



International Ms Leather
San Francisco, CA
May 1 – 5, 2008
An IMsL, LLC Production



Sponsorship Information

Thank you for taking a moment to look over the sponsorship information for International Ms Leather 2008! We are very excited about what this year has to offer - please visit www.imsl.org to find out more!

International Ms Leather (IMsL) is gearing up for the 22nd annual event weekend for leatherwomen (and everyone who loves them!) which will be held in San Francisco, CA the weekend of May 1 – 4, 2008. This year, we also celebrate the 10th Anniversary of the International Ms Bootblack Contest.

With a long and distinguished history, sponsorship of IMsL 2008 will give you the opportunity to reach out to a significant number of individuals in the leather/fetish/SM community.

We will be distributing 15,000 promotional postcards and 200 posters across America, Canada, Europe and Australia. Sponsors also receive featured recognition (and a discount on advertising) in our program book. We expect at least 1,000 attendees through our doors the weekend of our event, so your promotional materials will reach a wide and diverse audience. You can be among the few businesses and organizations included in this publicity blitz.

Act now! Our sponsorship deadline is rapidly approaching and we want to make sure you have the opportunity to reach out to and support this important market! Please contact executiveproducer@imsl.org if you have any questions. The absolute **final** deadline for submission of your sponsorship application and logo is January 25, 2008 for inclusion in our promotional poster and postcards and February 29, 2008 for inclusion in our program book.

Please review the sponsorship contract on the following pages and please do not hesitate to contact me if you have any questions. Advertising sales information is also enclosed for your review.

Sincerely,

Glenda Rider

Glenda Rider
Executive Producer
ExecutiveProducer@IMsL.org



International Ms Leather 2008 Sponsorship Contract



Name of business or organization: _____

Contact person: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

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

Logos must be submitted to ExecutiveProducer@imsl.org by the absolute deadline of January 25, 2008 to be included on IMsL promotional postcard and poster. Sponsorship must be finalized by February 29, 2008 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 Small logo on IMsL promotional postcard and poster Banner hung prominently in venue 10% discount on program book ad | \$500.00 |
| | Silver | Bronze benefits plus: Medium Logo on IMsL promotional postcard and poster One Basic Package Registration | \$1,000.00 |
| | Gold | Silver benefits plus: Large Logo on IMsL promotional postcard and poster Banner hung on main stage One Additional Basic Package Registrations (Two Total) VIP Seating at Contest | \$2,000.00 |
| | Platinum | Gold benefits plus: Featured Extra Large Logo on IMsL promotional postcard and poster One Additional Basic Package Registrations (Three Total) Logo featured on Pocket Schedule | \$3,000.00 |
| | Diamond | Platinum benefits plus: Logo on attendee name badges One Additional Basic Package Registrations (Four Total) "Special Events" sponsor naming rights <i>(i.e. Lap-Dance-a-Thon, Welcome Reception, Brunch etc.)</i> | \$5,000.00 |
| Total Amount Enclosed | | | \$ |

Please remember to send your logos and payment to arrive before January 25, 2008 for inclusion on IMsL promotional poster and postcards – there can be **no exceptions** made to this deadline. **Sponsorship is not final until payment is received.** Credit card payment may be arranged by calling Glenda Rider, Executive Producer at (410) 963 – 0567. Please mail check or money order to:

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

Thank you for supporting International Ms Leather!



International Ms Leather 2008 Program Book Advertising Contract



Name of business or organization: _____

Contact person: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

I have enclosed a camera-ready ad or have emailed a digital ad to AdSales@imsl.org: Yes _____ No _____

Ads will be accepted in .PDF or .JPG format only. Full bleeds are allowed.

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

Ads must be emailed to: AdSales@imsl.org by the absolute deadline of February 29, 2008.

| Check | Description | Dimensions | Price |
|-----------------------|--|-------------------------------|-----------|
| | Full Page Ad | 8.5" x 11" | \$300.00 |
| | 1/2 Page Ad (Horizontal or Vertical) | 3.875" x 10.5" or 8" x 5.125" | \$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 serve basis. Please call to confirm availability of full color cover pages.

Discounts are available for vendors, event sponsors, and contestant sponsors. Please contact adsales@imsl.org for more information.

Please remember to send your artwork and payment to arrive by February 29, 2008 – there can be **no exceptions** made to this deadline.

Ad space reservation is not final until payment is received. Credit card payment may be arranged by calling Glenda Rider, Executive Producer at (410) 963 – 0567. Please mail check or money order to:

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