



CALGARY

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



**DID YOU KNOW THE CALGARY
HIGHLAND GAMES IS ONE OF
THE OLDEST GATHERINGS IN
NORTH AMERICA?**

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

1

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**

President and
dance
coordinator

**ROB
YOUNG**

Vice-president
and heavy events
coordinator

**LISA
DOYLE**

Vendor and
Volunteer
Coordinator

**VICTORIA
MARTIN**

Marketing and
sponsor
coordinator

**WANDA
ROBERTS**

Secretary and
Casino Liaison

**CHRIS
PENNEY**

P&D Coordinator

**MARGARET
MONSACCHI**

Cadet Liaison

**SUSAN
SMITH**

Treasurer

ATHLETES & VENDORS



150-250 Dancers



12 Throwers



150-250 Pipers & Drummers



10 Clans



15 Food Trucks



70 Vendors

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



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

THE EVENT

**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.



/THE MARKETING PLAN

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.

THE CALGARY HIGHLAND GAMES


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

SPONSOR KIT

THE CALGARY HIGHLAND GAMES

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
- OR**
- Opportunity to brand each admission gate
- OR**
- Opportunity to brand the P&D area & to present P&D trophies to the winners
- OR**
- 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



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THANK YOU

CALGARY HIGHLAND GAMES

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BY CALGARY UNITED SCOTTISH GAMES ASSOCIATION