

Ligonier Highland Games

324 Forrest Street • Altoona, PA 16602 • 814-931-4714 •

ligonierhighlandgames@hotmail.com www.ligonierhighlandgames.org

2018 LIGONIER HIGHLAND GAMES SPONSORSHIPS



2018 Sponsorship opportunities for the 60th Annual Ligonier Highland Games:

Become the OFFICIAL SPONSOR of the 60th Ligonier Highland Games

For a donation of \$10,000 equivalent you or your company can become the Official Sponsor of the Ligonier Highland Games.

- Listed as Sponsor in title of Highland Games on website, facebook page, all advertising and all printed literature as official sponsor
- Internet based reach of 150,000 through facebook official Ligonier Highland Games site and through ligonierhighlandgames.org and 4fallfestivals.org websites and through featured links on Ligonier Highlands Visitors Bureau webpages
- Print, TV, radio and billboard reach of 250,000 impressions through advertising of Ligonier Highland Games on 4 Fall Festivals
- Full page 8" X 11" color ad inside front cover and on back cover of program book
- Color banner at entrance area of IdlewildPark plus color banner at main field
- 16' x 20' tent near main field entrance for sponsor promotional use
- Announced throughout the day during activities on main field
- Representative to officially open Games at main field ceremony
- Amateur Piper of the Day award presented in sponsors name
- 20 copies of program book for company promotional use
- 25 free admission tickets to Highland Games
- V.I.P. seating at HQ tent for 8 representatives
- 8 free Ceilidh tickets

Become the CO-SPONSOR of the 60th Ligonier Highland Games

For a donation of \$6,000 equivalent you or your company can become a Co-Sponsor of the Ligonier Highland Games.

- Listed on website, advertising and all printed literature as co-sponsor
- Internet based reach of 150,000 through facebook official Ligonier Highland Games site and through ligonierhighlandgames.org and 4fallfestivals.org websites and through featured links on Ligonier Highlands Visitors Bureau webpages
- Full page 8" X 11" color ad in center of program book
- Color banner at main field
- 10' x 16' tent space near main field for sponsor promotional use
- Announced throughout the day during activities on main field
- Representative present at opening ceremony of Games at main field
- Grade IV or Grade V Pipe Band award presented in sponsors name
- 15 copies of program book for company promotional use
- 15 free admission tickets to Highland Games
- V.I.P. seating at HQ tent for 6 representatives
- 6 free Ceilidh tickets

Become an ASSOCIATE SPONSOR of the 60th Ligonier Highland Games

For a donation of \$3,000 equivalent you or your company can become an associate Sponsor of the Ligonier Highland Games.

- Listed on website as associate sponsor
- Internet based reach of 150,000 through ligonierhighlandgames.org and 4fallfestivals.org websites and through featured links on Ligonier Highlands Visitors Bureau webpages
- Half page 5" X 8" color ad in center of program book
- Color banner at main field bleacher area
- Space available in vendor area for sponsor promotional use
- Announced throughout the day during activities on main field
- Representative present at opening ceremony of Games at main field
- Amateur Piper of the Day award presented in sponsors name
- 10 copies of program book for company promotional use
- 10 free admission tickets to Highland Games
- V.I.P. seating at HQ tent for 4 representatives
- 4 free Ceilidh tickets

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Become a PATRON of the 60th Ligonier Highland Games

For a donation of \$2,000 equivalent you or your company can become a Patron of the Ligonier Highland Games.

- Listed on website as sponsoring Patron
- Internet based reach of 150,000 through ligonierhighlandgames.org and 4fallfestivals.org websites and through featured links on Ligonier Highlands Visitors Bureau webpages
- Half page 5" X 8" color ad on inside back cover of program book
- Color banner at main field bleacher area
- Space available in vendor area for sponsor promotional use
- Announced at opening ceremony of Games at main field
- 6 copies of program book for company promotional use
- 8 free admission tickets to Highland Games
- V.I.P. seating at HQ tent for 2 representatives
- 2 free Ceilidh tickets

Become an ASSOCIATE PATRON of the 60th Ligonier Highland Games

For a donation of \$1,500 equivalent you or your company can become an Associate Patron of the Ligonier Highland Games.

- Listed on website as sponsoring Associate Patron
- Internet based reach of 150,000 through ligonierhighlandgames.org and 4fallfestivals.org websites and through featured links on Ligonier Highlands Visitors Bureau webpages
- Quarter page color ad in program book
- Space available in vendor area for sponsor promotional use
- Announced at opening ceremony of Games at main field
- 4 copies of program book for company promotional use
- 6 free admission tickets to Highland Games
- V.I.P. seating at HQ tent for 2 representatives
- 2 free Ceilidh tickets