



## **COBOURG SCOTTISH FESTIVAL & HIGHLAND GAMES**

### **SPONSORSHIP OPPORTUNITIES**

For 60 years the Cobourg Highland Games Society has promoted the strong Celtic heritage of Northumberland County. The Society's annual Cobourg Highland Games promotes the Celtic culture and offers Highland Dance Competitions, Pipe and Drum Band Competitions, Solo Pipe & Drum Competitions, Traditional Scottish Heavy Event Competitions, as well as Celtic food, merchandise, and other entertainment at the Highland Games each year.

The Cobourg Scottish Festival and Highland Games help to introduce the youth in the area to other forms of music, dance and athletics which have been performed for hundreds of years. Many young people as young as 4 years old compete at our Games, which provides great self confidence and life skills.

If you are interested in supporting the Games by sponsoring a "particular event" or prize money, please contact us and we would be happy to review the available options with you.

In order to promote our Event at upcoming tourism shows and other events, we need to receive your sponsorship details as soon as possible or by March 15<sup>th</sup>, 2024 if you wish to be a Gold or higher Sponsor. We look forward to your support and to seeing you at our events and at the Cobourg Scottish Festival and Highland Games on June 14 & 15, 2024.

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 or in front of 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 Cobourg 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 Cobourg 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 Cobourg 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 COBOURG HIGHLAND GAMES



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

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

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

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

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

## I would like to be a sponsor of the 60th Annual Cobourg 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 can be mailed by April 30<sup>th</sup>, to:

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

or

Email money transfer to [info@cobourghighlandgames.ca](mailto:info@cobourghighlandgames.ca)

or

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



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