

50th Annual Charleston Scottish Games and Highland Gathering

Riverfront Park in North Charleston
Saturday, November 6, 2021



The Scottish Society of Charleston, Inc.
www.CharlestonScots.org



Our History & Mission

Founded in 1970, The Scottish Society of Charleston, Inc., is a non-profit organization which exists to promote our Scottish heritage, history, and customs through the conduct of ongoing events in the Low Country which educate our youth and assist other Scottish-American organizations.

Features of the Games

Competitions in Heavy Athletics, Piping and Drumming, Highland Dancing, and Fiddling

Entertainment from Celtic Folk and Rock bands, Border Collie Demonstrations, Rugby Demonstrations, and Children's Games

Over 40 Scottish Clans, Food and Merchandise Venders, and Scottish Crafts

Event Demographics

Average attendance of over 10,000 spectators made up of suburban families, multigenerational attendees, younger affluent singles, and retirees with highly disposable income interested in travel, festivals, live music events, and athletic competitions.

Charitable Beneficiaries

A substantial portion of the proceeds from the Charleston Scottish Games and Highland Gathering benefitted, in the past, the Ronald McDonald House and the Fisher Foundation. Other beneficiaries include the Citadel Pipe Band, the International Seafarers Ministry and various scholarship recipients whose education involves Piping, Highland Dancing, Gaelic Languages or other Scottish studies.



#WeRScots

www.CharlestonScottishGames.com



BE A SPONSOR!

Recognition in the community

Branding benefits from the reach the Games have

Exposure to more than 500,000 people

Portion of proceeds benefits Charleston Pipe Band, Citadel

3rd Oldest event in Charleston — 50 years

Reach people across the country

Support Scottish heritage and culture

Improved SEO from provided backlink on the Scottish Games website



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SPONSORSHIP OPPORTUNITIES



PLATINUM SPONSOR

\$7,500

- Full Signage on Field
- Full page advertisement in **Games Souvenir Program**
- 10x20 Tent on the field of the Charleston Scottish Games
- Business Name and Logo featured on **Event Signage, Advertisements** for the Games and the **website**
- 12 Tickets to Friday evening **Sponsor's Reception** and calling of the Clans featuring heavy hors d'oeuvres
- Admission for **10** to the **VIP Hospitality Tent** which includes snacks, drinks and an **air-conditioned private restroom**
- **15 General Admission tickets** to the Games
- **5 Souvenir Games Programs** and **5 Souvenir Games pins**
- **5 Reserved Sponsor Parking Spaces**

EVENT* SPONSOR

*Athletic, Piping & Drumming, Tartan Ball, and Highland Dance available!

\$4,000

- **Full page** advertisement in **Games Souvenir Program**
- **10x10 Tent** on the field of the Charleston Scottish Games
- Business Logo featured on **Event Signage, Advertisements for the Games** and the **website**
- **6 Tickets to Friday evening Sponsor's reception** and calling of the Clans featuring heavy hors d'oeuvres
- **Admission for 8 to the VIP Hospitality Tent** which includes snacks, drinks and an **air-conditioned private restroom**
- **8 General Admission tickets** to the Games
- **4 Souvenir Games Programs** and **4 Souvenir Games pins**
- **4 Reserved Sponsor Parking Spaces**



ROBERT THE BRUCE

\$3,000



- **Half page advertisement** in Games Souvenir Program
- **10x10 Tent** on the field of the Charleston Scottish Games
- Business **Logo** featured on **Advertisements** for the Games and the **website**
- **4 Tickets to Friday evening Sponsor's reception** and calling of the Clans featuring heavy hors d'oeuvres
- **Admission for 6 to the VIP Hospitality Tent** which includes snacks, drinks and an **air-conditioned private restroom**
- **6 General Admission tickets** to the Games
- **4 Souvenir Games Programs** and **4 Souvenir Games pins**
- **4 Reserved Sponsor Parking Spaces**



MARY, QUEEN OF SCOTS

\$1,500

- **Half page advertisement** in Games Souvenir Program
- **10x10 Tent** on the field of the Charleston Scottish Games
- Business **Logo** featured on **Advertisements** for the Games and the **website**
- **Admission for 4 to the VIP Hospitality Tent** which includes snacks, drinks and an **air-conditioned private restroom**
- **4 General Admission tickets** to the Games
- **2 Souvenir Games Programs** and **2 Souvenir Games pins**
- **2 Reserved Parking Passes**



WILLIAM WALLACE

\$1000

- **Half page advertisement** in Games Souvenir Program
- **10 x 10 Tent** on the field of the Charleston Scottish Games
- Business **Name and Logo** featured on the **website**
- **Admission for 2 to the VIP Hospitality Tent** which includes snacks, drinks and an **air-conditioned private restroom**
- **2 General Admission tickets** to the Games
- **2 Souvenir Games Programs** and **2 Souvenir Games pins**
- **1 Reserved Sponsor Parking Space**

Our Sponsorship Promise

Sponsorships may be tailored to the specific needs of a business and tied to a particular area of the Games. We treat our sponsors with the highest regard and your contribution to the Charleston Scottish Games and Highland Gathering is appreciated greatly by our entire organization as well as the charitable entities we support.