

The 53rd Annual

CHARLESTON SCOTTISH GAMES

SPONSORSHIP PACKET



Saturday, November 2nd, 2024

The Scottish Society of Charleston, Inc.
CharlestonScottishGames.com

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.



GAME FEATURES

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, and live music events.

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.

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WHY BECOME 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 — 53 years**
- **Advertising on Social Media, Radio, over 500,000 Apps, and a Billboard**
- **Support Scottish heritage and culture**
- **Improved SEO from provided back-link on the Scottish Games website**



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CORPORATE SPONSORSHIPS

LEVEL 1 | \$3,000

INCLUDES:

- 5 Branded PA Announcements
- Opportunity to hang 2 company-supplied banners (Size to be agreed upon)
- Access for 10 to VIP Tent
- Sponsor Placement of company logo on Games website & promotional materials
- Company hyperlink on Games website
- 10 General Admission Tickets
- Preferred Parking Passes
- 10 Pins
- 10 Names in the Games Program

LEVEL 3 | \$750

INCLUDES:

- Opportunity to hang 1 company-supplied banners (Size to be agreed upon)
- Access for 6 to VIP Tent
- Sponsor Placement of company logo on Games website & promotional materials
- Company hyperlink on Games website
- 8 General Admission Tickets
- Preferred Parking Passes
- 8 Pins
- 8 Names in the Games Program

LEVEL 2 | \$1,500

INCLUDES:

- 2 Branded PA Announcements
- Opportunity to hang 1 company-supplied banners (Size to be agreed upon)
- Access for 8 to VIP Tent
- Sponsor Placement of company logo on Games website & promotional materials
- Company hyperlink on Games website
- 8 General Admission Tickets
- Preferred Parking Passes
- 8 Pins
- 8 Names in the Games Program

LEVEL 4 | \$500

INCLUDES:

- Sponsor Placement of company logo on Games website & promotional materials
- Company hyperlink on Games website



PATRON SPONSORSHIPS

CHIEFTAN | \$625

INCLUDES:

- 6 General Admission Tickets
- Access for 6 People to VIP Tent
- 6 Parking Passes
- 6 Pins
- 1 Name in the Games Program

HIGHLANDER | \$400

INCLUDES:

- 4 General Admission Tickets
- Access for 4 People in VIP Tent
- 4 Parking Passes
- 4 Pins
- 1 Name in the Games Program

VIP ONLY

- \$160 for 1
- \$300 for 2

PLEASE NOTE:

Patron Sponsorships are limited in availability!

OUR 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.

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