



SPONSORSHIP DECK 2026

OUR MISSION



IML EXECUTIVE
DIRECTOR
IML 38

Our mission is clear, "To bring together with courage and authenticity the people whose command, presence, and sense of self communicate that special quality we recognize as leather for the purpose of validation, celebration, and exploration."

As the winner of IML 38 and now the organization's new Executive Director, I am proud and honored to invite you all to join the mission: to validate and care for one other with complete abandon, to celebrate with your tribes and revel in our spaces, and to explore with courage your kinks, sexual identity and shameless authenticity.

Together we are stronger, together we are fearless and together we are free.

Welcome to IML!
David Ronneberg

ABOUT US



IML Weekend

Since its start in 1979 with just 400 attendees, International Mr. Leather Weekend has grown into a world-recognized celebration that now brings more than 16,000 visitors to Chicago every Memorial Day Weekend. It stands as a top conference for the city and celebrates its 48th IML and 34th IMBB this year. The weekend welcomes the wider fetish community, offers a four-day vendor marketplace with makers from across the globe, and is powered by more than 250 volunteers. It contributes over \$15 million in tourism to Chicago. The event website, internationalmrleather.com, provides updates, vendor features, and year-round news. In 2026, the Congress Hotel will host the event.

Opportunities

We're excited to share how your business or organization can become a sponsor or supporter of International Mr. Leather Weekend. No matter your budget, we're ready to create a package that fits and helps promote your brand to our dedicated community year-round. The next pages outline who we are, who we reach, and the options available. If you don't see the perfect fit, we can tailor one just for you. We look forward to welcoming you as we celebrate IML 48 and IMBB 34.



David Kloss, 1979

First International Mr. Leather



WHY PARTNER WITH US?

01

ON STAGE RECOGNITION AT ALL OFFICIAL IML WEEKEND EVENTS

02

SOCIAL MEDIA SPOTLIGHTS AND MENTIONS

03

RECOGNITION AS SPONSOR ON EVENT AD PLACEMENTS AND POSTERS





SOCIAL MEDIA ENGAGEMENT

THE DATA SHOWN REFLECTS
THE MONTH OF MAY IN 2025;
THE MONTH OF **IMLBB**



54,800

FOLLOWERS ACROSS
INSTAGRAM, FACEBOOK,
BLUESKY AND X

Followers

1.5 MILLION

IMPRESSIONS ACROSS ALL
SOCIAL MEDIA PLATFORMS

Impressions

107,772

INTERACTIONS IN MAY

Engagement

EVENT HIGHLIGHTS



01



02



03



04



05

01

RENE HEBERT NAMED IML 47

02

VICTORY PARTY AT HOUSE OF BLUES

03

IML 47 OPENING CEREMONIES

04

IML LIVE SOUND CHECK WITH OUR HOSTS:
GIRL COMPLEX AND RALPH BRUNEAU

05

ATTENDEES ENJOYING THE VENDOR MARKET

SPONSORSHIP OPPORTUNITIES

BENEFIT DESCRIPTIONS

VIP PREMIER ACCESS TICKETS

Premier Access to the entire IML Weekend including premier seating for contestEvents

RECOGNITION AT ALL OFFICIAL IML EVENTS

Includes onstage recognition at all contest events - Opening Ceremonies, Physique and Stage Presence, Contest finals

LOGO PLACEMENT

One page with all sponsor logos. 10,000 copies published and distributed by Windy City Times. Ad purchases are extra.

RECOGNITION IN EVENT VIDEO

Highlighted in Official IML Weekend Video and recognized as sponsor of IMLBB with logo

LOGO ON TANGIBLE MARKETING

Placed on all event ads and Marketing Materials including posters, Banners and pop ups

LOGO ON IMLBB WEBSITE

Sponsor logos will be prominently displayed on InternationalMrLeather.com until 1/13/2027. Advocates - 8/31/26

SPONSORSHIP KEY

| | |
|---|--------------------------------|
|  | YES, WITH PREMIUM PLACEMENT |
|  | YES |
|  | NO/NOT AVAILABLE |

| | SPONSORSHIP AMOUNT | VIP PREMIER ACCESS TICKETS | RECOGNITION AT ALL OFFICIAL IML EVENTS | LOGO PLACEMENT | RECOGNITION IN EVENT VIDEO | LOGO ON TANGIBLE MARKETING | LOGO ON WEBSITE | CONTESTANT SIGNED POSTER | VIP SUITE ACCESS | SOCIAL MEDIA SPOTLIGHT | SOCIAL MEDIA MENTIONS | FULL-PAGE AD | 1/2 PAGE AD | 1/4 PAGE AD | CUSTOMIZABLE BENEFITS | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|--------------------|----------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CHUCK RENSLOW PRESENTING SPONSOR | \$15,000 | 4 |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |   <img alt="Red bird" data-bbox=" |

SUPPORTER OPPORTUNITIES

New IMLBB recognition program for In-kind donations
(prize packages, contestant and volunteer swag)

SUPPORTER KEY

| | |
|--|--------------------------------|
| | YES, WITH PREMIUM PLACEMENT |
| | YES |
| | NO/NOT AVAILABLE |

| | VALUE OF IN-KIND DONATION | LOGO PLACEMENT BY TIER | RECOGNITION IN THE CONTEST PLAYBILL | SOCIAL MEDIA MENTION BY TIER | DISCOUNTED PLAYBILL AD |
|---------------|------------------------------|------------------------|--|------------------------------|------------------------|
| GOLD | \$1000+ | | | | |
| SILVER | \$251- \$999 | | | | |
| BRONZE | \$100- \$250 | | | | |

BENEFIT DESCRIPTIONS

LOGO PLACEMENT

Supporter tier will determine
prominence of logo

LISTED IN CONTEST PLAYBILL

Your contributions to the prize
packages and other donations

SOCIAL MEDIA MENTIONS

Number of mentions
determined by supporter tier

DISCOUNTED PLAYBILL AD

Only available to gold level
supporters of IMLBB

OFFICIAL IML WEEKEND EVENTS

**SATURDAY'S APEX EAGLE
PARTY**

**SUNDAY'S VICTORY
PARTY**

**MONDAY'S BLACK AND
BLUE BALL**

IML CONTEST EVENTS

IMBB CONTEST EVENTS

OPEN SHINE

MAFIA SOCIAL

RECON SOCIAL

BATOR SOCIAL

**SPITSHINE BOOTBLACK
SOCIAL**

BLUF SOCIAL

UNLEASHED!

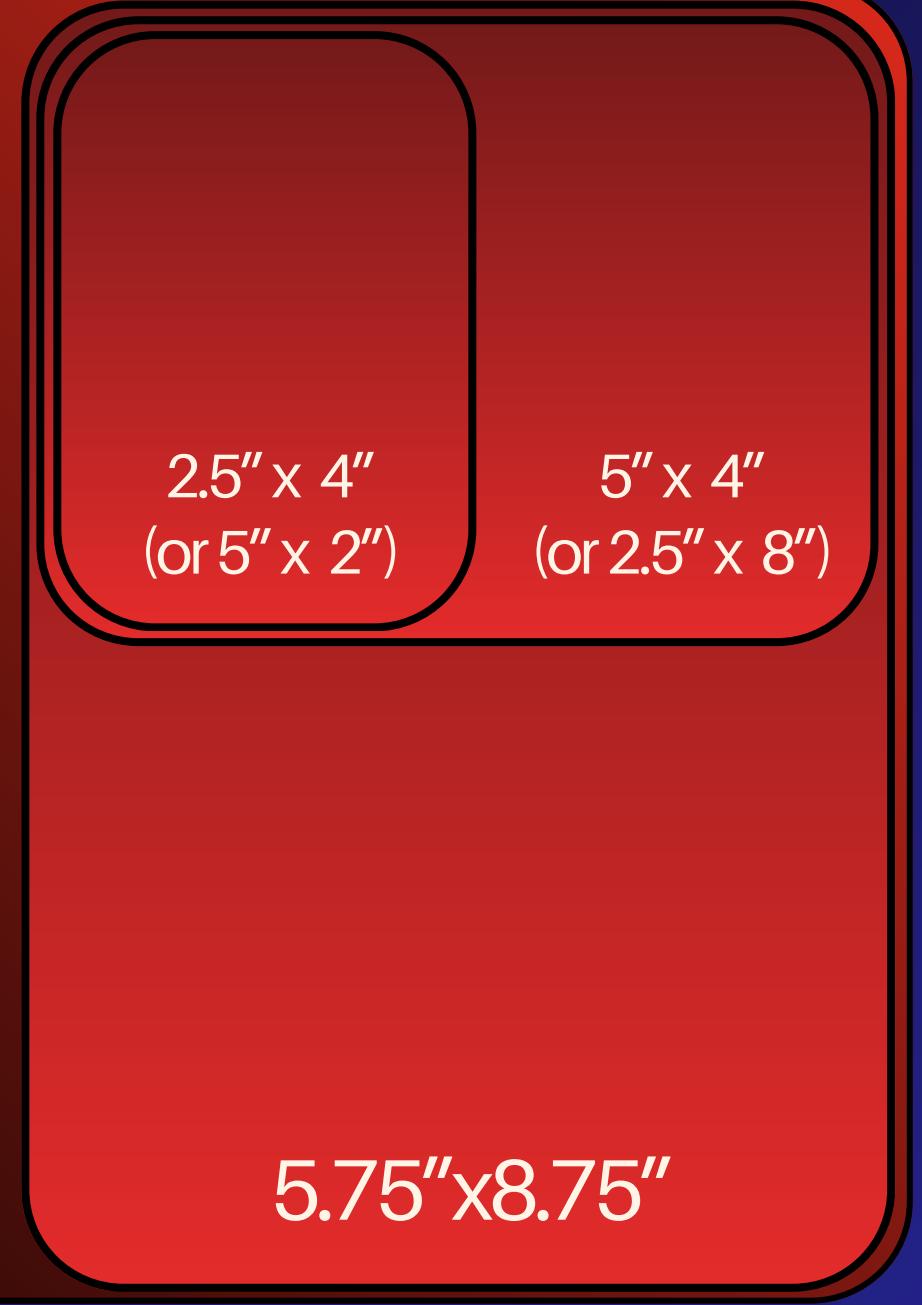
RUBBER GEAR SOCIAL

GEAR BLAST

**CHC IML COCKTAIL
SOCIAL**

**WINNER'S RECEPTION
AND MORE!!!**

OFFICIAL IMLBB PLAYBILL ADVERTISING



**All rates are pre-pay only.
Full payment for advertisement must be
received by no later than the space deadline
on April 1, 2026, in order to secure
placement in the playbill.**

**Ads should be CMKY color , 300 Dpi or better, high
resolution pdf preferred.**

| | | |
|--------------|--------------------------|-------|
| Full Page | 5.75" x 8.75" | \$850 |
| Half Page | 5" x 4" H or 2.5" x 8" V | \$500 |
| Quarter Page | 5" x 2" H or 2.5" x 4" V | \$250 |

CLOSING & CONTACT

We appreciate your time in reviewing this sponsorship deck for International Mr. Leather and International Mr. Bootblack. Your support can help elevate a worldwide tradition that brings people together and strengthens our shared values.



Billy Lane,
Director, Sponsorships & Fundraising



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Alex Torres,
Lead Coordinator, Sponsorships & Fundraising



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Website:

InternationalMrLeather.com



**FROM THE IMLBB
SPONSORSHIPS &
FUNDRAISING
TEAM**

THANK YOU

