



Welcome to the Ms. SF Eagle Leather 2027 Contest!

This document is designed to introduce you to the contest and provide the information you need to prepare to compete, and potentially represent the title of Ms. SF Eagle Leather.

The SF Eagle Contest Committee exists to produce, promote, and provide a support network to contestants and titleholders of the San Francisco Eagle Bar. Our philosophy is that contests exist to serve San Francisco and the greater LGBTQ+ community, to provide opportunities for individual growth for people of all backgrounds, and to recognize the contributions of people in our communities who have dedicated themselves to service.

Whether you're taking your first step into public service to the leather community, or you're capping off a long career of community engagement there is room for you here in the SF Eagle Family.

Eligibility

Any individual regardless of sexual orientation, age*, race, and/or national origin, who meets the following qualifications is eligible to compete for the title of Ms. SF Eagle Leather.

- Must be a female-identifying or a non-binary individual willing to represent a Ms. title
- *Due to the nature of a title representing a bar, Contestants must be over the age of 21.
- Must be a resident of one of the nine San Francisco Bay Area counties: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, or Sonoma.
- Must not currently hold any leather, ducal, imperial, or other contest title.

Qualifications

The winner of the Ms. SF Eagle Leather title should demonstrate exceptional knowledge of Leather, social/cultural awareness and sensitivity, and a history and/or desire for community service.

Diversity & Accessibility Statement

The SF Eagle Contest Committee is committed to engaging in practices and procedures that encourage participation and maintain space for all individuals reflecting the breadth and depth of our SF Eagle community. The Ms. SF Eagle Leather contest is accessible to all applicants regardless of gender identity/expression. If you will need additional assistance to participate in the contest (including but not limited to ASL interpreter, physical assistance for the visually impaired, and wheelchair accommodations), please make a note in the "Additional Comments" portion of the application or email the Contest Committee directly at contests@thesfeagle.com. We will continuously examine our processes to ensure accessibility, and gladly accept feedback from all participants in order to ensure that all contests reflect the community we serve.

Contest Dates and Schedule

The Ms. SF Eagle Leather 2027 contest will take place September 18-20, 2026. Please be prepared to keep all three dates open as the contest develops. The following schedule is to assist in planning, but is NOT final. All events take place at the SF Eagle unless otherwise noted.

Thursday, September 17, 2026

- Contestant & Producers Meeting and Number Draw at the Bar 7pm
- This is a meeting to prep contestants for the weekend. It is not judged, but is mandatory.
- Contestants who are not able to be at the meeting in person may elect to join by Zoom. If work obligations prevent any contestant from attending altogether, alternate plans may be made with contest producers.

Friday, September 18, 2026

- Arrive at the Bar by 6:30pm
- Meet & Greet with Judges 7-8pm
- Bar Wear Contest 8-9pm

Saturday, September 19, 2026

- Arrive Folsom St Community Center (1286 Folsom St) by 12pm (Doors open 11:45am)
- Interviews 12:30pm
- Transfer to SF Eagle for Food Break and Wardrobe Change after interviews, around 2 or 3pm (ride can be provided if needed)
- Contest Begins at 5pm

Sunday, September 20, 2026

- LeatherWalk 2027 10:30am–3pm
- Arrive at San Francisco City Hall (1 Dr Carlton B Goodlett Place, SF 94102) by 10:30am
- Walk with The SF Eagle Family from SF City Hall through SoMa, ending at Eagle Plaza for the raising of the Leather Pride Flag
- Notify any producer via email if you wish to ride in the bus that drives alongside walkers.
- All contestants are encouraged to attend this annual Leather Community event. Contest winners are required to attend.

Contest Criteria

Barwear: Bar wear is a chance for you to show the judges and the crowd who you are with your leather gear. This should be what you would normally wear to the bar and should represent your leather aesthetic or persona. During this category, contestants will introduce themselves in a one-two sentence introduction à la real housewives.

This category is scored by the judges and is worth 20 points.

Interview: Contestants will participate in twelve minute interviews with the judges. When the panel interviews have concluded, the judges will have the option to call any or all contestants back into the interview space for follow up questions with a max time of 3 minutes. The contestant may also ask to return to the judges room for a maximum of 2 minutes. Judges may ask any questions including, but not limited to, contestants personal experience, community involvement, social justice etc. Judges are asked to not ask trivia questions, but they are not prohibited to ask them. Attire for this category should be professional and indicative of the kind of titleholder you intend to be.

This category is scored by the judges and is worth 30 points.

Fantasy Wear and Pop Question: Contestants will be asked two questions at random. One will be serious and community centered in nature. The second will be a non-serious question designed to make the contestants think on the fly. This category will take place after the Fantasy/Demo category and no wardrobe change is necessary. Attire should reflect what makes the contestants feel sexy.

This category is scored by the judges and is worth 20 points.

Speech: Contestants will have the opportunity to address the audience of the SF Eagle with a two-minute speech on a topic of their choosing. Points will not be deducted if the two minute limit is exceeded, but the judges may take it into consideration with their scoring. Attire for this category is professional or formal.

This category is judged and is worth 30 points.

Scoring will be tabulated utilizing both Olympic and non-Olympic methods. In the event of discrepancies between the two, the Olympic scoring will be the deciding score. No points will be deducted by the committee for any reason.

Judging

Judges are instructed to be fair and impartial. Prior to the contest, judges will be charged by the production committee to find a titleholder that will best represent the SF Eagle Bar throughout the title year. Judges are also instructed that, for the term of the contest, they are not to engage in any significant emotional or sexual relationship with any contestant. Judges must disclose any previous relationship or status that may impact the judges impartiality prior to the interview portion of the contest. This disclosure will not disqualify the judge from further participation. Contestants are encouraged to engage with judges casually and outside of judged categories and contest events. Please consider the judges' individual preferences when communicating with them.

Entitlements of Titleholders

The winner of the Ms. SF Eagle Leather Contest title receives the title patch, title vest, the right to utilize the identity of “Ms. SF Eagle Leather 2027” in perpetuity*, and any advertised sponsorship prizes.

The titleholder will have the right to collaborate with SF Eagle staff independent from contest committee members. Titleholders will have the right to fundraise to support their title-related endeavors. Titleholders will have the right to represent the SF Eagle as a dignitary at contests and community events outside of the SF Eagle. The Titleholder will also retain the right to participate in the planning of their step down contest as well as serve as judge.

**Title may be removed only for cause, which is expanded upon below.*

Expectations of Titleholders

The winner of the contest will be expected to complete the full title year. Otherwise, they are expected to formally step down from the title in writing. If the Titleholder steps down, they forfeit the right to use the title and must return any prize winnings including the title vest and any travel funds used.

Titleholders will be expected to host at least one Beer Bust benefitting a non-profit of their choosing. The bar may provide additional opportunities to the titleholder, but they are under no obligation to accept. Titleholders may host as many fundraisers for community organizations as they wish. Titleholders may not host major fundraisers to support title holding expenses (travel funds, etc) until after they have completed their community fundraiser. Any funds raised by the titleholder for travel will be held in trust by the SF Eagle Bar. Any funds not used by the end of the title year, will be rolled into a general fund to support future contests and titleholders. It is expected that titleholders balance what they take from the community with giving back to the community.

Titleholders are expected to not engage in behavior *at the SF Eagle* that may put the bar at liability. This includes, but is not limited to: using drugs, consuming alcohol not purchased at the bar, engaging in *public* sexual conduct, or knowingly allowing an underage individual to patronize the bar. These are fair grounds for removal of the title. Titleholders are expected to represent the SF Eagle throughout their year with dignity and respect. If you have concerns, please reach out to a committee member.

Titleholders may, if they so choose, represent the SF Eagle title at one regional, national, or international contest. The SF Eagle will support as much as possible, but the majority of the cost will be borne by the titleholder. Communicate with a committee member as soon as possible in order to get as much support as possible.

It is expected that titleholders maintain good professional relationships with SF Eagle ownership, staff, volunteers, committee, and community members throughout their title year.

Titleholders are expected to maintain communication with the committee and have an active social media presence.

Submission of an application includes acknowledgement and acceptance of these expectations and conditions. This represents a binding agreement.

Should the titleholder fail to adhere to expectations, the title will not be removed from the titleholder without significant, documented cause(s). Removal of a title is a significant act and will not be undertaken without communication with the titleholder. A meeting will be held with the titleholder prior to action and action will only be undertaken with a majority vote of committee and SF Eagle ownership. Removal from the title will be acknowledged publicly, which may include details relating to cause.

SF Eagle Contest Production Committee

The current committee members are:

Alex Seidel, Mr. SF Eagle Leather 2024

Email: alexwseidel@gmail.com

Jamal Herrera-O'Malley, International Mr. Leather 2024 (IML46), SF Eagle Leather Pup 2024

Email: implpup24@gmail.com

Jeffrey Wayne, Mr. GayDays Leather 2022

Email: princess@sf-eagle.com

Nunca Sola, Ms. SF Eagle Leather 2023

Email: nuncan naughty@gmail.com

Throughout the competition, please don't hesitate to communicate with the committee as needed. The contests@thesfeagle.com email address is shared by multiple staff of The San Francisco Eagle and can also be used to access contest committee members. We exist to support you throughout this experience. Other contest staff will be present to support you in specific ways. They will be introduced to you prior to the start of the contest. Should you receive the title, a specific SF Eagle Family member will be assigned to you to support you throughout the year, this may be a former titleholder, committee member, or SF Eagle staff member.

Conclusion

Thank you so much for participating in this contest. We know how much bravery it takes to put yourself forward in this way and we respect you immensely for it. No matter the outcome, we hope that you have a positive experience and we look forward to working with you.

Best of luck!

The SF Eagle Contest Committee