Orientation will last less than one hour, covering a few of the key subjects in more detail. Prior to your Orientation, you will receive an Orientation Packet via email.

Information in the Orientation Packet includes:

- A brief history of the Calendar
- Information about the Calendar beneficiaries: AIDS Emergency Fund & Positive Resource Center
- A list of Contest dates, including mandatory dates for Finalists
- An in-depth explanation of the Contests and an overview of the scoring system
- An explanation of Bare Chest Calendar Men duties and responsibilities at different events
- A list of Official Bare Chest Calendar Events - required, mandatory and optional

It is strongly suggested that you bring your calendar, day-timer, or smart phone with you.

You will have the opportunity to ask questions at any time during your Orientation. You will also have the opportunity to ask specific questions about the Calendar experience, share your personal interest in being part of the Calendar Team, and express why you think you would make a good Team Member as a Calendar Man. After your Orientation, if you are still interested in moving forward, you will be contacted within 48 hours to inform you of your Semi-Final Contest date.

Once you have been given your Semi-Final date, the Contest Coach, Will Victoria, will contact you and be available for coaching and advice during your contestant experience.

Semi-Final 1st Bar Appearance

Semi-Finals take place at Powerhouse Bar, 1347 Folsom Street, on select Thursday nights between 7:30pm and 11:00PM. You are asked to arrive on time.

- You will turn in paperwork you received after your Orientation
- You will meet the other contestants
- You will meet with the Contest Coach for last minute coaching
- You will receive your Semi-Finalist t-shirt
- You will meet the judges and emcee
- You will raise money by selling raffle tickets and interacting with the crowd
- You will have an on-stage interview and reveal your chest by taking your shirt off

A trained panel of judges will be evaluating you throughout the evening in specific categories and will provide their scores to a tabulator. Their scores along with other scores you have obtained will be calculated and averaged. If you receive the highest score, or you receive a score of 88 points or higher, you will move forward as a FINALIST.

At least one person will move forward as a Finalist each Semi Finals Contest.

NOTE: If you do not move forward as a Finalist based on your score at your first Semi-Final, then you will have additional opportunities to become a Finalist. More details will be explained during your Orientation.

T-shirt Pull Second Bar Appearance

As a Finalist you will be required to make a Second Bar Appearance at Powerhouse the week following your Semi-Final. You will receive a t-shirt from the Powerhouse, you will be presented on-stage as a Finalist and you will participate in a "t-shirt pull" auction, in which a lucky bidder from the audience will win the chance to join you onstage and take off your shirt. You will then receive your Finalist t-shirt.

Finals Prep Meeting & Luncheon

Once all Semi-Finals are complete, all Finalists are required to attend a Finals Preparation Meeting. This meeting will be an opportunity to find out how to effectively compete as a Finalist. You will learn how the Finals scoring system works, how to sell event and pre-sale raffle tickets, what happens during the Finalist Interviews and you will review the timeline of the contest. You will also be asked to make an updated commitment to the required events and mandatory meetings. Additionally, representatives from AEF and PRC will be on hand to talk about their agencies, including other volunteer opportunities whether or not you are selected for the Calendar Team. Following the meeting all Finalists will attend a casual luncheon providing a chance for you to get to know each other better.

Finalist Interviews

Part of the evaluation process includes a small panel interview with each Finalist. Interviews will take place Thursday and Friday immediately preceding the Finals Contest. One half of the Contestants will be interviewed each evening. More detailed information will be available at the Finals Prep Meeting.

Finals

The Finals take place Sunday evening, April 29, 2012, at the DNA Lounge, 375 11th Street. All Finalists will compete and appear on stage the same evening, with the 12 Calendar Men being announced at the end of the event. Should you successfully compete at the Semi Finals you will become a Finalist and more detailed information will be available at the Finals Prep Meeting.

NEXT STEPS...

So, now that you've reviewed all this information you should have some idea if the 2013 Bare Chest Calendar is the right community fundraising project for you.

YES: If after reviewing this information you've decided the Calendar is a good fit, please contact us right away to set up your Orientation at recruiting@barechest.org.

NO: If after reviewing this information you've decided the Calendar is not a good fit, please REPLY to this email, recruiting@barechest.org, stating such and we will take you off of the list.

UNSURE: If after reviewing this information you are still unsure, we encourage you to attend an Orientation anyway. The information presented will be detailed, and you will have the opportunity to have your questions answered. Please contact us right away to set up your Orientation at recruiting@barechest.org.

QUESTIONS: You are also free to contact us via email to answer questions. You may also send your phone number via email and someone will contact you ASAP to discuss any considerations you may have. We will not be able to give you all the detailed information from the Orientation Interview over the phone, but will be happy to answer any simple questions or concerns you may have, in order to allow you to take your next step.

Email at recruiting@barechest.org.

