



Northumberland Scottish Festival & Highland Games

Box 424, Cobourg, ON K9A 4L1
www.northumberlandhighlandgames.ca

SPONSORSHIP OPPORTUNITY

Celebrating Northumberland's Celtic heritage through its Scottish Festival and Highland Games has been an annual event for the Cobourg Highland Games Society since 1963.

We've changed over the years, continually growing and looking to improve on past experiences and in 2024 we relocated from Cobourg's Victoria Park to the Port Hope Agricultural Park. Our inaugural Festival in Port Hope proved to be a resounding success!

The new, bigger venue allowed us to accommodate more competitors and vendors than before and resulted in us hosting 28 Pipe and Drum Bands, 155 Highland Dancers, over 50 heavy events athletes, 18 Clan representatives, 27 merchandise vendors and 12 food vendors. In addition to our competitors, close to 2,000 guests enjoyed all the entertainment we had to offer.

In 2025, our family-friendly event will take place on June 20th and 21st and the team is already hard at work, planning for the 61st celebration.

The Festival is run completely by volunteers, and we rely solely on proceeds from ticket sales, grants, donations and sponsors for funding. Over the years our sponsors have provided essential support, and we continue to depend on their generosity.

We want to make this year's festivities memorable, but we need help. There are several sponsorship categories available at various levels and the benefits include:

- your logo on all our social media, official program and at the venue
- inclusion in our radio advertising
- complimentary booth
- tickets to the festival.

You'll find complete details of each category on the next page.

If you're interested in supporting the Games by becoming a sponsor, whether it's for a particular event or prize money, you can either call me at 905-376-2441, email us at northumberlandgamesinfo@gmail.com or submit the online form on our website www.northumberlandhighlandgames.ca

The Games are promoted at upcoming tourism shows, Celtic events and through social media so it's important to receive your sponsorship confirmation as soon as possible. However, payment isn't required until April 30, 2025.

We appreciate any support you can provide. Let's celebrate the 61st Northumberland Scottish Festival and Highland Games together!

Yours truly,

Pauline Davidson, President
Northumberland Scottish Festival and Highland Games

2025 Sponsorship Categories

Corporate Friend

\$100 or In-Kind goods/services valued at \$200

- Print Advertising – Your company name displayed in the Northumberland Scottish Festival and Highland Games Program
- Your company name displayed on our website www.northumberlandhighlandgames.ca

Bronze Sponsor

\$250 Or In-Kind goods/services valued at \$500.00

- Your company logo and a link to your website displayed on our website www.northumberlandhighlandgames.ca
- Your company name displayed in the Northumberland Scottish Festival and Highland Games Program.
- A 16" x 24" Sign displayed in the Highland Dance venue.
- 2 Complimentary Passes to the Highland Games value \$50.

Silver Sponsor

\$500 or In-Kind goods/services valued at \$1,000

All the benefits of our Bronze Sponsor and/or:

- Your company logo and a link to your website displayed on our website www.northumberlandhighlandgames.ca
- Your company logo displayed in the Northumberland Scottish Festival and Highland Games Program.
- Recognition at the Games at each of the entertainment areas and your Banner prominently displayed at the Games (banner supplied by sponsor).
- 4 Complimentary passes to the Highland Games value \$100.

Gold Sponsor:

\$1,000 or In-Kind goods/services valued at \$2,000

All the benefits of our Silver Sponsor and/or:

- Logo Placement as a Gold Sponsor in all event advertisements and a business card advertisement with your position of choice in the Northumberland Scottish Festival and Highland Games Program.
- Complimentary Booth Space (10'x10') at Highland Games (booth supplied by sponsor) Value \$150.
- 6 Complimentary passes to the Highland Games value \$150.

Platinum Sponsor

\$2,500 or in-kind goods/services valued at \$5,000

All the benefits of our Gold Sponsor and/or:

- Logo placement as a Platinum Sponsor in all event advertisements and a double business card advertisement with your position of choice in the Northumberland Scottish Festival and Highland Games Program.
- Logo placement on all social media platforms: website, Facebook, Instagram.
- 8 Complimentary passes to the Highland Games value \$200.

Presenting Sponsor

\$5,000 or in-kind goods/services valued at \$10,000.

All the benefits of our Platinum Sponsor and/or:

- Full Recognition of Sponsorship of Pipe Band, Highland Dance or Heavy Event Competition.
- Prominent logo placement as a Presenting Sponsor in all event advertisements and a Full Panel advertisement in the Northumberland Scottish Festival and Highland Games Program.
- Your company name mentioned as a Major Sponsor on radio commercials.
- Banner ad placement on all social media platforms: website, Facebook, Instagram.
- 10 Complimentary passes to the Highland Games value \$250.

61st Annual Northumberland Scottish Festival & Highland Games

Sponsorship Form

We'd appreciate you letting us know of your intention to become a sponsor as soon as possible.

- **Your logo is needed by March 1, 2025 to be included in the relevant advertising.**
- **Payment is required by April 30, 2025.**

Company Name: _____

Contact: _____

Email: _____

Mailing Address: _____

Postal Code: _____ Telephone: _____

I would like to be a sponsor of the 61ST Annual Northumberland Highland Games

Corporate Friend	- \$100	or	In-Kind goods/services of \$200	<input type="checkbox"/>
Bronze Level	- \$250	or	In-Kind goods/services of \$500	<input type="checkbox"/>
Silver Level	- \$500	or	In-Kind goods/services of \$1,000	<input type="checkbox"/>
Gold Level	- \$1,000	or	In-Kind goods/services of \$2,000	<input type="checkbox"/>
Platinum Level	- \$2,500	or	In-Kind goods/services of \$5,000	<input type="checkbox"/>
Presenting Sponsor	- \$5,000	or	In-Kind goods/services of \$10,000	<input type="checkbox"/>

Payment enclosed

Please call to arrange to pick up payment.

Payment should be made payable to:

Cobourg Highland Games Society
P.O. Box 424, Cobourg, ON K9A 4L1
or

Email money transfer to northumberlandgamesinfo@gmail.com

or

call 905-376-2441 to arrange pick up.

THANK YOU FOR YOUR GENEROUS SUPPORT!