

# LIGONIER HIGHLAND GAMES



## LIGONIER HIGHLAND GAMES SPONSORSHIP OPPORTUNITIES



# Ligonier Highland Games

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

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SPONSORING THE LIGONIER HIGHLAND GAMES GETS YOUR COMPANY NAME IN FRONT OF THOUSANDS OF LOYAL FANS AND SUPPORTERS IN THE PITTSBURGH REGION

**PROMOTE YOUR COMPANY WITH US AND  
HELP PRESERVE SCOTTISH HERITAGE**

The LIGONIER HIGHLAND GAMES has become known throughout the Scottish community nationwide as one of the finest Highland Games. For 61 years the LHG has worked to preserve and promote Scottish arts, culture, language and heritage. Our loyal fan base has grown to encompass people from all walks of life and all backgrounds and includes people from all over the surrounding region.

## OUR IMPACT

The LIGONIER HIGHLAND GAMES is a two day festival that brings thousands of visitors and participants to the Laurel Highlands from all over the US and Canada and other countries as well. Hotels are filled and restaurants reserved, local businesses patronized and tax revenues generated to benefit the local residents. The economic impact benefits go beyond the town of Ligonier to business owners and municipalities throughout the region.

## Why sponsor the LIGONIER HIGHLAND GAMES?

Our growing and loyal fan base continually offers feedback and helps to support those businesses that support the LIGONIER HIGHLAND GAMES. Our activities don't end with the Games either: we support the St. Andrews Society and it's events throughout the year as well as the Balmoral School and the University of Pittsburgh.

Our web presence and social media sites are continually updated throughout the year and with a constant following, your business is promoted and visible to all our visitors. And through our partnership with the 4Fall Festivals group and the Laurel Highlands Visitors Bureau we have a reach of 150,000 people. And when our print, TV, radio and billboard advertising is tallied, it increase our reach to 250,000.

## OUR MISSION:

The Ligonier Highland Games promotes interest in and appreciation of ancient Scottish traditions and heritage, and works to preserve the arts and culture through education, competitions, and public display. The Games provides scholarships for Highland Dancing, fiddling, harping, piping and drumming and provides for the preservation of Scottish culture. The Games further generates revenue to support the scholarship activities of the Clan Donald Educational and Charitable Trust.

## OUR SPONSORSHIP OPPORTUNITIES AVAILABLE INCLUDE:

### Become the LORD OF THE GAMES of the 61<sup>st</sup> Ligonier Highland Games

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

- Listed as Lord of the Games Main 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](http://ligonierhighlandgames.org) and [4fallfestivals.org](http://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 5" X 8" 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 Main Field cabana for 8 representatives
- 8 free Ceilidh tickets

### Become the CHIEFTAIN OF LIGONIER Co-sponsor of the 61<sup>st</sup> Ligonier Highland Games

For a donation of \$6,000 equivalent you or your company can become the CHIEFTAIN OF LIGONIER 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](http://ligonierhighlandgames.org) and [4fallfestivals.org](http://4fallfestivals.org) websites and through featured links on Ligonier Highlands Visitors Bureau webpages
- Full page 5" X 8" 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 Main Field cabana for 6 representatives
- 6 free Ceilidh tickets

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## Become an CLAN CHIEF Associate Sponsor of the 61<sup>st</sup> Ligonier Highland Games

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

- Listed on website as associate sponsor
- Internet based reach of 150,000 through [ligonierhighlandgames.org](http://ligonierhighlandgames.org) and [4fallfestivals.org](http://4fallfestivals.org) websites and through featured links on Ligonier Highlands Visitors Bureau webpages
- Half page 5" X 4" 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 Main Field cabana for 4 representatives
- 4 free Ceilidh tickets

## Become a HIGHLANDER Patron of the 61<sup>st</sup> Ligonier Highland Games

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

- Listed on website as sponsoring Patron
- Internet based reach of 150,000 through [ligonierhighlandgames.org](http://ligonierhighlandgames.org) and [4fallfestivals.org](http://4fallfestivals.org) websites and through featured links on Ligonier Highlands Visitors Bureau webpages
- Half page 5" X 4" 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 Main Field cabana for 2 representatives
- 2 free Ceilidh tickets

Become an LOYAL SCOT Associate Patron of the 61<sup>st</sup> Ligonier Highland Games

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

- Listed on website as sponsoring Sponsor
- Internet based reach of 150,000 through [ligonierhighlandgames.org](http://ligonierhighlandgames.org) and [4fallfestivals.org](http://4fallfestivals.org) websites and through featured links on Ligonier Highlands Visitors Bureau webpages
- 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 Main Field cabana for 2 representatives

**Please contact Executive Director Richard Wonderly for more details  
at (814)-931-4714 or email: [ligonierhighlandgames@hotmail.com](mailto:ligonierhighlandgames@hotmail.com)**

