



MAY 21, 2022

VICTORIA PARK

Regina, Saskatchewan

SPONSORSHIP PACKAGE

Contact: rhfa.games@gmail.com

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HISTORY & OVERVIEW

The Saskatchewan Highland Gathering and Celtic Festival [SHGCF] is an annual festival held on May-long weekend in Regina. It is organized by the Regina Highland Festival Association Inc., a volunteer administered, not-for-profit organization, and our goal is to offer an entertaining weekend of events that attract both participants and spectators from across Canada. Highland Games have been an integral part of Regina since at least 1926, and we hope to see the event grow annually. The last two years have been very difficult on all the youth organizations who are the main beneficiaries of the event. We are hopeful that 2022 will see us start to rebuild all that has been lost, and we'd love to have your support to achieve this.



The **Highland Gathering** consists of competitions in solo bagpiping, solo drumming, pipe bands, Highland Dancing and Scottish Heavy Athletics (cabers, hammer toss). Competitors travel from all over Canada. It is the only event of its kind in Saskatchewan and is the only full Highland Gathering serving Saskatchewan musicians, dancers and athletes, and the many friends, family and interested public who attend. The SHGCF brings in top-level adjudicators who provide participants with important developmental opportunities.

The **Celtic Festival** is an opportunity to share all things Celtic. The event provides a friendly environment for the public to experience the various competitions, enjoy Celtic-themed entertainment in the Festival tent and other programming (face-painting, children's activities). There's even a Celtic Market where people can shop with local vendors, get food and drink



SPONSORSHIP TIERS

The Saskatchewan Highland Gathering and Celtic Festival is in a position in 2022 to entertain a presenting sponsor. This would require a minimum 3-year commitment of \$10,000 annually. The benefits would include naming rights, creative and collateral refreshes to suit your organization's brand and other sponsor benefits similar to the ones listed below.

BENEFITS	PLATINUM	GOLD	SILVER	BRONZE
	\$7,500-\$14,999	\$5,000 - \$7,499	\$2,500-\$4,999	\$500 - \$2,499
Logo on Print Ads	X	X		
Logo on Billboards	X			
Logo on Posters	X	X	X	
Logo in Prairie Dog Issue	X	X		
Listing in Prairie Dog Issue	X	X	X	X
Logo on Website	X	X		
Listing on Website	X	X	X	X
On-site Signage	X	X		
Sponsor Ads Rates in PD	X	X	X	X
Social Media Post Mentions	8	6	4	2
Mentions by Event Hosts	8	6	4	2
Free Passes (all ages)	20	12	10	6
VIP Passes (all ages)	10	6	4	2
Drink Tickets	20	12	8	4

All sponsors will receive a Stakeholder Report following the event. It will include a list of tracked paid and free media coverage as well as statistics related to competitor registrations and gate receipts (age groups, point of origin).



Other Ways to “Pull Your Weight”

- 1) Advertise in The Prairie Dog special supplement for the SHGCF.
- 2) Make a straight donation.
- 3) Offer in-kind product or services. We'll match the retail value to one of the above tiers.
- 4) Donate a gift card for us to raffle. This is an important fundraiser for the SHGCF

ADVERTISE IN THE PRAIRIE DOG SPECIAL SUPPLEMENT

SHGCF sponsors will receive 25% off of our regular rate to advertise in the in-paper guide.

Rates & Sizes

	(Width x Height)
Full page: Reg. rate \$2045. Sponsor rate: \$1534	(9.5" x 12.25")
1/2pg: Reg. rate \$1225. Sponsor rate: \$919	(9.5" x 6.05")
1/4pg Reg. rate \$660 Sponsor rate: \$495	(4.67" x 6.05") or (9.5" x 2.95")
1/6pg Reg. rate \$509 Sponsor rate: \$382	(4.67" x 4.5")
1/8pg Reg. rate \$398 Sponsor rate: \$299	(4.67" x 2.95")

Issue & Deadlines

Guide will appear in the May 12th issue of Prairie Dog Ad
Booking deadline: May 3rd
Creative deadline: May 5th

Features:

8500-10,000 copies
2-4 pg special section
Event Schedule & Descriptions
Event Profile
Site Map
Other features-TBD as space allows

Booking:

Terry Morash
Sales & Marketing Manager
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