



## **NORTHUMBERLAND SCOTTISH FESTIVAL & HIGHLAND GAMES**

### **SPONSORSHIP OPPORTUNITIES**

Major changes are taking place in 2024 at the former Cobourg Scottish Festival and Highland Games!

After calling Cobourg our home since 1963, we're moving to a new location at the Port Hope Agricultural Park for our 60th anniversary in June 2024. To coincide with the move, we're changing our event name to the "Northumberland Scottish Festival and Highland Games".

Everything else remains the same. Guests will still be entertained by Celtic music, see competitions in Pipe and Drum bands, Highland Dancing and Heavy Events, learn about their Clan heritage and visit food and merchandise vendors. There's fun for the little ones too in our Wee Highlanders area. Our Tattoo this year will feature military bands to commemorate the 100<sup>th</sup> anniversary of the Royal Canadian Air Force (RCAF).

With this move to the larger Port Hope location, which offers free parking, we plan to grow attendance and attract more competitors and vendors.

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 and at the Games, 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, please contact us and we'd be happy to discuss further.

The Games are promoted at upcoming tourism shows, Celtic events and through social media so it's important to receive sponsorship details as soon as possible. Payment isn't required until April 30, 2024.

We appreciate any support you can provide. Let's celebrate the 60th Northumberland Scottish Festival and Highland Games together!

Yours truly,

Pauline Davidson, Treasurer  
Cobourg Highland Games Society

## 2024 Sponsorship Categories

### **CORPORATE Friend:** \$100 Or In-Kind goods/services valued at \$200

- ❖ Print Advertising - Your Company Name listed in the Highland Games Guide.
- ❖ Your Company Name listed on our Web Site Sponsor or Accommodations Page.

### **BRONZE Sponsor:** \$250 Or In-Kind goods/services valued at \$500.00

- ❖ Your Company Logo listed on our Web Site Sponsor or Accommodations Page with a link to your Website & Your Company Name Listed the Highland Games Guide.
- ❖ A 16" x 24" Sign displayed at the Games behind the Highland Dance Competition Stage.
- ❖ 2 Complimentary Passes to the Highland Games Value \$40.

### **SILVER Sponsor:** \$500 or In-Kind goods/services valued at \$1,000

- ❖ All the benefits of our Bronze Sponsor and/or:
- ❖ Your Company Logo presented on the Schedule of Events page of our Website with a link to your website, and Your Logo listed in the Highland Games Guide.
- ❖ 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 \$80.

### **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 in the Highland Games Guide with your choice of location (eg.: Heavy Events, Highland Dance, Bands).
- ❖ Complimentary Booth Space (10'x10') at Highland Games (booth supplied by sponsor) Value \$150.
- ❖ 6 Complimentary passes to the Highland Games Value \$120.

### **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 in the Highland Games Guide with your choice of location.
- ❖ Logo placement on Highland Games Website & Facebook Home Page with link to your company website, your logo also listed on the Sponsor Page.
- ❖ 8 Complimentary passes to the Highland Games Value \$160.

### **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 Highland Games Guide.
- ❖ Your company name mentioned as a Major Sponsor on Radio commercials.
- ❖ Banner ad placement on Highland Games Home Page (website & Facebook) with link to your company website and your logo on the Sponsor Page.
- ❖ 10 Complimentary passes to the Highland Games, Value \$200.

## To become a Sponsor of the 60th ANNUAL NORTHUMBERLAND HIGHLAND GAMES

PLEASE EMAIL THIS FORM TO THE EMAIL BELOW AS YOUR COMMITMENT AS SOON AS POSSIBLE, SO WE CAN INCLUDE YOUR LOGO IN THE RELEVANT ADVERTISING by March 1<sup>ST</sup>, payment is required by April 30, 2024

Company Name: \_\_\_\_\_

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

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

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

Postal Code: \_\_\_\_\_ Telephone: \_\_\_\_\_

### I would like to be a sponsor of the 60th Annual Northumberland Highland Games

Corporate Friend - \$100 or In-Kind goods/services of \$200

Bronze Level - \$250 or In-Kind goods/services of \$500

Silver Level - \$500 or In-Kind goods/services of \$1,000

Gold Level - \$1,000 or In-Kind goods/services of \$2,000

Platinum Level - \$2,500 or In-Kind goods/services of \$5,000

Presenting Sponsor - \$5,000 or In-Kind goods/services of \$10,000

Payment enclosed

Please call to arrange to pick up payment.

Payment must be received by April 30, 2024 by mail to:

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

or

Email money transfer to [northumberlandgamesinfo@gmail.com](mailto:northumberlandgamesinfo@gmail.com)

or

call 905-376-2441 and we would be pleased to arrange pick up.

**THANK YOU FOR YOUR GENEROUS SUPPORT!**