

51st Annual Charleston Scottish Games and Highland Gathering

Riverfront Park
Saturday, November 5th, 2022



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 Lowcountry which educate our youth and assist other Scottish-American organizations.

Features of the Games

Entertainment & Activities include Heavy Athletics, Highland Dancing, Sheep Dog Demonstration Live Scottish Music, Scotch Tasting, Piping & Drumming.

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

Event Demographics

Average attendance of up to 10,000 spectators made up of suburban families, multi-generational 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 benefited, 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 locally and globally

Exposure to more than 1.2 Million people

Up to 10,000 annual attendees

Portion of proceeds benefit local charities

One of the oldest consecutive events in Charleston – 51 years

Advertising on Social Media, Radio, over 500,000 Apps, and a Billboard.

Reach people across the country

Support Scottish heritage and culture

Improved SEO from provided back-link on the Scottish Games website



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SPONSORSHIP OPPORTUNITIES

PREMIER SPONSOR

\$25,000 Exclusive Sponsorship

BEFORE GAMES

- "Sponsored by" designation
- Prominent brand location on the following:
 - All promotional print material
 - All Scottish Society of Charleston membership newsletters for 1 year
 - Games website with link for 1 year
- Full page ad in digital Games Program
- Social Media post to welcome you as a sponsor
- Logo on all posts if signed up by April 1st
- Weekly post from Sept 1st until Games
- Logo on the banner of Games FB Page
- Brand mention during Facebook live promotions
- "Facebook live" ticket drawing at your place of business

WEEKEND OF GAMES

- Brand banner on Games field
- 10x20 tent on Games field with prime viewing
- 6 Tickets to Friday night Patron's Reception
- 12 General Admission tickets to the Games
- Access for 12 to the VIP Tent
- 6 Reserved Parking passes
- 3 brand acknowledgments by announcer on Games Day

PLATINUM SPONSOR

\$10,000 Limited to 4

BEFORE GAMES

- Brand location on the following:
 - Promotional material
 - Games website with link for 1 year
- Full page ad in digital Games Program
- Social Media post to welcome you as a sponsor
- Bi-monthly posts from Sept 1st until the Games
- 1 Scottish Society of Charleston membership newsletter mention
- Brand mention during One Facebook Live promotion

WEEKEND OF GAMES

- Brand banner on Games field
- 10x20 tent on Games field
- 4 Tickets to Friday night Patron's Reception
- 10 General Admission tickets to Games
- Access for 10 to VIP Tent
- 5 Reserved Parking passes
- 1 brand acknowledgment by announcer on Games Day





GOLD SPONSOR

\$5,000+ Limited to 10

BEFORE GAMES

- Brand location on the Games website with link for 1 year
- Social Media post to welcome you as a sponsor
 - Monthly posts from Sept 1st until the Games
- Half page ad in digital Games Program
- 1 Scottish Society of Charleston membership newsletter mention

WEEKEND OF GAMES

- Brand banner placed at the Piping & Drumming Field or sidewalk circling Riverfront Park
- 10x10 tent on vendor row
- 2 Tickets to Friday Night Patron's Reception
- 8 General Admission Tickets
- Access for 8 to VIP Tent
- 4 Reserved Parking passes



SILVER SPONSOR

\$2,500+

BEFORE GAMES

- Brand placement on following:
 - Promotional material
- Quarter page ad in digital Games Program
- Brand location on the Games website with link for 1 year
- Social Media post to welcome you as a sponsor
- 1 Social media post after Sept 1st.

WEEKEND OF GAMES

- 10x10 tent on Vendors Row
- 4 Tickets for Friday night Patron's Reception at 15% Discount
- 6 General Admission ticket
- Access for 6 to VIP Tent
- 3 Reserved Parking passes



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.



BRONZE SPONSOR

\$1,500+

BEFORE GAMES

- Brand location on following:
 - Promotional material
- Business card size ad in digital Games Program
- Brand location on the Games website with link for 1 year
- Social Media post to welcome you as a sponsor

WEEKEND OF GAMES


- 10x10 tent on Vendors row
- 2 Tickets to Friday night Patron's Reception at 15% Discount
- 4 General Admission tickets
- Access for 4 to VIP Tent
- 2 Reserved parking passes



GENERAL GAMES SPONSOR

\$500+

- Listing on Games website
- Name listed in digital Games Program
- Social Media post to welcome you as a sponsor
- 2 General Admission Tickets
- 1 Reserved Parking Pass



Print materials due by April 1st
Digital materials due by August 1st

All banners must be put in place by noon on Friday and taken down by noon on Sunday

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