



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

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

CONTESTANT SIGNED POSTER

Sponsors to receive one or more limited edition IMLBB 2026 signed posters

VIP SUITE ACCESS NEW

New this year! top level sponsors will have access to the new 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! NEW

IMLBB will be producing a playbill specifically for the contest part of the IML Weekend. Sponsors will receive complimentary ad space

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 ADD	1/4 PAGE AD	CUSTOMIZABLE BENEFITS
CHUCK RENSLOW PRESENTING SPONSOR	\$15,000	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													















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+				
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!!!

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

