

Bootschwacked Productions  
37 State Street, #15  
San Francisco, CA 94114  
<http://www.geocities.com/pacificwestbootblack>  
January, 2004

Prospective Sponsor:

Bootschwacked Productions and Pacific West Mr. Bootblack is holding the first regional contest solely committed to Bootblacking, S&M education and Vendor Mart, and (of course) the creation of **Pacific West Mr. Bootblack** title itself. The winner of the contest will go on to compete at the **International Mr. Bootblack 2004** in Chicago, at **International Mr. Leather**. We are happy to be bringing this title to you for the first time and are confident it will be successful in all capacities.

To make the weekend even more exciting, we have added Bootblack Educational seminars, demonstrations, and class-participated events. My staff and I are very sure that this weekend will be a great event for everyone attending. We have the best in judges and look forward to seeing how contestants perform.

Although we'd enjoy having you as an Advertiser in our Program, we would especially appreciate you stepping up to Sponsorship level. As a Sponsor, you not only get a full-page ad (a \$75 value), but your logo on the Pacific West Mr. Bootblack poster which will be distributed, not only to Northern California, but Southern California and areas all across the nation. Attached is a Sponsorship agreement for the Program. We've made the pricing affordable for every business. At only \$250, your company's logo will be seen by tens of thousands of men and women.

There are no hidden fees, and everything is straight (pardon the expression) forward. Remember, the deadline for Sponsorship is Saturday February 14th, 2004. We start printing and distributing posters the following week!

In Boots and in Brotherhood...

Richie Chameroy,  
International Mr. Bootblack 2003

*Attachment: Sponsor Contract, Advertising Sizes*

**PACIFIC WEST MR. BOOTBLACK 2004 March 19~21,2004**  
**Sponsor Contract**

Dana Smith, *Sponsor Coordinator*  
16225 Main Street  
Guerneville, CA 95446  
(707) 869-4500

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San Francisco, CA 94114  
<http://www.geocities.com/pacificwestbootblack>

Business: Richie Chameroy (415) 863-3553 [thebigwoof@hotmail.com](mailto:thebigwoof@hotmail.com)  
Sponsor Coordinator: Dana Smith (707) 869-4500 [Dana16145@aol.com](mailto:Dana16145@aol.com)

Name of Sponsor: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website URL: \_\_\_\_\_

Would you like additional (you get 1 Full Page free) Program Advertisements?  N  Y

Are you interested in being a Vendor?  N  Y if so, see our website for Vendor Application

**Payment (\$250) must be sent with Sponsor Application.** Date: \_\_\_\_\_

Signature of Sponsor: \_\_\_\_\_

**Please call and reserve your space as soon as possible:**

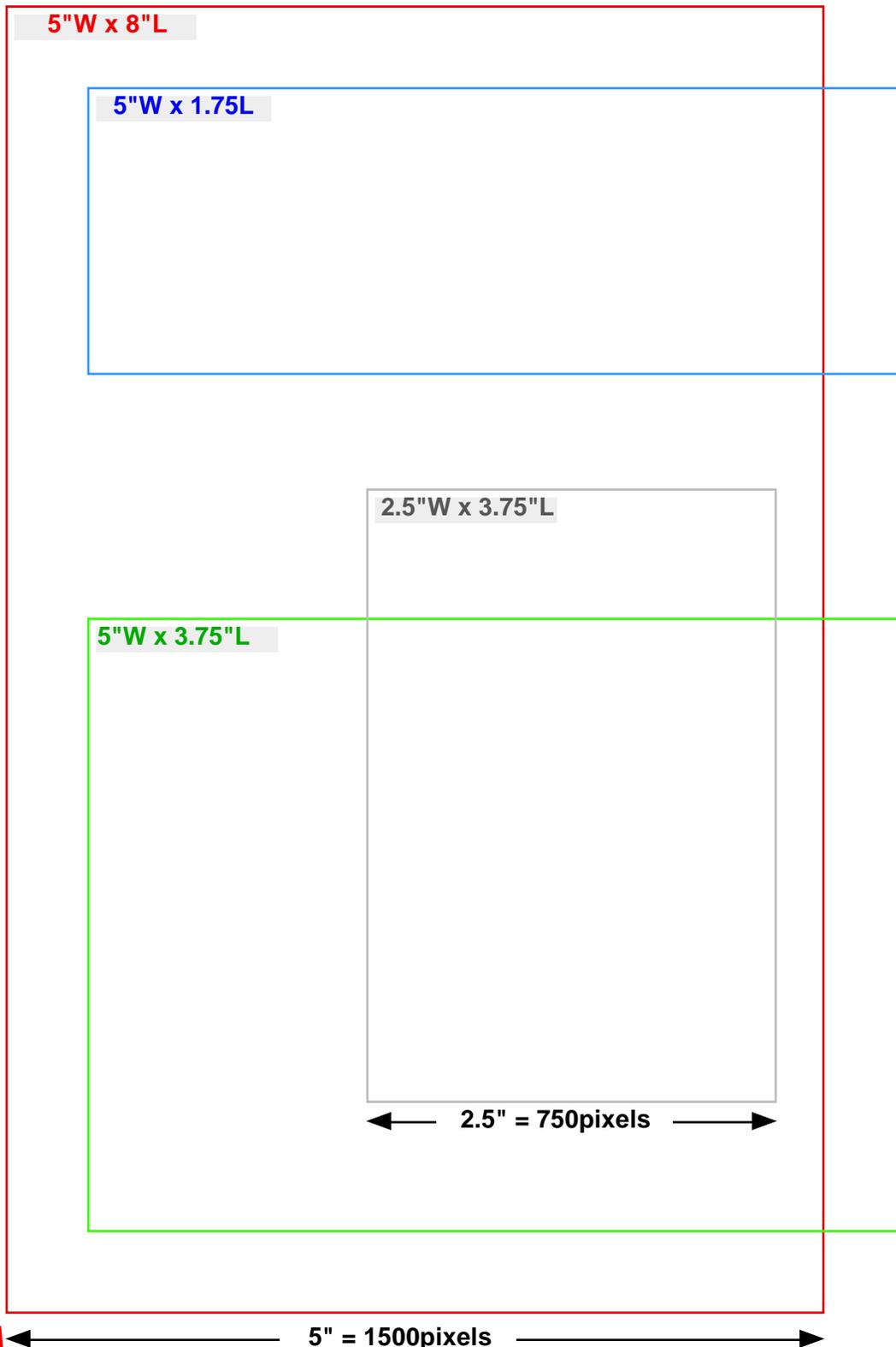
- Application and Payment must be sent no later than **February 12, 2004**.
- Checks should be made payable to **Richard Chameroy**, and note that it is for *Pacific West Bootblack*.
- Sponsor shall receive two (2) "Local" Packages, valued at \$50 each.
- Sponsorship must be pre-paid. All terms, conditions and pricing on this page are considered part of the agreement.
- Sponsor Ads must be in the same format as allowed for other Full Page Advertisements - 8" x 5", as shown on next page.
- We reserve the right to crop, resize, or edit logos used on posters and website for legibility and to conform to other logos in overall space (area) used, so that ALL logos will be of comparable size (area).
- Programs will be professionally printed in black and white. Posters will be printed in color. Ads can be emailed to **[nocalmrdrummer2000@earthlink.net](mailto:nocalmrdrummer2000@earthlink.net)**. This Sponsor Application may be mailed to the Sponsor Coordinator, Dana Smith, at the address shown below.
- Please include a hard copy at 100% size with this Application. Without a hard copy, there is no way to know if this ad looks correct once opened and inserted to program.
- Ads not in compliance with the specifications herein will be adjusted as necessary. The Producers do not assume responsibility (i.e. no refunds) for material submitted which does not comply with these specifications.
- Check the website for the Advertiser Contract and more information including acceptable data formats.

Please mail your check and Sponsor Application directly to the Sponsor Coordinator no later than February 12, 2004. Ads can be emailed directly to our Graphics Guy.

**Dana Smith, *Sponsor Coordinator***  
**c/o The Russian River Eagle**  
**16725 Main Street**  
**Guerneville, CA 95446**  
**(707) 869-4500**

**Rod Wood, *Graphics Guy***  
**[NoCalMrDrummer2000@earthlink.net](mailto:NoCalMrDrummer2000@earthlink.net)**  
**(415) 863-0232**

# Ad Sizes & Shapes



**This is the size of Advertisement a Sponsor gets in the Program for free!  
8" x 5" (= 2400 x 1500 pixels @ 300dpi)**

Ads must be sent as Adobe PhotoShop, AI, Tiff, PSD, PDF, JPEG or EPS files, or Appleworks. Images and Fonts must be imbedded and also separate files. Please don't forget to include all necessary fonts – screen and printer – and images (Tiff or EPS) with your files. Please include a hard copy at 100% size with Application. Without a hard copy, there is no way to know if this ad looks correct once opened and inserted to program.