



BUBBLE BALL
Iconic ERAS
04.20.2024



14th Annual Bubble Ball
Social Hour at 5:30 PM | Show at 7:00 PM
Iowa Events Center

2024 Designer Information



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A note from the ChildServe Team:

Thank you for your interest in participating in Bubble Ball 2024! We couldn't hold this event without you, and we are so excited to see what this year's event will bring. Please read through the following information and let our team know if you have any questions.



About Bubble Ball & Contacts

What is the Bubble Ball?

It's ChildServe's signature gala – and one of Des Moines' most unique events! Designers, architects, and other creative professionals debut their bubble wrap creations as part of a themed runway show and gallery of stationary designs and sculptures. The 2024 theme is Iconic Eras; and the show will include fashion and specialty acts from prehistoric to '50's poodle skirts to futuristic creations!

Proceeds

Since its inception in 2011, ChildServe's Bubble Ball has raised over \$4,500,000 to benefit new programs, equipment, and services for children with special healthcare needs and their families. ChildServe's team of experts identify and meet the unique needs of 5,700 children and families in Iowa each year. Our key focus areas include pediatric rehabilitation, autism and behavioral health, community-based services, and complex medical care.

Contacts

Kiley Kahler: *Primary Contact for Designers and Models*
ChildServe Annual Fund Coordinator
kileyka@childserve.org
(402) 560-5515

Sarah Mowery
ChildServe Director of Development
sarahmo@childserve.org
(641) 990-7935

Sarah Dornink
Runway Director
sarah@dornink.com
(515) 991-5481



Saturday, April 20, 2024 | Iowa Events Center

Design Guidelines

- Bubble wrap must be the core element! 90% of the exterior of the costume needs to be bubble wrap.
- Bubble Wrap Colors
 - Pink, Red, Black, White, Yellow, Blue, Green, Orange, Purple, Brown, Gold, Silver, Peach/Tan, and Clear
- Bubble Wrap Cutting Days: Every 4-6 weeks, ChildServe will host cutting days where designers may submit a bubble wrap order and pick up their materials.
 - Submit your bubble wrap orders by 10:00 AM the day prior to a cutting day date.
 - The pick-up address is the ChildServe Warehouse at 5650 Johnston Drive Suite F Johnston, IA 50131. Pull around the backside of the building where you will see several garage doors to the warehouse. Then drive all the way to the end of the lot to the last garage door.
 - Contact Kiley Kahler to coordinate bubble wrap pick-up at kileyka@childserve.org or 402-560-5515.
 - Please allow 24-hour's notice to coordinate pick up.
- The design must be approved by the Design Committee, and fit into the theme, Iconic Eras.
- The costume must be 50% done at dress rehearsal.
- You must attend a dress rehearsal, and the day of event rehearsal to participate.

Awards

The Bubble Ball Design awards will be decided by a committee of ChildServe team members. We will announce the following awards after the event. Stay tuned for more information.

- Best overall design - \$100
- Best interpretation of theme - \$100
- Best stationary design - \$100
- Best original use of Bubble wrap - \$50
- Most interactive design - \$50
- Best youth-curated design - \$50
- Best connection to ChildServe mission - \$50
- Best new designer award - \$50

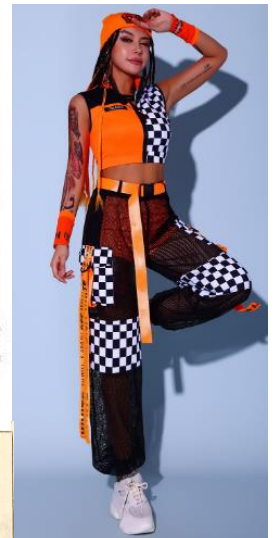


Saturday, April 20, 2024 | Iowa Events Center

2024 Theme: Iconic Eras

A fashion journey through time from the prehistoric cave men to 80's hip hop fashion and everything in between.

- Caveman
- Ancient Romans
- Medieval apparel
- Ancient Greek
- Byzantine Era
- Victorian Era
- Edwardian Era
- 1900s
- 1920s
- Flappers
- Swing
- The war years
- 1940s
- Post war
- The New Look
- 1950s
- 1960s
- 1970s
- Hippie
- Mod
- Disco
- Bohemian
- Hip Hop
- 1980s
- Grunge
- 1990s
- 2000s
- 2010s
- Present
- Futuristic



Compensation

- This is a volunteering opportunity. Therefore, compensation will only be provided to a designer if they produce 3+ acts of exemplary quality.
 - \$100 per additional design
 - This rate does not change whether working with a group or individually designing.
 - Compensation is entirely up to the discretion of and is subject to change based on circumstance by ChildServe staff.
- Each designer will receive a designer goodie bag filled with a starter pack of common crafting needs. Such as hot glue sticks, duct tape, Velcro, etc.

Designer Recruitment

- For each designer you recruit, you will receive 1 extra companion-rate ticket to the Bubble Ball.
- To be eligible for the extra ticket, the recruited designer must:
 - Commit to an approved design by the Design Committee on December 29, 2023
 - Fulfill all design requirements as listed above
 - Respond to all ChildServe communications

Model Information

- Designers are free to recruit their own model or request one from ChildServe.
 - Models can be provided by Peak Modeling Agency. Submit Model needs to Kiley Kahler at kileyka@childserve.org by January 5, 2024.
- ChildServe will also keep a list of interested model volunteers. If you know someone who wants to model, please contact Kiley Kahler at kileyka@childserve.org.
- Choreography tips will be provided at dress rehearsal, but you may also want to work with your model on how you would like them to move down the runway.



Inclusion Statement

Fashion is a cultural art form; we must always design with dignity and cultural sensitivity. If you have questions or are uncertain about how to best represent a character or culture other than your own, please reach out to Kiley Kahler for guidance.

Timeline

Tuesday, October 31, 2023

- Deadline to submit a Bubble Ball 2024 Design Application to Kiley Kahler at kileyka@childserve.org.

Friday, November 17, 2023

- All applicants receive information regarding Bubble Ball 2024 Design Application status.

Friday, January 5, 2024

- Deadline to submit model preferences to Kiley Kahler at kileyka@childserve.org.
- Deadline to sign up for a complimentary ticket and companion ticket.

Monday, February 5, 2024

- Deadline to sign up for a Bubble Ball 2024 Dress Rehearsal.
- Deadline to fill out hair and make-up inspiration and appointment requests form.
- Deadline to submit designer and model dietary restrictions.
 - Food will be provided throughout the day for designers, models, and volunteers.
- Deadline to correct the spelling of designer and model names.

Dress Rehearsal Dates

*Location will be in the Des Moines metro, specifics are TBD.

- Sunday, February 18th from 1-4 PM
- Sunday, March 3rd from 1-4 PM
- Sunday, March 24th from 1-4 PM

Dress Rehearsal Information

- Runway designers and their models must attend 1 of 3 pre-event dress rehearsals together.
- Sign-up ahead of time on the Sign Up Genius.
- Bring your physical costume which must be at least 50% complete to your time slot.
- You must have a plan in your mind for choreography when arriving for the rehearsal.
- When designing, keep in mind during the day of the event your design will be on stage for 40-45 seconds. If there are multiple pieces within a design, then piece will get more stage time.
- **Sign-up Genius Link for Dress Rehearsals:** <https://www.surveymonkey.com/r/bbrehearsal>

Event Schedule – April 20, 2024

- **9:00 AM-3:00 PM:** Stationary Design Delivery/Installation
- **12:30-1:30 PM:** Specialty Act Dress Rehearsal
- **1:00-1:30 PM:** Designer and Model Check-In
- **2:00-3:00 PM:** Mandatory Bubble Ball Runway Show Rehearsal
 - Parents/guardians of models will be able to watch the rehearsal from TV monitors within the dressing room area in Hall A of Hy-Vee Hall.
- **3:00 PM:** Runway Show Hair & Make-up Appointments Begins
- **3:00-3:30 PM:** Final Tech Runs
- **5:30 PM:** Guests Arrive, Social Hour Begins
- **7:00 PM:** ChildServe’s Bubble Ball Program Begins
- **8:15 PM:** Runway Show Begins
- **9:00-9:15 PM:** Runway Show Ends, Band Begins
- **10:30 PM:** Event Ends

Event Location

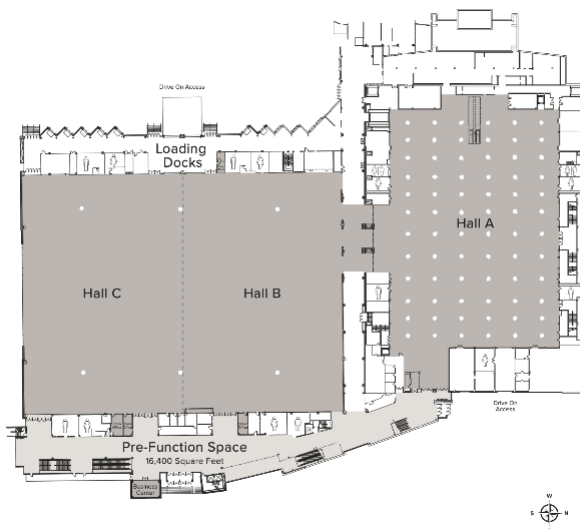
Iowa Events Center – HyVee Hall (730 3rd Street, Des Moines IA 50309)

Designer, model and volunteer parking details will be available as the event gets closer. Upon arrival, enter through the south entrance to the Iowa Events center and take the stairs to Hall A.

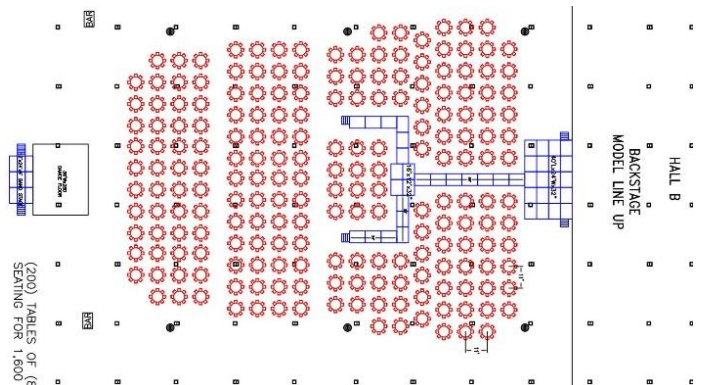
*Dressing room space: Hall A

*Event space: Hall B & C

Map of Stage



Map of Floor Plan



Saturday, April 20, 2024 | Iowa Events Center

Event Logistics

Tickets

- Each designer is eligible for one complimentary (free) ticket and one companion ticket for \$50.
- If the designer is the model of their own design, they may transfer just one complimentary ticket, per designer, to a guest of their choice.
- Designers also have an opportunity to earn 1 additional companion-rate ticket per new designer recruited to participate in the show. See information on page 6.
- All designers will be seated with their companion ticket holder and the ChildServe team will work to accommodate any seating requests among designers.

Day-Of Event Rehearsal Notes

- Runway designers only
- Mandatory, no exceptions
- Costume must be 100% complete
- No runway hair/make-up needed prior to rehearsal
- If there is an issue with your costume, visit the Alteration Station. This station is meant for emergency fashion needs, it is important you bring extra supplies to make any unexpected adjustments.

Stationary Design Day-of Drop Off

- On-site setup on Saturday, April 20th from 9:00 AM – 3:00 PM

Photography

- Prior to photography, your costume, hair, and make-up on the model(s) must be approved by a designated ChildServe team member and the photographer.
- Make sure to have your photo taken in full costume and makeup by our on-site professional photographer.
- Photos will be made available on the Bubble Ball website and Bubble Ball Design Guild Facebook group.
- Past year's Bubble Ball Photo Books are available upon request.
- When posting the professional runway photographs from Bubble Ball, you must credit Paige Peterson Photography.

Post-Event

- If you wish to keep your designs, take them home after the Bubble Ball on Saturday. We will assume any designs that are left behind after the event are okay to be discarded.

Resources

The 2024 Design Committee is available to ask questions, provide sewing advice, or aid in costume assembly.

- Sarah Dornink, sarah@dornink.com, (515) 991-5481
- Amanda Leinen, avanbuer@gmail.com, (217) 722-1520
- Vicki Nail, vicki.nail83@gmail.com, (515) 778-6497
- Megan Renkel, mrenkel@downtowndsmusa.com, (515) 286-4928
- Julie Stork, julieannstork@gmail.com, (515) 988-6859

Online Resources

- Visit childserve.org/bubbleball and click on the “Designers” page
- Downloadable copies of the application and informational packet
- View photo galleries from previous years
- View the photo gallery of Bubble Wrap colors
- Click through design inspiration websites and videos
- Link to our Pinterest board: <http://bit.ly/bubbleballpinterest>
- Search and join our Facebook page for designers: “Bubble Ball Designer Guild”

Publicity & Social Media

- Let Kiley Kahler at kileyka@childserve.org know if you finish your design early because media opportunities may be available.
- Tag [@ChildServe](https://www.facebook.com/ChildServe) and use the hashtag [#bubbleballdsm](https://www.facebook.com/ChildServe) in your Facebook, Twitter, and Instagram posts.

Scan the QR Code to access our virtual look book of past designs!

