



International Ms Leather

San Francisco, CA
April 15 - 18, 2010

An IMsL, LLC Production

International Ms Bootblack 2010 Contestant Guidelines

I. Mission

The International Ms Bootblack contest celebrates the art of bootblacking in women's leather communities. The competition identifies a bootblack who exhibits skill, dedication, passion and personality. The titleholder will represent women's leather communities both locally and internationally on behalf of the International Ms Bootblack Contest. She will bring unique educational and social contributions to the bootblack community.

II. Contestant Requirements

- The International Ms Bootblack Contest is open to persons regardless of sexual orientation, race, religious/spiritual beliefs or political affiliation.
- To be eligible to enter the International Ms Bootblack Contest competitors must be at least 21 years of age by April 15, 2010.
- The International Ms Bootblack Contest is a competition for a women's title. Each contestant must self-identify as part of women's leather community and must be willing to represent the title of International Ms Bootblack during her title year.
- Competitors may (but are not required to) hold a regional title. Competitors may not currently hold an international title.
- Competitors will be required to contribute a basket of items to the silent auction, which will benefit the IMsL and IMsBB travel funds as well as the other charities being supported this year. This basket of items should reflect their personality, their hometown, their sponsors and/or a theme of the competitor's choosing. Competitors will also be required to donate a pair of old, scruffy, beat up boots to the "boot pool". These boots will then be randomly paired with contestants who will use their skills to bring the boots back to life. The finished boots will be placed in the silent auction.
- Competitors will be required to provide their own bootblacking supplies.
- Competitors must agree to be photographed and be referred to by legal name or chosen alias (as specified on Contestant Application) in future publications as decided by IMsL, LLC (including publication in the media, in a video of the contest and in internet

and print promotional/publicity materials for International Ms Leather.) All images are the property of IMsL, LLC. Each competitor shall be required to sign a photo release.

- The winner of the competition will be required to sign an agreement concerning the rules and requirements of their title year to be provided by IMsL, LLC.

III. Structure of Contest

Public Presentation/Interview (25 points)

Contestants shall give a 5-7 minute presentation describing what it is that they bring to the community through bootblacking. Following the presentation, judges will ask questions for approximately 10-15 minutes. The questions may include (but are not limited to) technical knowledge, community contribution, bootblack history and personal history. Contestants will also be observed throughout the weekend and judged on how they present themselves in public situations.

Technical Knowledge and Skill (25 Points)

Contestants will be observed throughout the weekend on technique and how they address specific challenges in shining boots. Judges shall ask a series of questions relating to technical knowledge. Contestants will be given a pair of boots to work on with various areas of known technical challenges and will be judged on the finished product.

Popular Vote (25 points)

Each Basic Registration Package for IMsL Weekend includes one IMsBB Contest Ballot. This ballot is to be given to the bootblack they most enjoyed watching or having do their boots and/or garments. Rules pertaining to ballot voting will be provided by the Bootblack Contest Coordinators and distributed to contestants as well as attendees.

Heart & Soul (25 points)

As bootblacks and individuals we all bring something different to the community. This portion of the scoring judges what each individual brings to the art of bootblacking in addition to shining shoes. This component will evaluate contestants on how they make bootblacking interesting, sexy, intriguing and different. Judges will observe how the contestants set up their stations, carry themselves and interact with their customers and the community as a whole.

Contestants should plan to arrive at the host hotel no later than 10 am on Thursday, April 15, 2010 and should plan to stay through Sunday night, April 18, 2010. The complete contestant itinerary for the weekend will be made available as soon as it is finalized.

Please note that a more comprehensive guide to the policies and procedures of the International Ms Bootblack contest and International Ms Leather Weekend will be distributed to contestants prior to April 1, 2010.

If you have any questions about the International Ms Bootblack Contest or the Contestant Application please email bootblackcontest@IMsL.org or contestantcoordinator@IMsL.org

We look forward to receiving your application.