

# 175 YEARS

*Celebrating Scottish Heritage*

## SPONSORSHIP PROPOSAL



**Aug. 2 & 3, 2024**

GREENMEAD HISTORICAL PARK  
LIVONIA, MI

[highlandgames.com](http://highlandgames.com)

# ALIGN YOUR BRAND

The St. Andrew's Society of Detroit Annual Highland Games is a high-profile property that offers prestige, turn-key event, a targeted audience, and relevant marketing platform. Festival sponsorships offer opportunities to build brand awareness, drive traffic to your business, launch new products or services, and connect with your consumers in a fun and relaxed atmosphere. We pride ourselves on being the North America's oldest continuous Scottish event.

Sponsors receive benefits such as: frequent brand exposure through naming mentions on-site, logo displays, extensive promotion; sales opportunities through sampling and display. Maximize your exposure to this lucrative youth and family market and reach the region's well-educated, high-income consumers.

## SPONSORSHIP ACTIVATION

- » Engages over 8,000 attendees with an interest in their cultural history
- » Multiple programming platforms offering targeted lifestyle and experiential marketing
- » Inclusion in high-profile marketing and media campaigns
- » Support of one of the area's favorite cultural events
- » Demonstrates commitment to your community and quality of life

## TESTIMONIES FROM OUR FACEBOOK FOLLOWERS

- » *The Games never disappoint! Pipes, dancing, steak & ale pies, caber toss, hammer throw, genealogy, clan row, Scottish wares and treats...and much more! My fifth year and my sons first. We had a great time!*
- » *This was our 8th year attending the games and I can honestly say it was the best year yet! More vendors and clans than before, loved the Scottish animals, so much to see and do! The food was fantastic (I am now on a mission to re-create that lamb and curry meat pie.. oh my goodness!!) and everything overall was just so well organized! As a highland dance parent, we don't always get to enjoy the festivals we attend, but were able to and had an absolute blast yesterday. Well done SASD!*
- » *I have been to the St. Andrew's games many years to enjoy the festivities and meet up with fellow clan members of my Clan, MacPherson! This year, I'm honored not only to march with my children and clan, but also to perform with my dance school, the Michigan Irish Dance Academy. The other part of my heritage! I look forward to seeing you all in the parade of clans and to also entertain you with dance from myself and students from my Irish heritage as well. Slainte!*

Contact Cathy Hasse, Games Chair at 248.760.9252 or [highlandgameschair@detroitscots.com](mailto:highlandgameschair@detroitscots.com)

## WHO IS THE ST. ANDREW'S SOCIETY OF DETROIT?

As the oldest benevolent organization in Michigan, our objectives are exclusively for charitable and educational purposes, including promoting Scottish heritage in Metro Detroit by serving the Scottish-American community and by celebrating both traditional and contemporary Scottish culture.

Among our objectives are to:

- Relieve the distressed and unfortunate, with priority being given to those of Scottish lineage.
- Foster and encourage, particularly among the young, a love of Scotland, its history, culture and national games.
- Promote friendly relations among its members and among all persons of Scottish blood.
- Foster and promote knowledge of Scottish history and of the contribution Scots have made throughout the world.
- Make appropriate contributions to other qualified charitable, literary or educational organizations, including Scottish organizations.

## ABOUT THE HIGHLAND GAMES

Imagine a county fair with lots of people, activities, and food vendors. Now give it a Scottish theme with people in kilts, colorful plaid tartans, strong men and bagpipes. That's the St. Andrew's Society of Detroit Annual Highland Games.

**Since 1849, we've been keeping Scottish traditions alive in Metro Detroit.** This year marks our 175<sup>th</sup> anniversary - making us the oldest continuous highland games in North America. Our Games are visited by more than 8,000 people of all heritages throughout the U.S. and Canada.

Kilts are encouraged but not required at our event.

**CEILIDH** (pronounced Kay-Lee) on **FRIDAY, August 2** from 5 p.m. to 11 p.m.

It's the premier Scottish party of the year with an adult atmosphere! Beer tent with live bands and dancing! (check our website for a list of bands). Entertainment line-up includes IronWood, CrossBow, Pictus and Stone Clover. Plus as a ONE NIGHT ONLY performance by MudMen.

**HIGHLAND GAMES** on **SATURDAY, August 3** from 8 a.m. to 6 p.m.

Enjoy a family-fun day with all the things of Scotland. The event includes Heavy Athletics, Pipes & Drums, Highland Dancing and Tug O'War competitions. You won't want to miss the live bands in the beer tent, the historical encampment, or our Wee Bairns' (kids' area). Over 20 vendors provide a unique shopping experience.

Two special features of our Highland Games are the Scotch Tasting and Family History area. The Scotch Tasting is held during the Highland Games and requires an additional ticket. Our Family History area is comprised of over 20 Clan Tents and a Genealogy Tent. It's a great place for people to learn how to start researching their family trees.

All events are held at Greenmead Historical Park at 20501 Newburgh Road, Livonia, MI at the intersection of Newburgh and Eight Mile roads.



# MAJOR AREAS SEEKING SPONSORSHIP

## HEAVY ATHLETICS

Every year our Highland Games Heavy Athletics event consists of both professional and semiprofessional Highland athletes brought in from around the U.S. and Canada. Multiple world records have been set and broken at our Games. By supporting this area, you will be enabling a time-honored event to continue with such popular events as the Caber Toss, Putting the Stone, Weight for Height, Farmer's Walk and more.



## HIGHLAND DANCING

Highland Dancers, young and old, participate in the annual competition and come from all over the Midwest and Canada. We have approximately 400 dancers each year. This is a ScotDance USA sanctioned event.



## PIPING AND DRUMMING

The sound of the bagpipes at our games is hard to miss. Each year, we invite more than a dozen pipe bands to compete at our Highland Games. An additional 200 individual pipers and drummers compete at our event.



## TUG O'WAR

Tug O' War is one of the oldest athletic contests known throughout recorded history and a main competition at our event. Worthy community opponents have included United States Army, United States Marines, Wayne County Sheriff Department, Livonia Fire and Rescue, Windsor Canada Police Department, the Detroit Derby Girls and the Dark Angels.



# OTHER AREAS SEEKING SPONSORSHIP

## CEILIDH

A Ceilidh (pronounced “Kay-lee,” emphasis on the first syllable) is many things. It can mean a house party, a concert or more usually an evening of informal Scottish traditional dancing to informal music. St. Andrew’s Society of Detroit’s Ceilidh is Metro Detroit’s premier Scottish concert. It is a kick-off party/concert to our Annual Highland Games and is held the night before the Games and attracts over 1,200 guests.



## ENTERTAINMENT

Year after year, the St. Andrew’s Society strives to provide some of the best Scottish Celtic music around. The combination of these fine entertainers and our top-notch production team creates a fantastic concert for all who attend. Our entertainment groups come from across the United States and Canada to perform. We feature four groups each year.



## GENEALOGY & CLANS

Every year we have a large tent devoted entirely to helping our guests search their family histories. It is a great way to discover their heritage. Our experienced crew is the best at what they do.

In addition to our Genealogy Tent, we also feature a Clan Cultural Center bustling with more than 20 clans in attendance. The Center is an avenue of tents all decked out in tartans with specific information about each clan. Each year at least one of these clans holds their Annual General Meeting (AGM) at our Games and becomes our official honored clan for the day.



## WEE BAIRNS

The St. Andrew’s Society of Detroit recognizes that our children will carry on our heritage. To help bring our culture a wee bit closer to them, we have created an area especially for them: Wee Bairns. Our events allow children to gain an understanding of our culture while having FUN!

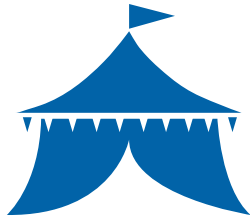


# SPONSORSHIP LEVELS

Customization is available. Contact for more information.

## Area Sponsor + + + includes all below

**\$10,000**



Naming Rights to a area tent or stage  
For instance, the XXX Entertainment Tent

## Leader Sponsor + + includes all below

**\$8,000**



Sponsor name on  
all wristbands  
(qty. 10,000)



Full page, full color  
ad in the program  
book (qty. 3,000)



Mentions/tags  
on social media



Sponsor  
listed in press  
release



Verbal  
recognition  
during Opening  
Ceremonies



One sponsor  
sign placed at  
each entrance  
to the venue  
(total 3)



Sponsor logo and link on  
[www.hIGHLANDGAMES.com](http://www.hIGHLANDGAMES.com)

## Associate Sponsor + includes all below

**\$3,000**



One sponsor  
sign placed  
within the  
venue



Half page black  
and white ad in  
the program book  
(qty. 3,000)



Vendor booth at the  
venue  
(tent size 20'x20')

## Benefactor Sponsor

**\$2,500**



Sponsor logo  
on volunteer  
t-shirts  
(qty. 400)



One sponsor  
sign placed on  
Tartan Taxi



4 complimentary  
passes to festival  
event (Friday  
evening and  
Saturday)



**175<sup>TH</sup>**  
ANNIVERSARY  
1849 - 2024

**August 2 - 3, 2024**

Greenmead Historical Park  
Livonia, MI  
highlandgames.com

## SPONSORSHIP FORM

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_

### PAYMENT INFORMATION

\_\_\_\_\_ Yes, I am sponsoring the \_\_\_\_\_ area.

\_\_\_\_\_ Check enclosed in the amount of \$\_\_\_\_\_ payable to Annual Highland Games.

### PLEASE SEND THIS FORM TO:

St. Andrew's Society of Detroit  
Annual Highland Games  
Attn: Cathy Hasse  
2363 Rochester Road  
Troy, MI 48083

### Questions?

Contact Cathy Hasse, Games Chair at 248.760.9252 or [highlandgameschair@detroitscots.com](mailto:highlandgameschair@detroitscots.com)

## THANK YOU!

St. Andrew's Society of Detroit is a 501(c)(3) organization. Tax ID 38-1312689.  
Gifts to St. Andrew's Society of Detroit are tax-deductible to the extent allowed by law.