



## BLUF Event Handbook

The purpose of this document is to provide a summary of information that will be useful to organisers of BLUF events. It is generally not intended to be proscriptive, and most of the information should be considered as guidelines for best practice, which can be adapted as necessary for your local area.

However, some information in this guide is mandatory and **MUST** be followed. This is generally to do with protecting the BLUF name, ensuring clarity in any fundraising, and data protection. Not following mandatory rules may result in your right to organise BLUF events being withdrawn. The mandatory rules use the word **MUST** highlighted in bold where they appear, and are also summarised at the end of this document. Where something is explicitly forbidden, you must abide by rules indicated eg “You **MUST NOT** use a BLUF event to raise money for your personal use.”

This may seem like a long guide, but don't panic - much of what is in here is common sense, and it's intended to help. BLUF is now an organisation that spans the world, and many members travel between countries. We want to ensure that when they attend an event, they have some idea what to expect, and to provide answers to questions you might not have thought of when you first asked about planning a BLUF event.

*If you have read previous versions of this guide, the May 2021 edition (R5) updates the following sections: Next steps, Venues, Event posters, Entering your event in the BLUF calendar, Questions and Answers, Summary of guidelines, Trademarks & Merchandise. One new section has been added, the Event Checklist, at the back of the guide, to help new organisers in particular, and ensure everything has been done appropriately.*

*In updated sections, new or edited text is highlighted with a yellow background.*

*NOTE: All publicity in the EU, US and UK should acknowledge the BLUF trademark, and those of other organisations referenced.*

**Table of contents**

<b>BLUF Event Handbook</b>	<b>1</b>
<b>Event basics</b>	<b>3</b>
<b>So, you want to run a BLUF event?</b>	<b>3</b>
<i>First steps</i>	<i>3</i>
<i>Next steps</i>	<i>4</i>
<b>Venues</b>	<b>6</b>
<i>Entrance charges and venue costs</i>	<i>7</i>
<b>Event posters</b>	<b>8</b>
<i>Distributing your posters</i>	<i>9</i>
<b>Entering your event in the BLUF calendar</b>	<b>11</b>
<b>Promoting your event</b>	<b>13</b>
<b>Questions and answers</b>	<b>15</b>
<b>Appendix A: Summary of guidelines</b>	<b>16</b>
<b>Appendix B: Deadlines and timings</b>	<b>18</b>
<b>Appendix C: Trademarks and Merchandise</b>	<b>19</b>
<i>Merchandise</i>	<i>20</i>
<b>Appendix D: BLUF Logo usage rules</b>	<b>21</b>
<b>Event checklist</b>	<b>23</b>

## Event basics

BLUF events are run around the world by volunteers. Some are regular volunteers who have organised many events over a period of years. Others are new, and may arrange a one-off event, or decide they want to do something regularly. Everyone is welcome to help out, but for an event to be an 'official' BLUF event, it needs to be cleared with the webmaster first, and listed on the BLUF calendar.

BLUF Ltd is a non-profit company, and BLUF itself is non-commercial. As far as possible, the same applies to our events - organisers should not be seeking to make a profit for themselves out of running a BLUF event. Indeed, the vast majority of our events are free, or cost no more than the usual entrance fee or cover charge at the venue where they are held.

Because BLUF is a club, and people can join it, it's also important that events have someone there who is themselves a BLUF member and can answer some basic questions. More on this can be found later in the handbook, and all the details are on the website. Essentially, though, if something is a BLUF event, at the bare minimum it should be possible for someone to answer questions like "How do I join?" or "What is the dresscode," or "is it really free?"

Broadly speaking - aside from some special events - BLUF events fall into one of two categories, 'BLUF' and 'BLUF Social.' A BLUF event is one where there is a strict dresscode enforced, while BLUF Socials are less formal affairs, and offer more opportunities for non-members to come along and meet guys into leather, or find out about the club. They can also be a good way to test the water and see how much support there may be for a BLUF event in the city.

## So, you want to run a BLUF event?

Great news. The first step is getting in touch with the webmaster, and explaining what you'd like to do, when, and where. Once it's agreed in principle, you'll need to work with your chosen venue to confirm dates, and other things like entrance charges, special offers, and so on. Then it's time to work on spreading the word, creating posters and images, getting your event in the BLUF calendar, and sending mailshots. Don't worry if that sounds complicated - we have plenty of resources to help you.

### First steps

To begin with, you have an idea - a BLUF event in a city you know. Do you envisage a one-off, or a regular event? Do you have a venue in mind? And should it be a Social or not?

As a general rule, in a city where there haven't been BLUF events before, or they haven't happened for a long time, it's best to plan a one-off event, and then plan more if there's interest. You might consider working with an existing fetish event, and hosting a 'BLUF Social at Event X'

The advantage of that is that an already established event will have people attending anyway, so there's less chance of people thinking "it'll be really quiet, I won't bother." You also won't have to worry about sorting out a venue, as that will have been done, so there is typically less admin. It's more a case of saying "I'll be here on this day, come and join me." If you want to gauge support for events in a new city, this is a good way to do it. We prefer to work with other groups, rather than in competition with them too - we should complement local leather clubs, not seek to replace them.

If you have a venue in mind, you'll need to find out what they're prepared to do or allow. For example, is there a separate room in which a BLUF event could be held? Or would they open at a specific time for our members only? What would the entrance charge be, or cover charges? Would you or someone else be able to enforce a dresscode in a private room, or at the main door?

Remember, in the vast majority of places, BLUF events don't have charges, or charge no more than normal entrance to the venue. In short, if you decide that you want to hire a venue specifically for an event, that is up to you, but BLUF Ltd is not able to cover your costs or to provide any guarantee to the venue. More information about rules on funding are later in this handbook.

### **Next steps**

Once you have answers to the questions, it's time to approach [webmaster@bluf.com](mailto:webmaster@bluf.com) with your ideas for an event. Usually, the answer is going to be 'yes,' but sometimes we might suggest that a different date would be better, for example if it clashes with something else, or that it might be worth changing the type of event to or from a Social. Of course, we reserve the right to say 'no' too - if we think your proposed use of the name might reflect badly on BLUF, or that you're running an event to make money for yourself, for example.

After those details are agreed, we'll ask you to confirm your agreement to our rules and guidelines. These are necessary to make sure the BLUF logo is only used for appropriate events and that the name - which is now a registered trademark - is protect. The rules for usage of the name are in Appendix C, and the logo rules are in Appendix D.

It's then time to confirm all the arrangements with the venue, if necessary, and to create artwork. In most cases, BLUF posters are only used online, so there are no printing costs. We can, if necessary, help you with the design of a suitable poster. Again, detailed information appears later in the handbook.

With a poster created, the event can be added to the official calendar, from where it can be shared on social media, and included in our newsletters. Events appear in the This Week newsletter automatically, but you can also send mailshots using tools on the BLUF website.

Before the event, brush-up on some key bits of info about the club, like the dresscode, and how to join. You don't need to know everything, of course - there's no shame in pointing people to the website for more details.

**Finally, try to enjoy yourself on the night, and talk to as many people as you can. We don't want people to say "I went to a BLUF event and no one talked to me," after all.**

The rest of this handbook goes into more details about various elements of a BLUF event. Please read it carefully, and contact the webmaster if you have any comments or queries.

In particular, please refer to the Event Checklist on the last page, which is a useful summary of the things that we expect to have been done, before giving final approval to your event. If everything has been organised correctly, you should be able to tick every box on the page. If there are one or two missing, don't panic - problems can usually be resolved, but do try your best to make sure everything is covered.

## Venues

The venue is one of the most important choices to make regarding a BLUF event. Where possible, it should probably be an established leather bar, if you are planning a strict dresscode event, or a well known LGBT venue for a BLUF social.

Many members appreciate a strict dresscode event, and if you can arrange this with a venue, that will often help create a good atmosphere, and increase turnout. However, you will have to decide how you handle enforcement of the dresscode, and of course some venues may not want to turn away regular customers who don't meet the BLUF code.

Compromises are possible; for example the events at The Backstreet in London don't have a strict BLUF dresscode, though we encourage it, and the bar has its own code that requires people to be in leather or rubber anyway. The practical result is events where most people are in full gear, and the remainder are in some gear, so most people are happy. At some other bars, there is no dresscode enforcement and the management has allowed naked people as well as people in gear; that tends not to work so well.

It is worth exploring with venues whether they may be able to set aside a specific room for your event, or have longer opening hours - for example opening an hour or two early, but only for people in BLUF dresscode.

Note that one aspect of enforcing the dresscode is that **you** may have to be the person on the door turning people away, or you'll need to find another volunteer who can do this job. It can be a thankless task, and potentially stressful - sadly some people can be quite rude when turned away.

If you are planning a Social, where the dresscode is not enforced, your choice of venue will be broader. It may not even be strictly necessary to inform the venue, but it is good practice to do so, to make sure that they won't have any unforeseen issues with a group of leather people turning up and that if someone arrives and says "Is this the right place for the BLUF Social" they won't be told "We don't know anything about that."

It is also a good idea to find out if a venue can offer free or reduced entrance, or a free drink, or some other similar benefit for BLUF members. If you are able to do this, we prefer that it is done on the basis that members should show their BLUF card, as that provides an extra incentive for them to donate to the club and obtain a card.

From 2021, we would like to include information about accessibility of venues, and so organisers **SHOULD** check. For example, we should be able to tell members whether the main bar is accessible via wheelchair, if there is an accessible toilet, and if parts of a venue (dark rooms, smoking area, etc) are also accessible. For instance, "Main bar accessible, accessible toilet, smoking area via stairs."

### **Entrance charges and venue costs**

If a venue wishes to charge for hosting a BLUF event, you should note that we do not have a budget for that, and the vast majority of venues have never asked us to pay to have an event. It should not be necessary, and you should consider an alternative location, or find a way to raise funds if there is no alternative.

As a general rule, most BLUF events are free, or cost no more than an ordinary admission to the venue where they are held, and that is what members expect. They should not be charged a premium unless there is no other way to fund your event.

If you do have to charge for your event, you **MUST** let the webmaster know, and explain the costs. It is permissible to make a small surplus that you intend to re-invest, for example to produce publicity, or fund your next event.

It is not permissible to use a BLUF event, including the entrance charges, to make money for yourself, either directly or by a revenue share with the venue. BLUF Ltd is not for profit, and our events are organised by volunteers around the world. We want it to remain that way as much as possible. There are plenty of commercial fetish events, and there's no need for us to compete with them.

## Event posters

Posters are one of the most effective ways of spreading the word about your event. Shared online, they're more eye-catching than simple text, and with a good photo and the BLUF logo they make it clear that it's one of our events, so people have a good idea what to expect.

The BLUF site contains a photo library, to which you can be given access. This is made up of photos from BLUF members who have indicated that they are happy for their image to be used on a BLUF event poster.

However, note that the member Photos page states that we will still ask permission for using a photo, and you **MUST** do so. Consider the photo library to be a pre-filter, which increases but does not guarantee the chance that a member will agree to their photo being used to advertise your event.

Additionally, as a matter of law, the copyright of a photo belongs to the person who took it, not the person in it. You **MUST** find out who the photographer is, and confirm their permission to use the image. If they require a photo credit on the poster as a condition of usage, you **MUST** include it.

If we don't abide by best practice, BLUF may gain a reputation for abusing photos, and at worst be subject to legal action for breach of copyright.

In choosing photos from the library to use on posters, you should also bear the following in mind:

- Some photos are marked as previously used. Please try not to re-use photos where possible.
- Where possible, you should usually try to choose photos that do not have too much visual clutter in them (for example, horrific sofas, pets, general household mess). There may be some exceptions to this, but text will be much easier to read against a simple background.
- We have members from around the world, of varying ages and types, and with differing tastes in gear. If you organise multiple events each year, you **SHOULD** to choose a range of images to reflect that. Not every poster needs to feature a 40-ish white man in Langlitz.

Your posters should include the BLUF logo, and some indication of whether or not the BLUF dresscode is enforced, as well as the date, start time and cost. Logos of other participating or associated organisations can be included, but you should usually check with the webmaster beforehand, and avoid purely commercial logos.

Starting summer 2021, your event poster **MUST** include the BLUF name and logo if you want it listed as an official BLUF event. We will not classify any event as official without both these.



Some major events have trademarked their name, and you **MUST** check to make sure before including anything in a poster or event description that implies a connection where there is none. You may need to acknowledge the trademark, or simply avoid using it.

You **MUST NOT** include language or logos that imply or indicates a financial relationship between BLUF Ltd and any other organisation without the webmaster's permission. Avoid words like "Sponsors" unless you are absolutely clear who is sponsoring what.

For example, you should not say "BLUF Bermuda sponsored by MegaCorp Inc" as that may give the impression BLUF Bermuda has a financial relationship with MegaCorp. You may say "Event posters sponsored by MegaCorp" if they have paid for the cost of the posters. You should also avoid phrases like "MegaCorp presents BLUF at Fancy Venue," which subordinate BLUF to another organisation.

If your event is a fundraiser, the poster must make it clear whom the money is being raised for, and ideally a little more about what. For instance "Fundraiser for BLUF at St Albans Pride" is clear, whereas "BLUF Fundraiser" is not, and people have a right to know if money they give on the night is helping fund BLUF centrally (website, admin costs, apps, etc) or locally (event posters, flags, pride march participation, venue booking fees).

### **Distributing your posters**

For the vast majority of BLUF events, there is no need to go to the expense of professionally printing posters. Electronic copies can be shared online, via the calendar, Twitter, Facebook and Instagram.

Some venues may be willing to put up posters; generally we have found copies printed on a home or office colour printer to be adequate for this.

If you do wish to have flyers or posters created professionally for distribution, please note that BLUF Ltd does not at present have any funding set aside for this. We are working on a way of raising money that can be set aside for this in future. For now, the cost of producing publicity material is up to event organisers. Usually, this is not an issue, as volunteers (or the webmaster, if you can find no one suitable) design the posters, and they are shared online.

You may send your posters to the webmaster for inclusion in the calendar in PDF, JPG or PNG formats.

If you have direct access to the calendar, you should upload your event posters yourself, in PNG or JPG format.

It is also possible to include video promos for events on the BLUF website. If you wish to do so, please contact the webmaster for more details.

For an official BLUF event, if you do not submit a poster, a small 'BLUF official event' badge will appear in the calendar **when your event has been approved.**

## Entering your event in the BLUF calendar

For your first event, we'll probably make the calendar entry for you, but if you are doing regular events, we can give you direct access to the BLUF calendar, which makes it much easier for you to add events.

If you do have calendar access, please read the Admin guide for the detailed steps involved in entering an event into the calendar. These notes include extra information to help you avoid some of the common mistakes that are made. Please pay attention to them

- **Get the name of the event right**

When members add your event to their Travel Plans, a trip is created with the name of the city, followed by the name of the event in brackets, like *London (BLUF at Backstreet)*

If you change the name of the event, it will not change existing travel plans, and so both will appear. Do not put things in the event name that don't need to be there, like "more details later" or the name of the city. Notes go in the event description. The city goes in the box provided for the city.

- **Keep it simple**

Do not try and make your event stand out, for example by using all capital letters, or extra punctuation. Do not make your event name too long - that can cause problems elsewhere on the site, or mean that it's not completely visible in some of our app. There is a space for long descriptions of your event, but it's not in the title

- **Use English**

The BLUF site is designed to be multilingual, but the base language is English. Please put English text first, and use English names for cities. If there is a non-English name for a city, enter it in the box for Localised City Name. This ensures that an event will appear listed as, for example, both Vienna and Wien.

If you have additional text in French, German or Spanish, please use the Translation system to add it to the site. This ensure that people will see the correct text, depending on their language choice.

If you have additional text in another language besides those mentioned above, you can add it after the English text. When a user views the site in a language other than the four we support, they will see the English text, and then the other language.

- **Remember to enter a summary text**

This is used when the event is shared online, and if the Tweet box is ticked, by the automated Twitter feed. Make sure the the text is concise, but contains enough info (event name, venue, city is usually enough). Do not add extra words like 'This week' or 'Today' as those will be added by the Twitter bot, and if you forget to remove them, we end up with things like 'Today: This week: BLUF at blah blah'

- **Get the dates right**

If an event is one night only, do not enter an end date, just because it goes past midnight. If an event is on Friday 13th, but finishes at 0300 on Saturday morning, just enter the start date, and the end time. If you enter an end date, the Twitter bot may make an extra tweet on Saturday telling people it's the last day of the event.

If an event starts at midnight, the date should be the Friday night, as people will consider it a Friday night event, not a Saturday one.

- **Check the categories**

The categories for your events help people find particular types of event, and also have an impact on how they are displayed. In particular, note that the *BLUF* category should only be added for official events. If, for example, you are organising a whole weekend of events, of which just one is a specific BLUF event, or you are entering a Pride festival, do not mark the whole weekend as a BLUF event. Create a separate entry for the BLUF event, and mark that as an official one. BLUF events are highlighted in the calendar, to make it easy for members to spot them.

Categories are automatically translated, so help people find out if, for instance, a dresscode is enforced, even if they can't understand the rest of the event description.

- **Link groups of events correctly**

If you are entering a group of events (for example, a whole leather weekend), remember to link them. This ensures that when someone clicks on any one of the parts of a group, as well as the details of that event, they will see a summary of all the other events, with links. This also applies to our new BLUF Calendar app, where a 'related events' button will show the linked events.

Enter the main overall event first (eg a leather weekend, or Pride festival), and in the 'CID of main event' box, enter -1. When you add the event, make a note of the id that is assigned to it (or use the CID finder).

For related events, in the 'CID of main event' box, enter the CID of the overall

Please try to keep to these guidelines. The Calendar Editor may amend the entry for your event if you do not, to try and make sure we keep everything consistent. If you have any queries, or wish to submit your event details by email, the calendar editor can be reached via [events@bluf.com](mailto:events@bluf.com).

From May 2021, after an event is added to the calendar, it is visible only to BLUF members signed in to the site. It must be reviewed by a senior member of the BLUF team before it is visible to other people, and before it can be linked to a mail shot.

This review process also determines if an event meets the criteria to be an official BLUF event, regardless of whether or not the 'BLUF' category box was ticked. Events will have an additional disclaimer added to them, based on their category (official, third-party and so on).

## Promoting your event

As well as listing your event in the BLUF calendar, we have other ways of promoting it, some of which are automated. A list of deadlines and timings can be found later in this document.

### *Featured events*

All events that have a poster image are eligible to be a featured event. This is an event, selected at random, which is shown on the Today page of the BLUF site. The Today page is the default screen that BLUF members view when they log in. So, having a poster for your event increases its visibility. A random poster is also featured on the main page of the calendar.

### *Event promos*

It is possible to feature an event as a promotional banner on the BLUF site, which will be displayed to all users when they log in, and at the top of the Today screen each time it is visited. Promos also feature in the BLUF Android app.

We tend to use these only for multi-day events, but may also consider adding them for events in a new city, to help raise awareness. Please ask the webmaster if you would like your event featured this way.

### *BLUF Blog and news*

If you're doing something new and exciting - a different style of event, or starting something in a new city, we can add a news item to the site, or to the BLUF blog (generally, news items are members only, blog entries are public). This can include images and video. If you want to write something, contact the webmaster.

### *Mailshots*

Event mailshots are the primary way in which we promote events to members. You can ask for access to the mailshot tool, or you can ask the webmaster to send a mailshot for you. Full details of how to use the mailshot tool are in the Admin Guide.

BLUF members opt in to say which events they want to hear about, typically on a country or city basis. We send information about events only to the relevant list.

For example, if you are planning an event in France, it will be sent to the list for people who have chosen to receive emails about events in France. You might think that people in the UK or Germany want to hear about your event too, but we will not send it to those lists. Anyone in the UK or Germany who wants to know about French events can opt in to the list for France.

Most event mailshots go only to BLUF members, though The Leather Forecast monthly email is also available to non-members, who will automatically receive a version that does not include private events.

In some cities or regions, we have a 'BLUF Local.' This is a city where we are (or have been) particularly active (more than three or four events a year, usually), and the BLUF Local pages allow for members and non-members to sign up for emails.

This allows non-members to keep up to date with events, and members to be more discriminating - for example, a member can decide to opt out of UK events, but to opt-in to Local: London events.

When sending to events where there is a BLUF Local, it is possible to choose whether or not to include non-members. Usually they should be included, but for events with limited numbers, or in a private home, it may be more appropriate to restrict it to members only.

It is also possible to target mailshots only to those people who have created a Travel Plan for an event. This may be useful if, for instance, it is in a private home and you want to limit knowledge of the address, or if you need to inform people of late changes.

Event emails can include a link to the event, which will allow members to add it to their Travel Plans easily, and where a poster has been added, that will be attached to the email along with the link.

Generally, **YOU SHOULD** send no more than three or four emails about your event - probably fewer if it's a regular monthly one. Typically, you might want to send one email a month or two before, to give people advance notice so they can make plans, one around ten days or so before, and one on the day or the day before.

Remember that your event will automatically feature in the This Week on BLUF email (sent every Monday to opted-in members) both the week it is added, as a new item, and the week it is happening, and in the Leather Forecast email, three months in advance.

### *Text for your events*

Please remember that whether it's for a mailshot, a blog entry, or the calendar entry itself, it helps a lot if you provide the text. We can send a mailshot about an event, but if all we know is the date, and it's in a bar we've never visited, it's not going to be an exciting read. It's a lot easier for you to write a description of your own event than for us to make one up. If you're worried about how it reads, we're happy to edit it. But if we don't have much info, all we can write is something boring like "Join the men of BLUF at blah blah this Saturday."

## Questions and answers

Please try and ensure that you are able to answer basic questions that might be asked at your event.

### *How do I join BLUF?*

Go to [join.bluf.com](http://join.bluf.com) and fill in the form. You'll be emailed detailed instructions, in English, German, French or Spanish.

### *How much does it cost?*

Absolutely free, but if you want the membership card, you have to donate. Whether you donate or not, everyone gets the same on the website, and access to our apps. One-off donors get a virtual membership card for a year, which entitles them to a range of discounts. Members who commit to a regular monthly donation receive a proper membership card (the 'BLUF Black' card), and additional discounts from some vendors.

### *Will this meet the dresscode?*

You're bound to be asked this one. You can give someone a good idea, based on the published dresscode, but remember that the webmaster makes the final decision - there may be other reasons why someone is rejected (using an inappropriate nickname, previous history with the club, and so on).

### *Is there an app?*

There is a BLUF app for iPhone in the app store, and an Android app on Google Play. Both apps are called BLUF Navigator, and are free, but you must set up your account on the website first. We also have a paid app, BLUF Calendar, which is available to non-members too, and provides off-line access to the full list of events.

There are lots of other potential questions; please feel free to submit ones you are asked, for updates to this guide. You can also find details about how BLUF works (ie our procedures, how photos are approved, and things like that) by reading the BLUF Backstage blogs, which can be found at <https://bluf.com/blog/category/policy>

## Appendix A: Summary of guidelines

This is a quick summary of key points. Items using the words **MUST** and **MUST NOT** are red lines - persistently breaching these may result in you not being allowed to organise BLUF events again, or even in termination of your BLUF membership.

Items using **SHOULD** and **SHOULD NOT** are advisory. Please try your best to follow these, because if you don't, it can cause annoying problems (eg people not knowing about your event in time) or even legal issues.

- You **MUST** confirm your agreement to the BLUF logo rules before using the logo. The logo rules can be found in Appendix D.
- You **MUST NOT** attempt to enter into any legally binding agreement on behalf of BLUF Ltd.
- You **MUST** refer any documents that require a signature to the webmaster, before signing them.
- You **MUST NOT** imply a financial relationship between BLUF Ltd and any other company, group or organisation where there is none.
- You **MUST NOT** register any legal entities including trademarks, associations, or companies, that use the BLUF name, without the permission of the Directors of BLUF Ltd.
- You **MUST NOT** register any web addresses, usernames, Facebook pages, or other online entities that use the BLUF name, without permission of the Directors of BLUF Ltd.
- You **MUST NOT** have an additional charge (beyond what the venue normally charges) for your event without checking with the webmaster first.
- You **MUST NOT** use a BLUF event as a fundraiser for anything other than LGBT or HIV related issues, or local BLUF needs, without seeking permission from the webmaster first.
- You **MUST NOT** use a BLUF event to promote your own business, or for personal gain.
- You **MUST** ensure that full permission is sought before using any photograph, regardless of source, for publicity material. Permission is legally required from both the person in the photo, and the photographer.
- You **MUST** include any photo credits required by a photographer in publicity material.
- You **MUST** acknowledge other trademarks, such as event names, where required, if they are used in your publicity material, and ensure you have permission
- You **MUST** not gather email addresses and other personal information without the permission of the Directors of BLUF Ltd. All information should be treated confidentially, and handled in accordance with European Data Protection principles.
- You **MUST NOT** use the mailshot tools to send BLUF mailshots to inappropriate lists; members opt in to what they wish to receive, so you should respect their wishes.
- You **SHOULD** name your event simply, in a way consistent with other events. Usually that means a dresscode event should be called BLUF <city> or BLUF <venue> and a



Social event should be called BLUF <city> Social. This helps people who may not understand the language on your poster to know what to expect.

- You **SHOULD** try to ensure that the people featured in your event publicity reflect the diversity of BLUF members, with regard to age, ethnicity, and body type
- You **SHOULD** make sure your event is in the BLUF calendar before it is publicised elsewhere. If members can't find it in the calendar, they may not consider it official, and they won't be able to add it to their Travel Plans. It also looks less than professional if people ask BLUF about an event and we have to respond with "We don't know anything about that."
- You **SHOULD** try to share events on other sites using the BLUF url (which will be something like bluf.com/e/1653 or bluf.com/events/1653). This should automatically pull in the poster and brief summary from the website. For events that are part of a group (like a leather weekend) it also makes it easy for people to see all the related things we have in the calendar.
- You **SHOULD** make sure you have as much detail about your event as possible. It is ok to put a few 'To be confirmed' items in the calendar, but remember that people need to make plans, which may include staying somewhere convenient for a location.
- You **SHOULD NOT** send more than three or four messages about your event to the mailing list. If there are too many messages, then people tend to unsubscribe.
- You **SHOULD** avoid sending mailshots on a Monday, if possible. We already send out our weekly email on a Monday, and if people get other emails the same day, again they're more likely to feel swamped, and click the unsubscribe link.
- You **SHOULD** remember to include a brief summary of your event, which will be shared on Twitter, Instagram, and used in online sharing tools, as well as included in The Leather Forecast.
- You **SHOULD** acknowledge ownership of the 'BLUF' trademark as described in Appendix C.
- You **SHOULD** check the accessibility of the venue you have chosen, and let BLUF know, so that information can be included in listings.
- You **MUST NOT** set up a store to sell items using the BLUF brand without first seeking permission of the Directors of BLUF Ltd. You **MUST** acknowledge the BLUF trademark in such stores.
- Where merchandise is sold for profit, it **MUST** be with the permission of BLUF Ltd to use the trademark to do so.
- You **MUST NOT IN ANY CIRCUMSTANCES** produce head gear with the BLUF name or logo or any variation of the logo.
- **YOU SHOULD** check with BLUF Ltd before creating any merchandise and offering it for sale.

## Appendix B: Deadlines and timings

When promoting your event, there are a few deadlines that it's helpful to bear in mind, so that you can take advantage of the automated promotions on the website. Times are all in UTC

- 1st of the month, 0200. The Leather Forecast email is sent out to subscribers, including non-members. This features full details of events three months ahead, and summaries of events this month. Eg, the May issue will list August events in full, and a summary for May.
- 1st of the month, 1200. @BLUFevents tweets a “Welcome to February, there are X events in the calendar this month” message, with a link to [bluf.com/e/thismonth](https://bluf.com/e/thismonth)
- 15th of the month, 1200. @BLUFevents tweets a message reminding people to make plans for next month, with a link to [bluf.com/e/nextmonth](https://bluf.com/e/nextmonth)
- Every Monday, 0800. This Week on BLUF is emailed to subscribing members, listing the events coming up in the next seven days
- Every Tuesday, 1200. @BLUFevents tweets a message “What’s in the BLUF calendar this week” followed by an individual tweet for each event, with a link to the event details
- Every Thursday or Friday. A weekly event roundup is posted to the official BLUF Facebook page, summarising what’s coming up at the weekend
- Every Sunday, 1200. @BLUFevents tweets a link to [bluf.com/e/latest](https://bluf.com/e/latest) which is a list of all the events that are new or have been updated in the calendar in the last 7 days
- On the day of an event at 1200, @BLUFevents tweets a link to the event

If you have direct access to the BLUF Calendar, you should ensure that your event is added at the very latest before 1200 UTC on the Sunday before it takes place. This will ensure it appears in the Sunday summary, Monday’s This Week email, and Tuesday’s Twitter summary.

If you are relying on the Calendar Editor to add the event to the calendar for you, please try to make sure information is sent to [events@bluf.com](mailto:events@bluf.com) no later than the Friday before the event.

Ideally, of course, events should be added to the calendar weeks or months before they take place, to ensure that members have plenty of time to discover them, and to allow you to send event emails with decent intervals between them.

The Leather Forecast is our monthly newsletter, available to both BLUF members and non-members. The intent is to provide people with information about forthcoming events with enough advance information to allow them to book travel and hotels. To ensure your event features in this newsletter, which will be sent on the first of the month, you will need to make sure details are in the calendar four months before the date of the event.

## Appendix C: Trademarks and Merchandise

Following the successful resolution of a legal matter in 2018, we have had to take the decision to be a little more strict regarding use of the club's name, and some matters related to merchandising, both in order to ensure the name cannot be used by other people to profit from the club, and to fulfil certain legal undertakings that we have made.

It is important that you follow the notes in this appendix. Failure to do so could cause serious legal issues for BLUF Ltd, and result in the withdrawal of your permission to use the BLUF name.

The name 'BLUF' is now a registered trademark of BLUF Ltd, in the **United Kingdom**, European Union and the United States of America. It has been registered with regard to organising social events, online social networking, and clothing. We will, if necessary, consider registering in other areas of the world, though that incurs additional costs.

If you have a website promoting your events, Facebook groups, Twitter & Instagram profiles, and so on - any lasting online presence - you **SHOULD** acknowledge ownership of the trademark, especially if you are based in the USA or an EU member state. If space permits, you should indicate (eg in group descriptions, website footers)

BLUF is a registered trademark of BLUF Ltd

*or*

BLUF®, BLUF Ltd, PO Box 7248, London E5 8UL

*or*

BLUF®, PO Box 7248, London E5 8UL, UK

You may also use the shorter "BLUF®", especially if space is tight. On a Macintosh, you can type the symbol by pressing Option and R, and on Windows by holding down the Alt key and entering 0174 on the numeric keypad.

You do not need to acknowledge this in every single message or tweet, but it should be easy for people looking at a group, webpage or online feed to see that it is a trademark. (Please also note the rules in appendix A about registering new sites, user names and so on).

If space allows, on posters, we would appreciate the trademark information being included; it can be in small type along the edge, similar to a photo credit. This is not, at present, mandatory, **but is expected on designs from late-2021 onwards**.

If a bar where you host events is listing information for an individual event, it is probably not necessary for them to include an acknowledgement of the trademark. However, where events are regularly held, we would appreciate it if you can ask them to consider it.

## Merchandise

BLUF has two official online stores operated by BLUF Ltd, using the Spreadshirt platform. One of these serves the US and the other the EU. In general, if you wish to have merchandise created, we would prefer it to be sold through the official stores. Revenue from this supports BLUF, and we intend to ring-fence revenue from city-specific sales (eg shirts with “BLUF Berlin”) to support local groups that do not have their own store.

The Spreadshirt stores can be found on the Info menu of the BLUF site, or you can refer people to [BLUFgear.com](https://blufgear.com) which will direct them to the appropriate store.

Some groups have set up their own stores, to sell locally produced items. You **MUST NOT** set up a store to sell items using the BLUF brand without first seeking permission of the Directors of BLUF Ltd. You **MUST** acknowledge the BLUF trademark in such stores.

If you wish to do a limited run of T shirts, eg for the volunteer team producing your events, then that’s perfectly alright, as long as they are not offered for sale to other members.

Where merchandise is sold for profit, it **MUST** be with the permission of BLUF Ltd to use the trademark to do so, and it **MUST** be clear to members who the beneficiary is. (Notwithstanding this, we do not intend to restrict BLUF members from occasionally selling their old gear.)

You **MUST NOT IN ANY CIRCUMSTANCES** produce head gear - hats, beanies, caps, etc - with the BLUF name or logo or any variation of the logo. As part of the process of trademark registration, we had to give a binding undertaking not to produce any such products. By doing so, there is the risk of BLUF Ltd being considered to be in breach of that undertaking.

If in any doubt, and as a matter of good practise, **YOU SHOULD** check with BLUF Ltd before creating any merchandise and offering it for sale. We would prefer that, if there are specific thing you want created, they be offered through the official Spreadshirt stores, if possible. It is usually quite easy to have products added - just ask.

In addition to the Spreadshirt stores, since late 2019, we have directly operated the “BLUF Store” which can be found on the BLUF menu of the site. This features items such as tie clips, keyring and badges, which are ordered by us in bulk and then sold. We aim for this to become a significant source of club funding.

It may be possible to arrange for bulk sales of items in the BLUF Store, so that they can be shipped more conveniently, and then distributed to local members. This will depend on availability of both stock and funds, so please contact the webmaster to enquire.

## Appendix D: BLUF Logo usage rules

You must confirm your agreement to these rules before we can supply you with the BLUF logo pack.

The BLUF logo is supplied to you solely for the purpose of promoting BLUF and BLUF events, with the intention that it be used on relevant websites and other associated material, such as posters or flyers.

Your permission to use the logo is subject to the rules below, and may be withdrawn by the webmaster or by BLUF Ltd (BLUF's legal entity, registered in the England) at any time.

The intention of these rules is to protect BLUF and the BLUF name, which is now a registered trademark; generally, using common sense will cause you no problems. The rationale for the various rules is explained below [*in brackets*], where necessary, in case you need additional guidance.

1. The copyright © of the logo belongs to BLUF Ltd, and you **MUST NOT** distribute the logo to other people, other than as required for producing your publicity material. You **MUST NOT** grant permission to other people to use the logo, and should refer them to the BLUF webmaster or the Directors of BLUF Ltd.

2. You **MUST NOT** upload the logo to photo sharing or other internet services that claim the right to use images you upload for their own purposes. For example the terms of some fetish sites allow them to use images you upload in their promotional material.

3. There are versions of the logo with black and white text, and both with and without the full club name, and a plain black and white version. You **SHOULD** use one of these versions of the logo, and not create a derivative version, eg by altering the typeface. If you require a city-specific version, please ask the webmaster.

*[You may need to alter colours, eg to improve contrast, or because of printing limitations; but you should keep in mind the general colours of the leather flag, and not use unsuitable colours, eg a pink logo. Remember you can use the logo in a white or black rectangle.]*

4. The BLUF logo **MUST NOT** be used to promote or endorse a business, other than in the specific circumstances of a venue hosting a BLUF event, or offering discounts to members. For instance, it is acceptable to produce a flyer for a BLUF party at Venue X, but not for Venue X to include the BLUF logo or name in their general advertising without express permission of the Directors.

*[The intention of this rule is to prevent, for example, a venue that hosted one BLUF party then using the logo in all their advertising, which members might find misleading. But a club that hosts regular events can use the logo in their website calendar, with permission]*

5. Promotional material for a BLUF event **MUST NOT** give undue prominence to businesses that you own, or in which you have a substantial interest, other than the venue of the event itself.

*[If someone sponsors an event, then they can be mentioned; what we want to avoid is the appearance that BLUF and the BLUF logo are being used as a captive audience for your business. Event promos should be about the event, not about selling things to people]*

6. The BLUF logo **MUST NOT** be used in such a way as to imply a financial relationship between BLUF or BLUF Ltd and any other organisation where there is none. You should avoid words and phrases such as “sponsors” and “supported by”, or their equivalents in other languages, as these may give the impression that either BLUF is receiving money from another organisation, or is giving it to that organisation. Use looser terms like “in association with,” or make it clear exactly who or what is being sponsored.

*[BLUF is run by volunteers; what we want to avoid is situations that give rise to questions like “where did the money go?” So, if publicity material is sponsored, say that – don’t give the impression, for example, that the BLUF website receives money if it doesn’t, or that donations made to the BLUF site are being spent on something that someone else is paying for. If in doubt, say “BLUF Buenos Aires” rather than just “BLUF”]*

7. Notwithstanding the preceding paragraph, the logo may be used in promotional material for fundraising events, but only where the beneficiaries are: BLUF itself, other leather organisations, general LGBT causes, or HIV/AIDS related causes. If in doubt, check with the webmaster.

*[BLUF is happy to help support good causes, but we should avoid controversy, and party politics]*

8. The BLUF logo or name **MUST NOT** be used to promote any event at which the dresscode includes Nazi/SS gear. BLUF has a strict prohibition on this type of gear and imagery, and so the logo must not be used in any way which might imply otherwise.

9. The BLUF logo and name **MUST NOT** be used to create merchandise for sale, without permission of the webmaster, or the directors of BLUF Ltd. See Appendix C for more information about merchandising.

10. The typeface used for the BLUF logo is called Chunk Five, and is a free typeface. We can supply you with a copy on request. If you need to re-set the BLUF logo, you **MUST** use the same font.

## Event checklist

The checklist below is intended to make sure that planning an event is as straightforward as possible, and nothing important is missed out. It is particularly aimed at people planning their first few events. If you can tick all the boxes, you shouldn't have any problems. If a question is not relevant (eg dress code enforcement at a Social), just tick the box.

Event name:

Proposed date:

### Key info:

- Is the event more than five weeks from now (to allow for publicity)
- Have you selected a venue
- Have you decided if this is a Social (relaxed) or a strict dress code BLUF Night
- Do you have one or more hosts, who are BLUF members, and able to answer questions about the club
- If your event has a strict dresscode, do you know who will be enforcing it
- If your event is to be part of a larger event, have you informed the organisers of that event, and confirmed that they are happy for you to proceed
- Have you obtained initial consent for your event from BLUF
- If your event will be ticketed/reserved, have you obtained permission from BLUF

### Venue:

- Is the venue aware they will be hosting a BLUF event
- If there is an entrance charge, has this been cleared with BLUF HQ
- Have you enquired about the possibility of discounts/offers for BLUF card holders
- If a dress code will be enforced, is the venue aware that some customers may be turned away, and who will be responsible for enforcement
- Does the venue understand the rules about using the BLUF name and logo
- Have you checked the accessibility of the parts of the venue that will be used

### Promotion:

- Has a poster/promotional image been created
- Does the poster follow the BLUF logo usage guidelines
- Has permission been sought from both models and photographer for photo usage
- Have you considered the diversity of people featured
- Has any required photo credit been added
- Is the BLUF trademark acknowledged (mandatory from July 2021 in EU, UK & US)
- If this is your first event, has the poster been approved by [webmaster@bluf.com](mailto:webmaster@bluf.com)
- Have you written a description of the event for use in the calendar listing
- Have you submitted details of the event to [events@bluf.com](mailto:events@bluf.com)
- Have you decided if the event should be promoted only to BLUF members (eg events in private homes, events where space is limited, or special openings)

### Submission checks:

- Poster or promo image (PDF, JPG or PNG)
- Date and time of event
- Name of event
- BLUF numbers of organisers and/or hosts
- Venue name and full address
- Event description (one or two paras), including whether members only, and accessibility
- Summary (used as image captions, and Twitter, eg "BLUF at Backstreet, London E3")
- For ticketed/reserved events, details or URLs as required