



2023

SPONSORSHIP OPPORTUNITIES



We are excited to share this information on how your business or organization can become a sponsor of the Premier Leather and Fetish event on the planet, International Mr. Leather Weekend.

No matter the size of your marketing and promotion budget, we are prepared to work with you on creating a sponsorship package that makes sense for you and promote your company, brand or product to our dedicated and amazing community throughout the year.

The following pages will provide highlights of who we are, who we reach and the various sponsorship levels that are available to you. And don't worry if you don't see something that isn't a perfect option. We're prepared to work with you in crafting a package tailor made just for you.

Please let us know if you have questions.

We look forward to welcoming you to our roster of prestigious sponsors as we celebrate IML 45!

Thank you.

For more information, please contact:

Billy Lane
IML Sponsorships
billy.lane@imrl.com
206.419.8172

ABOUT IML WEEKEND

- International Mr. Leather Weekend (IML) began as a small "bar event" of 400 guests in 1979 and now attracts over 16,000 visitors to Chicago over Memorial Day Weekend. IML is a Top 10 non-convention center Conference for the City.
- This year, we celebrate the 45th IML!
- IML Weekend is THE premiere INTERNATIONAL event for the gay and straight fetish community.
- The IML Vendor Marketplace, a 4-day retail market venue with an average daily attendance of over 6,000 and has vendors from around the world showcasing the latest fetish gear and attire.
- IML Weekend generates over \$15 million in direct tourism revenue for the City of Chicago.
- The entire weekend is professionally managed and operated by a team of 250+ volunteers who labor all weekend to ensure the smooth and successful operation of each event.
- The IML Website (www.imrl.com), with all relevant information about the weekend along with vendor links, sponsor promotion and related events, has a dedicated following who check-in frequently throughout the entire year for updates and reservations.
- For 2023, The Congress Hotel is the host hotel for IML Weekend.
- IML Weekend is promoted and receives media coverage all over the world, led by our primary media partner, NightSpots-Windy City Media.

IML DIGITAL AND SOCIAL MEDIA FOOTPRINT

- IML website has a dedicated following of visitors who generate over 33,000 average monthly page views (pre-Covid), peaking the weeks during and following Memorial Day weekend.
- IML Website Demographics (2021):

<u>Age</u>	<u>Location (top 5)</u>	
18-24 – 14.8%	United States:	81.9%
25-34 – 24.9%	Canada:	3.8%
35-44 – 18.3%	United Kingdom:	2.0%
45-54 – 16.2%	Germany:	1.4%
55-64 – 15.1%	China:	1.0%

- Social Media Statistics (as of 9/1/2022)

Facebook

IML, Inc. Page-Official:	10,550 Followers
IML Public Group/Fan Pages:	16,700 Followers

Twitter

@IMLchicago:	24,900 Followers
@IMLcoordinator:	4,300 Followers



2023

SPONSORSHIP OPTIONS

PLATINUM SPONSOR

PLATINUM sponsorship offers premium positioning and exposure before, during and after IML Weekend. There will be no more than three (3) sponsors at this level to ensure maximum impact.

PLATINUM Sponsors signed by April 1, 2023 will receive:

- 4 VIP Premier Access Packages with Specialty Premier Seating for Saturday and Sunday evening at the Auditorium Theatre.
- On-stage recognition at all Official IML Events
- Logo placement inside IML Weekend Guide
- Recognition as Platinum Sponsor in event video(s)
- Recognition as Platinum Sponsor on event ad placements and posters
- Logo placement on www.imrl.com through January 1, 2024, with specialized positioning and identification
- Frequent PLATINUM Recognition on IML social media including Facebook pages, Twitter and email blasts
- Two Contestant-Signed Limited Edition IML 2023 Posters, suitable for framing

Cost: \$10,000/net

GOLD SPONSOR

GOLD sponsorship offers optimal positioning and exposure before, during and after IML Weekend. There will be no more than four (4) sponsors at this level to ensure appropriate recognition.

GOLD Sponsors will receive:

- 4 Weekend packages with ticketing in Premier seating for Saturday and Sunday evening at the Auditorium Theatre
- On-stage recognition at all Official IML Events
- Logo placement in event video(s)
- Logo placement on event ad placements
- Logo placement on www.imrl.com through January 1, 2024, with identification as a Gold Sponsor
- GOLD Recognition on IML social media including Facebook pages, Twitter and email blasts
- Logo placement in Weekend Program Guide
- One Contestant-Signed Limited Edition IML 2023 Poster, suitable for framing

Cost: \$7,500/net

SILVER SPONSOR

SILVER sponsorship offers preferred positioning and exposure before, during and after IML Weekend. There will be no more than six (6) sponsors at this level to ensure appropriate recognition.

SILVER sponsors will receive:

- 2 Weekend packages with ticketing in Premier seating for Saturday and Sunday evening at the Auditorium Theatre
- On-stage recognition at Official IML Events
- Logo placement in event video(s)
- Logo placement on event ad placements
- Logo placement on www.imrl.com through January 1, 2024, with identification as a Silver Sponsor
- Recognition as Silver Sponsor on IML social media platforms
- Logo placement in Weekend Program Guide
- One Contestant-Signed Limited Edition IML 2023 Poster, suitable for framing

Cost: \$5,000/net

BRONZE SPONSOR

BRONZE sponsorship offers unique positioning and exposure before, during and after IML Weekend.

BRONZE sponsors will receive:

- 2 Weekend packages with ticketing in Premier seating on Saturday and Sunday evening at the Auditorium Theatre
- Logo placement in event video
- On-stage recognition at Official IML Events
- Logo placement on www.imrl.com through January 1, 2024, with identification as a Bronze Sponsor
- Recognition as Bronze Sponsor on IML social media platforms
- Logo placement in Weekend Program Guide
- One Contestant-Signed Limited Edition IML 2023 Poster, suitable for framing

Cost: \$2,500/net

WINGMAN SPONSOR

WINGMAN Sponsorship is an affordable way, especially for small businesses and community-based organizations, to participate in IML Weekend and promote to our large and diverse community through the year.

WINGMAN sponsors will receive:

- Listing in Weekend Guide with along with other WINGMAN sponsors
- Logo Included in event video(s) with WINGMAN designation
- On-stage recognition at the Sunday Night Contest
- Inclusion with other WINGMAN sponsors (with hyperlink) on www.imrl.com through August 31, 2023
- Recognition across our Social Media Platforms

Cost: \$500/net