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# The Twelfth Annual Mr. International Rubber Contest

The Twelfth Annual Mr. International Rubber Contest (MIR2009) promises to be the biggest yet! Preliminary contests in France, Italy, Germany, Canada and the United States will generate more international contestants than ever before. Rubber clubs around the world are sending delegations to support their candidates at the 12<sup>th</sup> annual event.

**Dates**

November 7-9, 2008

**Location**

Chicago, Illinois, USA

**Venues**

Cell-Block Chicago

Circuit Nightclub

Kit-Kat Dinner Club

Best Western Hawthorne Terrace

The Center on Halsted

**Event History**

In 1997, Roger Hickey and David Boyer created the Mr. International Rubber contest to support the fledgling US rubber scene. Since that time the contest has seen steady progress to become a truly international event and contest weekend. Mr. International Rubber 2009 celebrates 12 years of growth and secures MIR as it moves into a second shiny, sleazy, and sweaty decade of rubbery indulgence.

**Mr. International Rubber Attendee Demographics**

(Information from a 2006 Online Survey & 2008 Web Statistics)

**Age:** 26—45 (67% of respondents)

**Education:** 75% have a college degree or higher and 28 % has completed postgraduate work

**Household Income:** 40% between \$50,000—\$99,999 and 15% above \$150,000 annually

**Avg. Amount Spent on Gear and Events / Year:** 30% spend between \$1,000 and \$5000 annually

**MIRubber.com Statistics**

MIRubber.com receives visitors from more than 64 countries each month.

The top eight countries visiting MIRubber.com are 1) United States, 2) Germany, 3) Canada, 4) United Kingdom, 5) France, 6) Netherlands, 7) Australia and 8) Italy.

47.8% of visitors come to MIRubber.com as direct traffic, or without search engine assistance.

**Media**

Each year, a comprehensive media and communications campaign is undertaken to promote Mr. International Rubber. Coverage occurs before, during and after the November event.

**Why Get Involved with Mr. International Rubber?**

You want your gear in front of these hardcore rubberists!

# Five Ways Your Company Can Participate

## FIVE WAYS YOUR COMPANY CAN PARTICIPATE

### 1. Sponsorship

- Associate your company with specific and desirable MIR events (*Diamond level only*)
- Associate your company with Mr. International Rubber throughout his title year and travels
- Receive priority scheduling for Mr. International Rubber to appear at your events
- Receive priority logo, link and ad placement on MIRubber.com
- Receive verbal recognition from the contest stage
- Receive priority recognition in print advertisements
- Receive priority logo placement throughout weekend
- Receive priority ad placement in the weekend program guide
- Receive complimentary weekend package inserts

### 2. Rubber Market Vending

- Reserved vending table in MIR Vendors market
- Discounted ad placement in weekend program guide
- Reserved link placement on MIRubber.com
- Receive verbal recognition from the contest stage
- Receive complimentary weekend package inserts

### 3. Prize Package Donations

- Associate your company with Mr. International Rubber throughout his title year and travels
- Discounted ad placement in weekend program guide
- Reserved link placement on MIRubber.com
- Receive verbal recognition from the contest stage
- Receive complimentary weekend package inserts

### 4. Program Advertising

- Reserved ad placement in the weekend program guide
- Weekend Program given to all weekend package holders and contest attendees
- Reserved link placement on MIRubber.com
- Receive verbal recognition from the contest stage
- Receive complimentary weekend package inserts

### 5. Weekend Package Inserts

- Reserved placement for your flyers, samples, special offers and other items in all MIR Weekend package holder info packets

## HAVE A PRINT PUBLICATION OR MEDIA OUTLET?

- You lube our gear, we'll lube yours!
- Customized cross-promotional opportunities are also available
- Contact [info@MIRubber.com](mailto:info@MIRubber.com) for more details on cross-promotional opportunities

# Sponsorship Levels & Fee Schedule

## SPONSORSHIP LEVELS

Highest priority for placements and recognition goes to Diamond sponsors and descends accordingly.

<b>Diamond</b>	<b>\$2000 and above</b>
<b>Platinum</b>	<b>\$1200 and above</b>
<b>Gold</b>	<b>\$800 and above</b>
<b>Silver</b>	<b>\$600 and above</b>
<b>Bronze</b>	<b>\$300 and above</b>

## FEE SCHEDULE

### **Rubber Market Vending \$200**

- 25% off ad placement in weekend program guide

### **Program Advertising \$100**

- Full page advertisement 8.5" high x 5.5" wide
- 300 dpi resolution, send as JPEG file
- Send full CMYK or grayscale for website, program will print in grayscale

### **Weekend Package Inserts \$25**

- Send 500 inserts to be placed in weekend info packets

### **Prize Package Donations**

- 25% off ad placement in weekend program (valid only after items are received by Mr. International Rubber)
- Send invoice description of item(s) and estimated value in \$USD
- Specify if item is for Winner, 1st or 2nd runner up
- Items must arrive in Chicago by November 1, 2008

# Corporate Sponsorship Opportunity Interest Form

I AM INTERESTED IN THE FOLLOWING SPONSORSHIP OPPORTUNITIES.

- Sponsorship
  - Diamond \$2000 +
  - Platinum \$1200 +
  - Gold \$800 +
  - Silver \$600 +
  - Bronze \$300 +
  
- Rubber Market Vending \$200
  - Plus program advertisement \$75
  
- Prize Package Donations Thank you for your prize donation
  - Plus program advertisement \$75
  
- Program Advertising \$100
  
- Weekend Package Inserts \$25

**CONTACT INFORMATION:**

Company Name: (as you would like it to appear) \_\_\_\_\_

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

Address \_\_\_\_\_

City, State Zip \_\_\_\_\_

Country \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

**PAYMENT INFORMATION:**

Check (Please make payable to Mr. International Rubber)

Credit Card

Credit Card Type \_\_\_\_\_

Name on Card \_\_\_\_\_

Number on Card \_\_\_\_\_ Exp. Date \_\_\_\_\_

**RESPONSE INFORMATION:** (Please return this form via email, fax, postal mail or complete it online at [www.MIRubber.com](http://www.MIRubber.com))

<b>Fax:</b>	773-665-8163		
<b>E-mail:</b>	info@MIRubber.com		
<b>Mail:</b>	Mr. International Rubber Attn: Sponsorships P.O. Box 13272 Chicago, IL 60613-0272 USA	<b>Shipping:</b>	Mr. International Rubber Attn: Sponsorships c/o Cell Block Chicago 3702 N. Halsted Chicago, IL 60613 USA

**Questions:** Please contact [sponsorship@MIRubber.com](mailto:sponsorship@MIRubber.com)