

## HIGHLAND GAMES

AUGUST 31, 2019

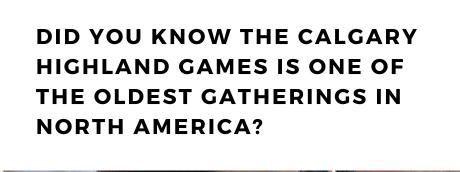
SPONSOR KIT
BY CALGARY UNITED SCOTTISH GAMES ASSOCIATION

# SUMMARY

LET US TELL
YOU WHY YOU
WILL WIN
SPONSORING
THE CALGARY
HIGHLAND
GAMES

- 1. The story
- 2. The values
- 3. The people
- 4. The event
- 5. The marketing plan
- 6. The benefits

#### CALGARY HIGHLAND GAMES



# THE STORY

The Calgary Highland Games is one of the oldest gatherings in North America and will be celebrating 106 years since the first games, held in 1913. Organized by the Calgary United Scottish Games Association, these games have gained the reputation as being one of the most

prestigious Highland events in the West. Attracting competitors and spectators from across Western Canada and the USA, you will watch some of the world's top pipers, drummers, dancers, and heavy event athletes compete and perform.

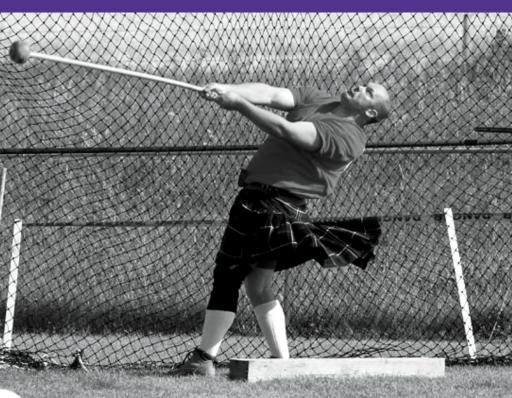


## WE BELIEVE IN HERITAGE, COMMUNITY AND INCLUSION

We are proud to share our Scottish heritage, culture and history with our community, here, in Calgary. Whether you're a Scot, or not.

## WE SUPPORT YOUTH THROUGH EDUCATION AND ART

Each year, we offer bursaries and scholarships to competitors to help them in the pursuit of their education and highland arts.



# THE PEOPLE

THE ORGANIZER

The Calgary United
Scottish Games
Association

2

ATHLETES & VENDORS

Dancers, throwers, pipers, drummers, clans, food trucks, and more

3

**VISITORS** 

Get a glimpse of the Calgary Highland Games visitor demographics

## THE

# ORGANIZER

The Calgary
United
Scottish
Games
Association

There are currently 14 members in the CUSGA committee, meeting once a month and dedicated to bringing their best to the event. All members have a background relevant to their role in the organization of the games. The Calgary Highland Games is a totally volunteer run organization and could not run without the 275 volunteers helping each year.

#### KIRSTY THACKREY

ROB YOUNG LISA DOYLE VICTORIA MARTIN

President and dance coordinator

Vice-president and heavy events coordinator

Vendor and Volunteer Coordinator Marketing and sponsor coordinator

#### WANDA ROBERTS

PENNEY

**CHRIS** 

MARGARET MONSACCHI

SUSAN SMITH

Secretary and Casino Liaison

P&D Coordinator

Cadet Liaison

Treasurer

## ATHLETES & VENDORS



150-250 Dancers



12 Throwers



150-250 Pipers & Drummers



10 Clans



15 Food Trucks



70 Vendors

#### 2019: 5 000

2018: 2 500

2017: 2 000

2016: 2000

2015: 1 000 (it rained terribly that year)

2014: 2 000

1913: We don't remember

# VISITORS

Since 1913, the Calgary Highland Games hosted many visitors. Welcoming everyone to discover, experience and share Scottish culture.

#### Main audiences:

- Families
- Scottish descents

#### **Secondary audiences:**

- Athletes
  - Immigrants





#### ON AUGUST 31, 2019 AT THE CALGARY RUGBY UNION, **9025 SHEPARD ROAD SE** FROM 9AM TO 5PM

The 106th Calgary Highland games will host the CSAF Canadian Heavy Events Championship, welcoming the top 10 heavy events athletes of the country. This national event will certainly bring even more light to our event.

Located in South East Calgary, the Calgary Rugby Union is the perfect location for the games. Happening over the Labour Day long weekend, The Calgary Highland Games is the ideal family event.

# ATHE MARKETING PLAN PL

The Calgary Highland Games has the potential to become the biggest Highland Games in Canada and one of Calgary's top 5 events. Our marketing strategy is to build awareness around the event, placing it as a main local and provincial event.

We will use our new website, social media (Facebook & Instagram), paid media (radio, community newspapers, web) and handouts to promote the event and its values.

#### TITLE SPONSOR \$25,000 (IN KIND OR \$)

- Naming rights "Company Name Calgary Highland Games"
- Logo & link on the website
- Logo on front of volunteer t-shirts
- Company logo on all marketing materials
- Company logo on wristbands
- Exclusive press release mentioning company's title sponsorship
- Social Media mentions
- One full page ad in program
- Speech opportunity at opening ceremony (5 minutes max)
- Verbal recognition at opening & closing ceremonies
- Company name & logo on all directional signage
- 100 ft of advertising space on the main field
- Complimentary 10 x 10 booth space
- 10 general admission tickets + 10
   VIP tickets

## DESIGNATED GOLD AREA SPONSOR

\$10,000 (IN KIND OR \$)

- Mention in the press release
- Full page ad in program
- Logo & link on the website
- Verbal recognition at opening & closing ceremony
- 50ft of advertising space on the main field
- Opportunity to provide branded item in VIP gift bags
- 2 general admission tickets + 6
   VIP tickets
- Logo on volunteer t-shirts



- Opportunity to brand the Heavy Events area exclusively
- Opportunity to present to the winners
- Company name on the front of all of the Heavy's athlete's t-shirts



#### OR

 Opportunity to brand the Festival area exclusively

#### OR

- Opportunity to brand the Festival area exclusively
- Opportunity to brand the VIP area
- Company logo on VIP name badges
- Sponsor-provided lanyards for VIPs
- · Signage space adjacent to VIP tent

## DESIGNATED SILVER AREA SPONSOR

\$5,000 (IN KIND OR \$)

- Mention in the press release
- Logo & link on the website
- Logo on volunteer t-shirts
- ½ page ad in program
- Verbal recognition during opening & closing ceremony
- 20ft of advertising space on the main field
- 2 general admission tickets + 4
   VIP tickets
- Opportunity to brand vendor's village
- Opportunity to brand each admission gate

#### OR

- Opportunity to brand the P&D area & to present P&D trophies to the winners
- Opportunity to brand the dance area & to present dancing trophies to the winners

#### **HERITAGE SPONSOR**

\$1,000 - \$2,000 (IN KIND OR \$)

- Logo & link on the website
- Company logo in program
- Business card sized ad in program
- Verbal recognition during the opening ceremony
- 2 general admission ticket + 2 VIP tickets

#### **PARTNER SPONSOR**

LESS THAN \$1,000 (IN KIND OR \$)

- Logo & link on the website
- Company logo in program
- Verbal recognition during opening ceremony
- 1 general admission ticket + 1 VIP ticket



CALGARY HIGHLAND GAMES

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