



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

### **SPONSORSHIP OPPORTUNITIES**

The Cobourg Highland Games Society has promoted the strong Celtic heritage of Northumberland County since 1963. 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 (see forms below) as soon as possible or by March 31<sup>st</sup>, 2021. We look forward to your support and to seeing you at our events and at the Cobourg Scottish Festival and Highland Games on June 18 & 19, 2021.

Yours truly,

Pauline Davidson, Treasurer  
Cobourg Highland Games Society

## 2021 Sponsorship Categories

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

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

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

- ❖ All the benefits of our Corporate Friend plus:
- ❖ Your Company Name listed on our Web Site Sponsor or Accommodations Page, with a link to your Website.
- ❖ A 16" x 24" Sign displayed at the Games
- ❖ 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:
- ❖ 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 ¼ Page Advertisement in the Official Highland Games Program. Value \$199
- ❖ Complimentary Booth Space at Cobourg 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 ½ Page advertisement in the Official Highland Games program, Value \$425.
- ❖ Logo placement on Cobourg Highland Games Home Page with link to your company website, and your logo 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:
- ❖ Sponsorship of Pipe Band, Highland Dance or Heavy Event Competition.
- ❖ Prominent logo placement as a Presenting Sponsor in all event advertisements and Full Page advertisement in the Official Highland Games program Value \$800.
- ❖ Your company name mentioned as a Major Sponsor on radio commercials.
- ❖ Banner ad placement on Cobourg Highland Games Home Page 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  
57/58th ANNUAL COBOURG HIGHLAND GAMES**

please complete this form:

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

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

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

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

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

**I would like to be a sponsor of the 57/58th Annual Cobourg Highland Games**

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

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

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

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

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

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

Payment enclosed ☐

Please call to arrange to pick up payment ☐

***PLEASE SUBMIT THIS FORM AS YOUR COMMITMENT AS SOON AS POSSIBLE SO WE CAN INCLUDE YOUR LOGO IN THE RELATIVE ADVERTISING.***

Payment can be mailed to:

Cobourg Highland Games Society

P.O. Box 424, Cobourg, ON K9A 4L1

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

**THANK YOU FOR YOUR GENEROUS SUPPORT!**