



# International Ms Leather

San Francisco, CA  
April 15 - 18, 2010

An IMsL, LLC Production

## International Ms Leather 2010 Contestant Guidelines

### I. Mission

Each year during the International Ms Leather weekend, a contestant is chosen to represent the women's leather community both locally and internationally on behalf of the International Ms Leather Contest. She will be chosen for her expression, dedication and personality. She will act as a mentor, a role model and a spokesperson during her title year. The titleholder must be intelligent and articulate, capable of communication and outreach both to leather and non-leather communities worldwide.

### II. Contestant Requirements

- The International Ms Leather Contest is open to persons regardless of sexual orientation, race, religious/spiritual beliefs or political affiliation.
- To be eligible to enter the International Ms Leather Contest competitors must be at least 21 years of age by April 15, 2010.
- The International Ms Leather 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 Leather 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 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**

#### **Personal Interview (40 points)**

The judging panel will interview the contestants for a period of 10-20 minutes. Questions may include (but are not limited to) community contributions, personal history, leather history and current events.

#### **Fantasy (20 points)**

To be performed at the International Ms Leather 2010 Contest. The fantasy performance must not exceed 4 minutes. The fantasy performance will be rehearsed and heavily coached by our Contest Director to ensure the highest possible production value for the contest overall. Contestants will receive more specific instructions directly from the Contest Director.

#### **Speech (20 points)**

Contestants will present a two-minute prepared speech (on any topic of their choice) on stage during the International Ms Leather 2010 contest.

#### **Hotwear and Pop Question (10 points)**

The contestants will be asked a Pop Question on stage during the International Ms Leather 2010 contest and will have the opportunity to show the audience and judges the outfit that makes them feel sexiest!

#### **Heart and Soul (10 points)**

Throughout the weekend the judges will observe how the contestants present themselves and interact with the general public. Whether rehearsing or socializing, the judges will be looking for a contestant with strong communication skills, politeness, a willingness to share knowledge and a genuine desire to help build community.

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 Leather 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 Leather Contest or the Contestant Application, please email [contestantcoordinator@IMsL.org](mailto:contestantcoordinator@IMsL.org).*

*We look forward to receiving your application.*