Boorowa Irish Woolfest Upcycle Fashion Competition 2026 Sponsorship Opportunity

Sustainability is a major buzzword in the current fashion environment. Reusing and repurposing keeps things out of landfills and decreases production of new. The drive to create new things from old produces some stupendous results.

I am excited to launch the Boorowa Irish Woolfest Upcycled Fashion COMPETITION to promote extending the life of our clothes and save them from going to landfill! Upcycling clothes has many benefits including; reducing unwanted garments going to landfill (as mentioned above); reducing the impact on natural resources from buying new, and reducing carbon footprint to name a few.

About the 2026 Boorowa Irish Woolfest Upcycled Fashion Contest

In this competition, entrants must create a new garment made totally from something else. This includes buttons, zippers, etc …. The only thing that can be new is the thread used.

However, there is one very important requirement … at least 50% of the garment MUST be of a wool fibre. This is after all for Woolfest and its celebration of all things wool.

Examples that qualify for the COMPETITION:

- ✓ Making a skirt from pants
- ✓ Making a fitted top from a tunic
- ✓ Making a hat from a jumper
- ✓ Using a skirt and pair of trousers to make a jacket

Examples that do NOT qualify for the COMPETITION:

- x Hemming an old long coat to make it a short jacket
- x Taking the sleeves off a jumper to make it a vest
- x Resizing a wool skirt to a mini-skirt

All entries will be put on display in local Boorowa shopfronts (yet to be decided) for three weeks leading up to and including Woolfest weekend.

There are three (3) categories planned, with first, second and third place winners being selected for each category.

The categories are:

- Junior 11yo to 14yo
- Intermediate 15yo to 18yo
- Open Over 18yo

Competition opens 1st March 2026, and closes 31st August 2026. NO late entries will be accepted.

All entries will be judged based on innovation, uniqueness and creativity; how wearable it is, and – most importantly – evidence of at least 50% wool or wool fibre content in the item.

Sponsorship Opportunity

To Sponsor this exciting, innovative, and very creative Woolfest event. Sponsorship can be as little as $50 up to “Naming Rights” at $2,000.

Sponsors will be acknowledged by the following benefits:

- ✓ Business/organisation name on all Competition correspondence and promotional material – print media, electronic media, radio, posters, flyers, etc
- ✓ Business/organisation name, logo and some business details on the Competition Website & Facebook page
- ✓ Link to Business/organisation’s own Facebook page and/or Website
- ✓ Opportunity to present winners with their prizes
- ✓ Signage in shops displaying competition entries
- ✓ Regular announcements of sponsorship on main Woolfest stage

Boorowa Upcycle Fashion Competition – Sponsor Agreement / Invoice

Part of the 2026 Boorowa Irish Woolfest

This agreement is between the Upcycle Fashion Competition Organisers
(Annette Barberis, Julie Poplin, Lyn Diskon)
and the Business named below;

Business/Organisation Name: .....

Business/organisation ABN: .....

Contact Name: .....

Address: .....

Phone: ..... Fax: .....

Web:..... Email: .....

Amount of Sponsorship $ .....

Signature: .....

I have legal authority to sign on behalf of the Business named above

Date: .....

Payment to be made either in cash or by direct deposit to:-
2026 Boorowa Woolfest Upcycle Fashion Contest C/- MJ Diskon
Westpac – BSB 037-602 – Acct# 154815

I hereby declare that any funds or other monies/goods received as sponsorship for this competition will be used ONLY for this competition and in no way will I take or gain any personal benefit from the Sponsorship funds, monies, goods. Any and all transactions around this competition will be fully disclosed to all Sponsors.

Signed by M J (Lyn) DISKON Competition Organiser: ..... Date: .....

Witness: Name: ..... Signature: ..... Date: .....

Any enquiries can be made by telephoning Lyn on 0427 900 313 / Julie – 0427 853 199 / Annette - 0427 321 062
or by email to – lyndiskon@gmail.com / juliepoplin@bigpond.com / annettebarberis@gmail.com