

LOS ANGELES LEATHER WEEK 2010

MARCH 21-28, 2010

Advertising & Sponsorship Packet

Version 5: March 7, 2010



TABLE OF CONTENTS

GENERAL INFORMATION.....	PAGE 1
WELCOME LETTER.....	PAGE 2
LAL WEEK EVENTS.....	PAGE 3
FEEDER CONTEST DATES.....	PAGE 3
TRADITIONAL SPONSORSHIPS.....	PAGE 4
EVENT & ITEM SPONSORSHIPS.....	PAGE 5
IN-KIND SPONSORSHIPS.....	PAGE 6
ADVERTISING OPPORTUNITIES.....	PAGE 6/7
SPECS FOR ARTWORK.....	PAGE 8
SPONSORSHIP AGREEMENT.....	PAGE 8

GENERAL INFORMATION

EVENT & DATES	Los Angeles Leather Week – March 21-28, 2010
HOST HOTEL	Miyako Hotel, 328 E 1st St, Los Angeles, CA 90012
SPONSORSHIP CHAIR	slavegirl debbie e-mail: lalsponsorship@gmail.com phone: 818-434-5488
EVENT PRODUCER	Los Angeles Leather Coalition (LALC) 501 (c) (4) non-profit organization (Tax ID #20-8354710)
MAILING ADDRESS	LALC, PO Box 27741, Los Angeles, CA 90027-0741
EVENT WEBSITE	www.mrlaleather.com
LALC WEBSITE	www.lalc.info
SECURE CREDIT CARD SITE FOR SPONSORSHIPS & ADS	www.formspring.com/forms/lalc-adsales

NEW AD DEADLINE: TUESDAY MARCH 9, 2010 AT NOON

LOS ANGELES LEATHER WEEK 2010

MARCH 21-28, 2010

Advertising & Sponsorship Packet

Version 5: March 7, 2010



Dear Friends,

Thank you for considering support of L.A.'s Premiere Annual Leather Event, **Los Angeles Leather Week 2010**, taking place March 21-28, 2010 in Los Angeles.

Celebrating its twelfth year, **LA Leather Week (LAL)** is the culmination of ten feeder contests produced by local leather-affiliated entities whose winners compete at our crowning event, The **Mr. Los Angeles Leather Contest**. The winner goes on to run at *International Mr. Leather (IML)* in Chicago and reigns for a year as Mr. L.A. Leather. In addition, our 1st Runner-Up to Mr. L.A. Leather goes on to compete at *American Brotherhood Weekend* for the *American Leatherman* title.

LAL offers both affordable and high-end promotional opportunities for your business or organization including several types of Sponsorship and Advertising opportunities. As we expect over 700 people in attendance at our various events this year, you'll get real "bang for your buck" by having your name and logo exposed throughout the week. In addition, our 2010 Run Book will include an "L.A. Leather Community Directory" which folks will undoubtedly hang onto, extending your exposure year round!

Whether you represent a Beverage Company, Publication, Apparel-Gear-Toy Manufacturer, Video Company, Dating Site, Leather Conference or Run, Resort or Non-Profit Organization, sponsorship of **LAL** offers many benefits. We also accept advertising and sponsorships from "vanilla" entities such as Real Estate and Insurance Agents, Attorneys, Accountants and other service-oriented businesses. *This year we are also offering community members the opportunity to honor or memorialize others in our **Southland Honors Program Guide**. Messages of love, support, good luck, appreciation and "in memory" can be placed by anyone.*

With LAL, you'll reach an international, national, and regional audience, made up of mostly male, 25-65 years of age, urban dwellers who are free thinkers, inclusive of all diversities, and civic minded. Many spend the entire week in L.A. to explore the local leather community, partake in the events and support the sponsors and advertisers.

LAL is produced by The Los Angeles Leather Coalition, a 501 (c) (4) non-profit organization, whose membership roster includes over 25 businesses, organizations and groups who support the local L.A. Leather Community. The LALC will provide *six events* during this week-long event with an additional seven produced by outside entities. In addition to the contest, highlights include:

* **Southland Honors**, an awards ceremony honoring local individuals, businesses and non-profits that serve the Leather community

* Avatar & Faultline's **Parking Lot Party**, on Sunday March 21st, where our LAL Contestants enter on the backs of bikes driven by the hottest Leather Motorcycle Daddies in town.

* Additional events include a **Roast & Toast** of the current Mr. LA Leather, the always exciting **Hell On Wheels** Roller Skating Party, The **Tom of Finland Art Fair** in West Hollywood Park, and the newly added **LAL Victory Party & BBQ** at The Bullet Bar.

Visit our website at www.mrlaleather.com for more info and please don't hesitate to call me with any additional questions.

Respectfully in Leather,
slavegirl debbie, LAL 2010 Sponsorship Chair

Email: lalsponsorship@gmail.com
Website: www.mrlaleather.com
Cell Phone (818) 434-5488

LOS ANGELES LEATHER WEEK 2010

MARCH 21-28, 2010

Advertising & Sponsorship Packet

Version 5: March 7, 2010



L.A. LEATHER WEEK 2010 SCHEDULE

^ Sun 3/21	11am	High Leather Church Service	MCCLA	Silverlake
^ Sun 3/21	2pm	Avatar Parking Lot Party	Faultline Bar	Silverlake
* Wed 3/24	7pm	Hell On Wheels Roller Skating Party	Moonlight Roller Rink	Glendale
^ Thur 3/25	7pm	A Decade of Mr. Los Angeles Leather	Stockroom University	Silverlake
^ Thur 3/25	9pm	Roast & Toast of Ken Hearst	Oil Can Harry's	Studio City
^ Fri 3/26	9pm	LAL Cigar Social & Rub Out	Eagle L.A.	Silverlake
* Fri 3/26	7pm	Southland Honors	Miyako Hotel	Downtown LA
^ Fri 3/26	9pm	Mixed Gender Play Party	Threshold	North Hollywood
^ Fri 3/26	9pm	Hard Tribe VI	Location TBA	Downtown LA
* Sat 3/27	12pm	Leather Romp Through Little Tokyo	Various Locations	Little Tokyo
^ Sat 3/27	1pm	Tom of Finland Erotic Art Fair	W. Hollywood Park	Hollywood
* Sat 3/27	7pm	Mr. L.A. Leather Contest	Aratani Theatre	Little Tokyo
^ Sat 3/27	9pm	Anvil Extreme Dress Code Party	Location TBA	North Hollywood
* Sun 3/28	11am	Mr. LAL Victory Brunch	Good Micro Brew	Silverlake
^ Sun 3/28	12pm	Tom of Finland Erotic Art Fair	W.Hollywood Park	West Hollywood
* Sun 3/28	2pm	Mr. LAL Victory Bar Crawl	Various Bars	Various Locations
^ Sun 3/28	1pm	Interfaith Leather Celebration	MCC of the Valley	North Hollywood
^ Sun 3/28	2pm	LAL Victory Party & BBQ	The Bullet Bar	North Hollywood

* LAL Produced Events: Tickets at www.MrLALeather.com or at door

^ Independently Produced Events: Tickets at websites or at door

MR L.A. LEATHER FEEDER CONTESTS

Sat	June 13, 2009	Mr. Christopher Street West Leather	Erotic City at L.A. Pride
Sat	November 13, 2009	Mr. Regiment Leather	Lair de Sade, North Hollywood
Sat	January 9, 2009	Mr. Pistons Leather	Piston's Bar, Long Beach
Sun	January 24, 2010	Mr. Ashram West Leather	Eagle Bar, Los Angeles
Fri	January 29, 2009	Mr. Bullet Leather	Bullet Bar, North Hollywood
Sat	February 6, 2010	Mr. Eagle LA Leather	Eagle Bar, Los Angeles
Sat	February 13, 2010	Mr. Sanctuary Leather	Oil Can Harry's, Studio City
Sat	February 20, 2010	Mr. LA Leather Bear	Piston's Bar, Long Beach
Sun	February 28, 2010	Mr. Oil Can Harry's Leather	Oil Can Harry's, Studio City
Sat	March 6, 2010	Mr. Sister Leather	Eagle Bar, Los Angeles

LOS ANGELES LEATHER WEEK 2010

MARCH 21-28, 2010

Advertising & Sponsorship Packet

Version 5: March 7, 2010



I) SPONSORSHIPS

A) Traditional: *Cash, check, money order, or credit card*

PLATINUM SPONSORSHIP: \$2000

Exclusive: Your own on-stage Easel Sign and Verbal Recognition at Southland Honors
~~Exclusive: Full Color Back Cover of LAL Run Book (Cash Sponsors Only) (SOLD OUT)~~

Full Color One Page Ad in LAL Run Book appearing in the first 10 pages of book

Large size listing and first mention on Sponsors Page in LAL Run Book

Free full page Honorarium or Memorial in Southland Honors Program Guide

Individual Slide of your logo during Slide Projection Show at Contest

Your own ^banner at Parking Lot Party, Hell on Wheels & Lobby of LAL Contest

Verbal Recognition from Stage at Mr. LAL Contest

~~First row of Sponsors on barcards & posters (Already printed)~~

Large Banner ad with link on LAL Website located on Top Row

First Mention in press release & online promotions

5 LAL *Platinum Packages (Gets you into all LAL Events & includes VIP seating at contest)

5 Additional tickets to Mr. LAL Contest (regular seating)

5 Additional tickets to Southland Honors

GOLD SPONSORSHIP: \$1000

Full Color One Page Ad in LAL Run Book appearing in the first 10 pages of book

Large size listing on Sponsors Page in LAL Run Book

Free full page Honorarium or Memorial in Southland Honors Program Guide

Individual Slide of your own logo during Slide Projection Show at Contest

Your own ^banner at Parking Lot Party, Hell on Wheels & Lobby of LAL Contest

Verbal Recognition from Stage at Mr. LAL Contest

~~Large sized logo on barcards and posters (Already printed)~~

Large banner ad with link on LAL Website located in 2nd Row

Mention in press release & online promotions

3 LAL *Platinum Packages (Gets you into all LAL Events & includes VIP seating at contest)

3 Additional tickets (regular seating) at Mr. LAL Contest

SILVER SPONSORSHIP: \$500

Free full page B&W Ad in LAL run Book appearing in first 10 pages of Ads

Medium sized Listing on Sponsors Page in LAL Run Book

Free full page Honorarium or Memorial in Southland Honors Program Guide

Your logo on shared Silver Sponsors Slide during Slide Projection Show at Contest

Your Logo on Group Silver Sponsors Banner at Parking Lot Party, Hell on Wheels & Lobby of LAL Contest

~~Medium sized logo on barcards and posters (Already printed)~~

Medium Banner ad with link on LAL Website

Mention in press release & online promotions

2 LAL *Platinum Packages (Gets you into all LAL Events & includes VIP seating at contest)

2 Additional tickets (regular seating) at Mr. LAL Contest

(Please see page 7 for art specs and how to send)

LOS ANGELES LEATHER WEEK 2010

MARCH 21-28, 2010

Advertising & Sponsorship Packet

Version 5: March 7, 2010



TRADITIONAL SPONSORSHIPS

Cash, check, money order, or credit card

BRONZE SPONSORSHIP \$250

Free **half page** B&W Ad in LAL run Book appearing in first 20 pages of Ads

Small size listing on Sponsors Page in LAL Run Book

Free half page Honorarium or Memorial in Southland Honors Program Guide

Your logo on shared Bronze Sponsors Slide during Slide Projection Show at Contest

Large logo on +Bronze/Chrome Sponsors Banner@ Parking Lot Party, Hell on Wheels & Lobby of Contest

~~Small sized logo on barcards and posters (Already printed)~~

Small Banner ad with link on LAL Website

Mention in press release & online promotions

1 Free LAL Platinum Package getting you in to all LAL Events + 1 additional contest ticket

CHROME SPONSORSHIP \$125 (NON-PROFIT ORGS ONLY)

Quarter page ad in LAL Book appearing in first 30 pages of Ads

Small sized Listing on Sponsors Page in LAL Run Book

Free half page Honorarium or Memorial in Southland Honors Program Guide

Med. logo on +Bronze/Chrome Sponsors Banner@ Parking Lot Party, Hell on Wheels & Lobby of Contest

Your logo on shared Chrome Sponsors Slide during Slide Projection Show at Contest

Small Banner ad with link on LAL Website

1 free ticket to Mr. LAL Contest

^Banner: You supply. Please bring to LAL Meeting or mail to LAL Mailing Address.

+ Bronze/Chrome Sponsors Banner: to be produced by LAL.

*Platinum Package: Includes entry to all LAL events (see Page 3 for details.)

EVENT & ITEM SPONSORSHIPS

Cash, check, money order, or credit card

Southland Honors Sponsor: \$1000 (ON HOLD FOR ANONYMOUS DONOR)

Your own on-stage easel sign and verbal recognition at Southland Honors

You receive the same percs as Platinum Sponsors on page 4

*Registration Bags: \$500 (1 Sponsorship available)

Your logo on Registration Bags seen at hotel all weekend (You supply the bags)

* Printing Sponsor: \$500 (1 Sponsorship available) (ON HOLD FOR ANONYMOUS DONOR)

1/5 page acknowledgement on cover of LAL Run Book

"This guide was printed with the help of a Sponsorship by X"

(We supply the printing)

~~* Printing Sponsor: \$250 (1 Sponsorship available) (SOLD OUT)~~

~~Small ad on back of Hell ON Wheels Tickets~~

~~1/5 page acknowledgement on Table of Contents page of Southland Honors Program Guide as:~~

~~"This guide was printed with the help of a Sponsorship by X"~~

~~(We supply the printing)~~

LOS ANGELES LEATHER WEEK 2010

MARCH 21-28, 2010

Advertising & Sponsorship Packet

Version 5: March 7, 2010



(Please see page 7 for art specs and how to send)

IN-KIND SPONSORSHIPS

A) MEDIA SPONSORS (LIMITED AVAILABILITY)

(You receive the same percs as Sponsors on page 4/5, except ticket amounts cut by 40%)

~~Platinum Media Sponsorship in trade for \$ 2000+ of ad space in your publication (SOLD OUT)~~

~~Gold Media Sponsorship in trade for \$ 1000+ of ad space in your publication (SOLD OUT)~~

~~Silver Media Sponsorship in trade for \$ 500+ of ad space in your publication (SOLD OUT)~~

~~Bronze Media Sponsorship in trade for \$ 250+ of ad space in your publication (SOLD OUT)~~

B) APPAREL SPONSORS (LIMITED AVAILABILITY)

(You receive the same percs as the Sponsors on page 4, except ticket amounts cut by 40%)

~~One Platinum Sponsorship in trade for \$1000 Gift Certificate (SOLD OUT)~~

~~To clothe the new Mr. LA Leather 2010 for his IML Competition and his LA Leather title year~~

~~(Sponsor is also promoted by Mr. LAL at IML and year round as the supplier of his gear)~~

~~Silver Apparel Sponsor: \$500 Gift Certificate (SOLD OUT)~~

~~To clothe the new L.A. Leather 1st Runner-up for his American Leatherman Competition (ABW)~~

~~Sponsor is also promoted by 1st Runner-up at ABW as the supplier of his gear.~~

~~(Seeking 1 Sponsor at \$1000 or 2 Sponsors at \$500 each)~~

~~Silver Gear Sponsor: \$ 500 in SM Leather Gear Toys etc (SOLD OUT)~~

~~Gift bags for our eight Judges and two Den Daddies (10 bags @ \$50 each)~~

~~Silver Gear Sponsor: \$ 500 in SM Leather Gear Toys etc (SOLD OUT)~~

~~Gift bags for our ten LAL Contestants (10 bags @ \$50 each)~~

ADVERTISING OPPORTUNITIES

A) RUN-BOOK ADVERTISING

Circulation: 1,000 (600 to attendees & 400 at area Leather Bars/Retailers)

AD DEADLINE: MARCH 9, 2010 at noon

Color Full Page Ad \$ 100

Color Half Page Ad \$ 50

Color Inside Back Cover \$ 500 (ON HOLD FOR ANONYMOUS DONOR)

Color Inside Front Cover (SOLD OUT)

Color Back Cover (SOLD OUT)

Full page ad specs: 8.25 tall x 5.25 wide. JPG or PDF format with min 300 DPI

Half page ad specs: 4.125 tall x 5.25 wide. JPG or PDF format with min 300 DPI

LOS ANGELES LEATHER WEEK 2010

MARCH 21-28, 2010

Advertising & Sponsorship Packet

Version 5: March 7, 2010



ADVERTISING OPPORTUNITIES

B) REGISTRATION BAG INSERTS \$ 50

Fliers or promo items stuffed into registration bags

Mail 500 items by March 15, 2010 to: LAL 2010 Inserts, PO Box 27741, Los Angeles, CA 90027

C) SOUTHLAND HONORS HONORARIUMS

CIRCULATION: APPROX 250 AT SOUTHLAND HONORS

Pages will be offered in the Southland Honors Program Guide for any anyone (individuals, organizations and businesses) to place messages that honor people within our Leather Community. Wish good luck to your favorite LAL Contestant; send words of appreciation to those you love; send birthday and anniversary messages, memorials, etc!! Sorry, no "traditional" advertisements for businesses/organizations/events will be accepted. No promotional messages will be accepted.

Full Page: \$ 50 (8.25 tall x 5.25 wide. Design your own ad or send us your text & photos)

Quarter Page: \$ 20 (3.25 tall x 2.25 wide. Send us text of 25 words or less)

FULL PAGE EXAMPLE (NOT TO SCALE)

*(Create and submit your own
artwork
or send us your
text and photos
and we'll
set it up for you)*

1/4 PAGE EXAMPLES (NOT TO SCALE)

*Congratulations
John Doe
Mr. Rawhide 2010*

*Good Luck at
Mr. LA Leather!
We know you'll
make us proud!*

Jim, Pete, Randy & Joe

*In memory of
Mr. Marcus
For his
many years of
love and dedication
to the worldwide
Leather Community*

*~ The San Fernando
Leather Association ~*

LOS ANGELES LEATHER WEEK 2010
MARCH 21-28, 2010
Advertising & Sponsorship Packet
 Version 5: March 7, 2010



ADVERTISING & SPONSORSHIP AGREEMENT
SPONSORSHIP & ADVERTISING DEADLINE: MARCH 5, 2010

Your signature on this application is verification that you have read the conditions for sponsoring/advertising with LAL.

CREDIT CARDS: To pay for Sponsorships and Run Book Ads using secure credit card processing, visit www.formspring.com/forms/lalc-adsales or call slavegirl debbie at (818) 434-5488.

CHECKS: Make check out to "LALC" and mail with application to: LALC, PO Box 27741, Los Angeles, CA 90027

ART SPECS: Logo for LAL Website: Send TIF formatted logo with min 300 DPI to: Will@lalc.info
 Logo for Sponsor Page in Run Book: JPG or PDF format with min 300 DPI to: lalsponsorship@gmail.com
 Logo for Contest Slide Show: JPG or PDF format with 800 x 600 resolution to: lalsponsorship@gmail.com
 Full Page Color Ad: 8.25 tall x 5.25 wide. JPG or PDF format. Min 300 DPI to: lalsponsorship@gmail.com
 1/2 Page Color Ad: 4.125 tall x 5.25 wide. JPG or PDF format. Min 300 DPI to: lalsponsorship@gmail.com

SLH HONORARIUMS: Black & White. No promotional messages allowed.
 Full Page SLH Honorarium: Your design. 8.25 tall x 5.25 wide. PDF or JPG to: lalsponsorship@gmail.com
 Qtr Page SLH Honorarium: Standard design. Send 25 words or less to: lalsponsorship@gmail.com

BANNERS: Banners for Platinum, Gold and Silver Sponsors should be no longer than 5 feet in length.
Delivery options:
 1) Mail banners to LALC, PO Box 27741, Los Angeles, CA 90027
 2) Deliver to LALC Meeting Thurs March 4, 2010 at 7pm at The Village at Ed Gould Plaza 1125 N McCadden Pl, Angeles, CA 90038. Enter gate and see easel at door on right.
 3) Arrange for pickup. Call Sponsorship Chair slavegirl debbie at (818) 434-5488
All banners must be received no later than March 17, 2010.

ADVERTISING & SPONSORSHIP APPLICATION

Company: _____
 Contact: _____
 Title/Position in Org: _____
 Address: _____
 e-mail: _____
 Phone: _____ Cell: _____

<u>ITEM</u>	<u>COST</u>
_____	\$ _____
_____	\$ _____
_____	\$ _____
TOTAL CHECK AMOUNT	\$ _____

LOS ANGELES LEATHER WEEK 2010
MARCH 21-28, 2010
Advertising & Sponsorship Packet
Version 5: March 7, 2010



Sponsor Signature _____

Date _____

The Los Angeles Leather Coalition is a 501 (c) (4) non-profit organization. Tax I.D. # 20-8354710