



International Ms Leather Weekend

San Francisco, CA
April 15 – 18, 2010

An IMsL, LLC Production



Sponsorship Information and Contract

Thank you for taking a moment to look over the sponsorship information for International Ms Leather Weekend 2010! We are very excited about what this year has to offer – please visit www.IMsL.org to find out more.

A partnership with our organization will promote your company's product and/or services both at the event to our attendee base and all throughout the year to our large target market via print and on-line marketing.

IMsL has been a huge success in San Francisco over the last three years with almost 700 people in attendance each year for a weekend long educational, social, charity fundraising and community building event.

Our sponsors' logos were seen across the country and around the world through our advertising which included 10,000 palm cards and 200 posters, as well as our print advertising in both Leather and mainstream print publications. Our sponsors are also visible locally, regionally and nationally through mainstream and alternative press coverage, and are featured year-round on our website, which continually receives high traffic from folks viewing our online photo galleries.

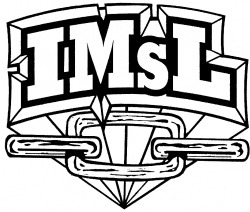
We hope that your organization will consider joining with us as a sponsor as we build an even bigger weekend this year.

Please review the attached sponsorship and advertising information.

Thank you so much for your consideration,

Sincerely,

Glenda Rider
Owner/Producer
Glenda@IMsL.org
(410) 963 - 0567



International Ms Leather 2010 Sponsorship Contract



Name of business or organization: _____

Contact person: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

I have emailed a digital logo to sponsors@imsl.org : Yes _____ No _____

Logos must be submitted to sponsors@imsl.org by the absolute deadline of January 31st, 2010 to be included on IMsL promotional postcard and poster. Sponsorship must be finalized by January 31st, 2010 to be included in the program book.

Check	Level	Benefits	Cost
	Bronze	On-Stage "Thank You" Mention on sponsor list in Program Book Free Package Stuffer Banner on Website Banner hung prominently in venue 10% discount on program book ad	\$500.00
	Silver	Bronze benefits plus: Small Logo on IMsL promotional postcard and poster One Basic Package Registration	\$1,000.00
	Gold	Silver benefits plus: Medium Logo on IMsL promotional postcard and poster One Additional Basic Package Registrations (Two Total)	\$2,000.00
	Platinum	Gold benefits plus: Large Logo on IMsL promotional postcard and poster One Additional Basic Package Registrations (Three Total) Banner hung on main stage	\$3,000.00
	Diamond	Platinum benefits plus: Featured Extra Large Logo on IMsL promotional postcard and poster Logo on Pocket Schedules One Additional Basic Package Registrations (Four Total) "Special Events" sponsor naming rights (i.e. Seduction, Temptation, VIP Reception, Brunch etc.)	\$5,000.00
Total Amount Enclosed			\$

Please remember to send your logos and payment to arrive before January 31st, 2010 for inclusion on IMsL promotional poster and postcards. **Sponsorship is not final until payment is received.** Credit card payment may be arranged by calling Glenda Rider, Producer at (410) 963 – 0567. Please mail check/money order to:

**IMsL, LLC.
PO Box 41032
Baltimore, MD
21203**

Thank you for supporting International Ms Leather



International Ms Leather 2010 Program Book Advertising Contract



Name of business or organization: _____

Contact person: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

I have emailed my digital ad to ProgramBook@IMsL.org: Yes _____ No _____

Please see attached specifications sheet for information about sizing, format and submission procedure.

All ads except the covers will be in black & white (grayscale).

Ads must be emailed to: ProgramBook@IMsL.org by the February 15, 2010 deadline.

Check	Description	Dimensions	Price
	Full Page Ad	8.5" x 11"	\$300.00
	1/2 Page Ad (Horizontal or Vertical)	8" x 5.125 or 3.875" x 10.5"	\$150.00
	1/4 page ad	3.875" x 5.125"	\$75.00
	1/8 page ad (business card size)	3.875" x 2.5"	\$50.00
	Inside Back Cover (Full Color)	8.5" x 11"	\$500.00
	Inside Front Cover (Full Color)	8.5" x 11"	\$500.00
	Back Cover (Full Color)	8.5" x 11"	\$750.00
	Promotional Materials Stuffed Into Attendee Bags	8.5" x 11" or smaller	\$50.00
Total Enclosed			\$

Ad space is reserved on a first come, first served basis. Please call to confirm availability of full color cover pages. Discounts are available for vendors, event sponsors, and contestant sponsors. Please contact advertising@imsl.org for more information. Please remember to send your artwork and payment to arrive by February 15, 2010

Ad space reservation is not final until payment is received. Credit card payment may be arranged by calling Glenda Rider, Owner/Producer at (410) 963 – 0567.

1. Print this page, complete and send, along with check or money order, to:

**IMsL, LLC.
PO Box 41032
Baltimore, MD 21203**

2. Send artwork to ProgramBook@IMsL.org

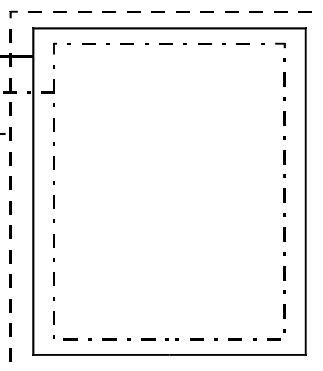
Thank you for supporting International Ms Leather!

FULL PAGE: 8.5" x 11"

Safe area 8" x 10.5"

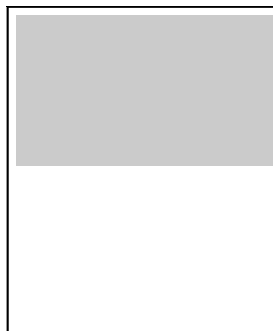
Provide 8.75" x 11.25" for full bleed

- Inside Front Cover
- Inside Back Cover
- Back Cover
- Interior Full Pages



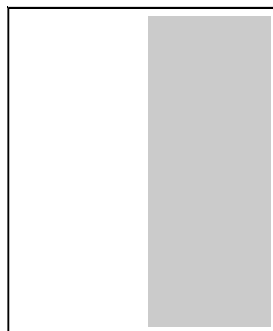
HALF PAGE Horizontal: 8" x 5.125"

- Interior Pages



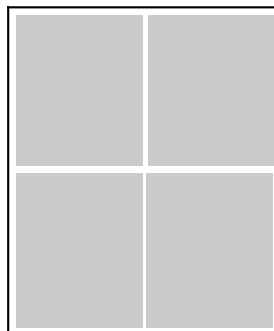
HALF PAGE Vertical: 3.875" x 10.5"

- Interior Pages



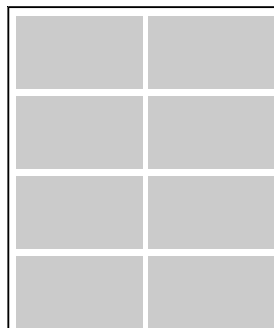
QUARTER PAGE: 3.875" x 5.125"

- Interior Pages



BUSINESS CARD: 3.875" x 2.5"

- Interior Pages



Art submission deadline Feb 15

Files must be submitted in digital format only as high resolution 300 dpi, CMYK (for covers) or Grayscale (For inside pages) Photoshop native, PDF, TIFF, EPS or Illustrator files accepted. All fonts (screen and printer) or images used in the ad must be submitted with the ad. Outline fonts in Illustrator and use NO antialiasing in Photoshop for best results.

Email zipped files and/or send questions about layout to ProgramBook@IMsL.org

Email advertising@IMsL.org for further assistance purchasing ad space.

Thank you for your support!