



Hello Potential Sponsor/Advertiser,

ICON Detroit Leather is a non-profit organization committed to serving the metro Detroit area leather community for over 26 years. Proceeds we raise go to support two local charities: Unified & Mr. Friendly & CLAW. Last year our fundraising efforts resulted in checks to all of our charities totaling over \$5,000. We believe that through our fundraising efforts, events and helping to bring awareness to important issues that we improve the lives of many people in the Detroit area LGBTQ community.

We are excited to be hosting our biggest annual fundraising event - ICON Detroit Leather Weekend V and the Mr. ICON Detroit Leather 2019 Contest on October 18 & 19, 2019. We are asking for your support with your sponsorship/advertising in making this weekend a success. We are looking for cash and/or in-kind donations. In recognition of your sponsorship, we have marketing opportunities for advertising your company that can involve your logo on banners at the event, posters, online website and facebook advertising up to a 3 months prior to the event, insertion into weekend pass event packages, ads in the weekend program and mention of your company name during the event (see attached sponsorship form for more details and sponsorship levels).

Your sponsorship could mean the difference between a life on the street for an LGBTQ teen kicked out of the house, people needing assistance with medications, or even for a man/woman receiving timely information regarding AIDS prevention or for support and assistance to ensure their lives "do" get better.

Thanks in advance for your consideration.

Sincerely,

Jeffrey Hart- ICON Detroit President

Visit us at: <http://www.icondetroit.org> and <http://www.idlweekend.com>
Questions? Email us at: mr.icondetroitleather@gmail.com or Call us at: 810.542.2651