



MAY 18, 2024

VICTORIA PARK

Regina, Saskatchewan

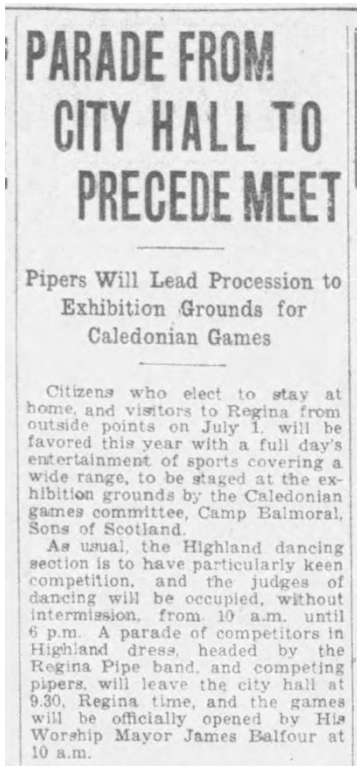
SPONSORSHIP PACKAGE

Contact: rhfa.games@gmail.com

www.saskhighland.ca

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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 three years have been very difficult on all the youth organizations who are the main beneficiaries of the event. We are hopeful that 2024 will see us build on the success of the last two years, 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 toss, 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 and get food and drink.



SPONSORSHIP TIERS

The Saskatchewan Highland Gathering and Celtic Festival is in a position in 2024 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 Digital Program	X	X		
Listing in Digital Program	X	X	X	X
Logo on Website	X	X	X	X
Listing on Website	X	X	X	X
On-site Signage	X	X		
Social Media Post Mentions	8	6	4	2
Mentions by Event Hosts	8	6	4	2
Free Passes (all ages)	25	15	10	6
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) Make a straight donation.
- 2) Offer in-kind product or services. We’ll match the retail value to one of the above tiers.
- 3) Donate a gift card for us to raffle. This is an important fundraiser for the SHGCF.
- 4) Sponsor a specific event, such as the caber toss.

ADVERTISE IN THE DIGITAL PROGRAM

The SHGCF produces a digital program that is free to access and is available on the website all year long. People access it using a QR code which is posted around the site, social media, etc.

You can view the 2023 program here:

<https://www.saskhighland.ca/s/SHGCF-Program-2023.pdf>

Sponsors receive a 50% discount on their ads. This is separate from the logo placement, which comes with the sponsorship package.

Ad Size	Specs	Regular Rate	Sponsor Rate
Full-page	5.8 x 8.3" 148 x 210 mm	\$500	\$250
Half-page	5.8 x 4" 148 x 105mm	\$250	\$150
Quarter-page	2.8 x 4" 74 x 105 mm	\$150	\$75

