

September 7, 2009

Dear Business Owner:

On Thanksgiving Weekend, Seattle Men in Leather will hold its 21th annual Seattle Leather Daddy and Daddy's boy Contest, a fundraiser for Lambert House, our club beneficiary. The club will choose two leathermen to be ambassadors to the local gay and lesbian community. Two hundred leathermen and women from Seattle and the rest of the Pacific Northwest are expected to attend the events during the three-day weekend.

Seattle Men in Leather produces a program booklet for the event, serving as a schedule for the weekend, a souvenir history of the contest, and a showcase of advertising for area businesses. We invite you to join us in saluting our club titleholders past, present, and future by advertising in this year's program. Event sponsorship – with logo placement on the event posters and special notice during the event itself – is also available.

We also welcome the donation of goods and services to be used as prizes for the contest winners or for raffles and fundraising auctions at the contest. We are pleased to offer complimentary ad space for prize donors. Please find details about advertising, sponsorship, and prize donations attached.

Posters for the contest will be available on or about November 1. If you would like to display one at your business, please contact us and we will ensure one is delivered to you as soon as possible.

Thank you for supporting Seattle Men in Leather.

Will Trainer

Seattle Leather Daddy 2009

Paka Soon

Seattle Daddy's Boy 2009



Event Sponsorship

Event Sponsorship is priced at \$125. Event Sponsors receive: a full page ad on the inside front cover, inside back cover, or the pages facing those; special thanks in the program and from the stage during the contest; two complimentary tickets to the contest; and the sponsor's logo on the poster. Sponsorship deadline is *Friday, October 30*. Logos should be sized to 1.5" square. (See below for details about format.)

Program Advertising

The program will be a 5.5" x 8.5" booklet, printed in black and white. Program ads are priced at \$80 for a full page, \$40 for a half page (vertical or horizontal), and \$20 for a quarter page (vertical or horizontal). Business cards are suitable for quarter-page ads. Please consult the attached sheet for specific dimensions.

Ads may be submitted on paper (camera ready), on disk, or by e-mail. Accepted electronic formats are PDF, TIFF, PSD, and JPEG, at 150 dpi; let us know if there are other formats you wish to use. (The program editor will do only minimal ad design work.)

Advertising deadline is *Thursday, November 19*. Payment for ads must be received by *Monday, November 23*.

Prize Donations

A prize basket will be presented to each of the winning titleholders, Seattle Leather Daddy and Seattle Daddy's Boy. We welcome your contributions to these baskets, large or small. (We prefer that such donations be paired, so that each titleholder receives similar items.)

We also welcome donations of goods or services to be used as raffle prizes or for a fundraising auction to be held during the contest, with the funds raised benefitting our Club Charity, Lambert House.

(Please note: Seattle Men is Leather is a 501(c)7 non-profit organization, and as such, your donations may not be tax deductible.) All donations will be listed in the event program. In addition, we will offer complimentary ad space equal to half the value of your donation. (Thus, a donation of \$40 in goods or services equates to a quarter-page ad, and a donation of \$160 will receive a full-page ad.)

Deadline for prize donations (and for any advertisements) is *Thursday, November 19*.

Contact Information

By Mail: Seattle Leather Daddy Contest, c/o Seattle Men in Leather, 1122 E. Pike Street, PMB 1199, Seattle, WA 98122-3934 By E-Mail: leatherdaddy@seattlemeninleather.org

Program Editor

Telephone: (206) 723-4500

E-Mail: cfmdesigns@earthlink.net

Ad Sizes and Prices

(Program Size: 5.5" x 8.5")

Event Sponsor: \$125

Full Page Ad (5" x 8") (One of 4 inside Cover pages)

Thanks in Program and from Stage 2 Tickets to Contest

Full Page: \$80

Vertical: 5" x 8"

1/2 Page: \$40

Vertical: 2.375" x 8"

Horizontal: 5" x 3.875"

1/4 Page: \$20

Vertical: 2.375" x 3.625"

Horizontal: 5" x 1.8125"

(Business Card)

(The shapes presented here are to provide an idea of ad layout only. The rectangles do not represent the actual size of your ad. Actual sizes listed above.)

1/4 Page Horizontal

1/2 Page Vertical

1/2 Page Horizontal

1/4 Page Vertical