IMLBB CHICAGO

SPONSORSHIP DECK 2027



OUR MISSION



IMLBB EXECUTIVE DIRECTORS

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.”

We are 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 IMLBB
David Ronneberg
Girl Becky

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 49th IML and 35th 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 2027 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 IMLBB 49



Ron Moore, 1984

First Black 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

IMLBB
CHICAGO

SOCIAL MEDIA ENGAGEMENT

THE DATA SHOWN REFLECTS THE MONTH OF MAY IN 2026; THE MONTH OF IMLBB

66,369
FOLLOWERS ACROSS INSTAGRAM, FACEBOOK, BLUESKY AND X

Followers

2.4 MILLION
IMPRESSIONS ACROSS ALL SOCIAL MEDIA PLATFORMS

Impressions

108,964
INTERACTIONS IN MAY

Engagement

UP BY 30% FROM 2025

EVENT HIGHLIGHTS











01 HONEY DAVENPORT AND ATLAS ROSE NAMED IML48 AND IMBB 38

02 VICTORY PARTY AT HOUSE OF BLUES

03 DONORS ENJOYING VIP PREMIER SEATING

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

05 ATTENDEES ENJOYING SPIT SHINE

SPONSORSHIP OPPORTUNITIES

BENEFIT DESCRIPTIONS

SPONSORSHIP KEY

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

	SPONSORSHIP AMOUNT	VIP PREMIER ACESS 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 ADD	¼ PAGE AD	CUSTOMIZABLE BENEFITS
CHUCK RENSLOW PRESENTING SPONSOR	$30,000	4	✓	✓	✓	✓	✓	4	✓	✓	✓	✓			✓
PLATINUM WINGMAN	$10,000	4	✓	✓	✓	✓	✓	2	✓	✓	✓	✓			✓
GOLD MEDALLION	$7,500	2	✓	✓	✓	✓	✓	1	✓	✓	✓	✓			✓
SILVER MEDALLION	$5,000	2	✓	✓	✓	✓	✓	1	✓		✓		✓		✓
BRONZE MEDALLION	$2,500	2	✓	✓	✓	✓	✓	1	✓		✓			✓	✓
ADVOCATE	$500			✓	✓	✓	✓				✓				

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 IMLBB 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 1/12/2028. Advocates - 8/31/27

CONTESTANT SIGNED POSTER

Sponsors to receive one or more limited edition IMLBB 2027 signed posters

VIP SUITE ACCESS

Top level sponsors will have access to the IMlBB VIP Suite at the host hotel

SOCIAL MEDIA SPOTLIGHT

Featured video(s) that highlight your product, brand, owner, employee or community you serve

SOCIAL MEDIA MENTIONS

Referenced on social media (Facebook, insta, X, BlueSky) increasing with level of sponsorship

CONTEST PLAYBILL!

IMLBB produced playbill highlighting the contest part of the IML Weekend. Sponsors will receive complimentary ad space based on the tier

MORE SPONSOR INFO ON NEXT PAGE

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+	YES, WITH PREMIUM PLACEMENT	YES, WITH PREMIUM PLACEMENT	YES, WITH PREMIUM PLACEMENT	YES, WITH PREMIUM PLACEMENT
SILVER	$251-$999	YES	YES	YES	NO/NOT AVAILABLE
BRONZE	$100-$250	YES	YES	YES	NO/NOT AVAILABLE

BENEFIT DESCRIPTIONS

LOGO PLACEMENT
Supporter tier will determine prominence of logo

CONTEST PLAYBILL LISTING
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!!!

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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FROM THE IMLBB SPONSORSHIPS & FUNDRAISING TEAM

THANK YOU





