



584 Castro St. #660 San Francisco, CA 94114      leatheralliance.org

Dear Friends,

The San Francisco Bay Area Leather Alliance is seeking Sponsors for its **Mr. SF Leather and SF Bootblack 2020 contests**. Our annual celebration is moving to August. This shift is happening this year with just the contest. This change is aimed at keeping the San Francisco Leather Community vibrant and diverse. Sponsoring this event provides you an opportunity to highlight your business or organization to a dedicated audience, and to actively take part in this time honored tradition. As an all-volunteer 501(c)3 nonprofit, The SF Bay Area Leather Alliance needs your partnership and commitment to continue creating a welcoming and supportive environment for members of the SF Bay Area leather, fetish, kink and motorcycling communities.

Visit our event webpage [www.sfleatherpride.com](http://www.sfleatherpride.com) for the most up-to-date information, and follow us on Facebook at [Leather Alliance!](#)

**Major Weekend Events include:**

- Friday: Meet and Greet for Mr. SF Leather and SF Bootblack contestants – Mr. S 6-8pm
- Friday: Fantasy Grab bags – SF Eagle 8-9:00pm; Bootback stand time
- Saturday: Mr. SF Leather and SF Bootblack Open Interviews – SF Catalyst
- Saturday: Mr SF Leather 2019 Contest - TBA
- Saturday: SF Bootblack 2019 Contest - TBA
- Sunday: Mr SF Leather and SF Bootblack 2020 Introduction – Sunday Streets on Folsom

**Don't forget!!** Saturday evening we will have a “Step & Repeat” photo booth where your company or organization's logo can be prominently displayed while people snap photos as they pose and strut, giving your company that extra eye grabbing visibility as people post to their social media. Just ask about our “Step-and-Repeat” options when selecting a sponsorship tier!!

We are proud to offer again this year several sponsorship tiers ranging from \$100-\$1,000+ that allow you to choose the one that best fits with your business or organization. All Website listings, logos and links will remain active after the Leather Alliance Weekend until July 31, 2020 through several other Alliance events including Leather Alley at SF Pride.

Remember, your support also helps the Leather Alliance continue it's grants to small organizations for education & outreach programs, emergency subsistence grants to individuals in financial distress, health education & suicide prevention programs that are so vital in supporting this community.

# SF Leather Alliance Weekend 2020 Sponsor Levels

**\$100 Step & Repeat** add-on available for all Sponsorship levels (included with Platinum)

**\$100 Community Sponsors** receive

- 2 tickets to the 2020 Mr SF Leather & SF Bootblack Contests
- Website Ad at [www.sfleatherpride.com](http://www.sfleatherpride.com)
- Listing on Sponsors' page
- Name in video program at Contests & Awards

**\$250 Bronze Sponsors** receive

- 2 tickets to the 2020 Mr SF Leather & SF Bootblack Contests
- Website Ad at [www.sfleatherpride.com](http://www.sfleatherpride.com)
- Fourth billing on Sponsors' page
- Logo/name in video program at Contests & Awards
- Announcement of your sponsorship at each of the Weekend events

**\$500 Silver Sponsors** receive

- 4 tickets to the 2020 Mr SF Leather & SF Bootblack Contests
- Website Ad at [www.sfleatherpride.com](http://www.sfleatherpride.com)
- Third billing on Sponsors' page
- Facebook and other Social Media outreach will include your Company Name & URL
- Logo/name & image in video program at Contests & Awards
- Announcement of your sponsorship at each of the Weekend events
- Swag/Palm Card option for choice of one Event

**\$750 Gold Sponsors** receive

- 6 premium tickets to the 2020 Mr SF Leather & SF Bootblack Contests
- Website Ad at [www.sfleatherpride.com](http://www.sfleatherpride.com) and [LeatherAlliance.org](http://LeatherAlliance.org)
- Second Billing on Sponsor Page
- Facebook and other Social Media outreach will include your Company Name & URL
- Logo/name and 2 images in video program at Contests & Awards Banquet
- Announcement of your sponsorship at each of the Weekend events
- Swag/Palm Card/Gift Bag option for up to two events

**\$1000+ Platinum Sponsors** receive

- 8 premium tickets to the 2020 Mr SF Leather & SF Bootblack Contests or 2 Weekend Packages
- Website Ad at [www.sfleatherpride.com](http://www.sfleatherpride.com) and [LeatherAlliance.org](http://LeatherAlliance.org)
- First Billing on Sponsors' page
- Facebook and other Social Media outreach will include your Company Name & URL
- Logo featured on Step & Repeat banner at the Contests and Awards Banquet
- Logo/name and 3 images in video program at Contests & Awards
- Announcement of your sponsorship at each of the Weekend events
- Option to change your ads up to 3 times between receipt and September 30, 2019
- Swag/Palm Card/Gift Bag option for choice of up to two events
- Logo/name include in the Step & Repeat Friday and Saturday nights.

The [Sponsor Confirmation form is here](#), including payment options.

A member of our Sponsorship team will confirm your choices, and discuss how we can bring you the best value for your donation. All Sponsorship levels may be a blend, with up to 50% being in-kind donations of goods and services including Silent Auction items. Travel vouchers may also be up to 100% of Sponsorships. For questions please email [mrsfproducer@leatheralliance.org](mailto:mrsfproducer@leatheralliance.org) Thank you for your time and consideration!