**17th Annual**

**Springfield Area Highland Games**

**& Celtic Festival**

**Saturday May 19, 2012**

**Chatham Community Park**

**South Main Street – Chatham, IL**

**Sponsor/Advertising Informational Packet**

**WHAT ARE THE SPRINGFIELD HIGHLAND GAMES?**

1. • The Springfield Area Highland Games and Celtic Festival is an annual event of the St. Andrew’s Society of Central Illinois. The Society is a 501(c)3 organization dedicated to keeping Celtic traditions alive. Our membership works tirelessly to teach our culture to future generations and to educate the community about all things Celtic. The Springfield Area Highland Games is just one way we do that.

1. • The Springfield Area Highland Games and Celtic Festival had a very humble beginning at Knight’s Action Park fourteen years ago, when members of the St. Andrew’s Society saw an opportunity to bring a traditional Highland event to Central Illinois. Thanks to the hard work of those original organizers, the event quickly outgrew the park and was moved to the Inside Track of the Illinois State Fairgrounds where it was held for many years. Due to the changing times and the requirements to put on a great games, the festival has moved to the Chatham Community Park in Chatham, IL. The board felt that it was time for some adjustments and that this will afford us more opportunity for change and growth. The Games features competitions for Highland dancers, individual pipers and drummers, bagpipe bands, and athletes. Over the years, the competition has grown from just five bagpipe bands to as many as 18; from just 30 dancers to nearly 90; and from only 10 athletes to almost 100. Competitors come from across the mid-west and from all corners of the country.

1. • In addition to competitive events, the festival features many demonstrations throughout the day. In 2012, we will have rugby matches, storytelling, music, art & craft demonstrations, a large children’s area, and much more. There will also be several merchandise and food vendors, many of which will be showcasing Scottish and Irish goods.

**WHAT CAN YOUR ORGANIZATION GAIN FROM SUPPORTING OUR EVENT?**

1. • Enhance your reputation by supporting an educational, family event.
2. • Showcase your business to a market that includes thousands of central Illinois families.
3. • Exposure through our print and broadcast promotions.

In addition, supporting our event means you’ll be helping to educate future generations about Celtic traditions. You’ll also be helping to add diversity to our central Illinois community.

The Springfield Area Highland Games and Celtic Festival supports local tourism and brings hundreds of thousands of dollars to the community. **We have an average annual attendance of nearly 5,000**. Many families travel to Springfield from outside the area, and stay in local hotels for at least one night, spending dollars in our community.

**WHAT LEVELS OF SPONSORSHIP ARE AVAILABLE?**

All contributions are welcome, and we will work with you to create the sponsorship opportunity that fits your budget and wishes. The following are designed to help plan your sponsorship.

**Royal Claymore Sponsors (Gold) $2,500 and up**

1. o TV, radio and newspaper exposure
2. o Full-page program ad (inside front or back cover)
3. o 4 Complete VIP Packages
4. o 10 Event t-shirts
5. o Website listing
	* + - 1. (http://www.central-illinois-standrewsociety.com/index.html)
6. o Banner exposure at our front gate and/or area which you agree to sponsor
7. o Your logo on advertising flyers and posters
8. o On-site booth during the event, if desired
9. o Additional event general admission tickets, if desired.

**Royal Tartan Sponsors \_ (Silver) $1,000**

1. o Full Page program ad
2. o 4 Complete VIP Packages
3. o 4 event t-shirts
4. o Website listing
5. (http://www.central-illinois-standrewsociety.com/index.html)
6. o Banner exposure
7. o Your logo on advertising flyers and posters

**Thistle Sponsors (Bronze) \_ $500**

1. o ½ Page program ad
2. o 2 Complete VIP Packages
3. o 2 event t-shirts
4. o Website listing
5. (http://www.central-illinois-standrewsociety.com/index.html)
6. o Your logo on advertising flyers and posters

**Highland Friends $250**

1. o ¼ Page program ad
2. o 1 Complete VIP Package
3. o 2 event t-shirts
4. o Website listing
5. (http://www.central-illinois-standrewsociety.com/index.html)

**Other Opportunities**

**VIP Package -** $100 for members of the St. Andrew’s Society and $25 for children. The VIP package includes gate admission for two, 2 Highland Games t-shirts, 2 pint glasses, recognition in the program book, free breakfast, snacks and beverages in the VIP tent. You can use the form included in this packet to sign up.

**Program Advertising – Ad** rates are $100.00 for a full page ad, $65.00 for a ½ page, or $35.00 for a ¼ page ad. Contact Miranda Bailey at randabailey@hotmail.com for additional information, or reference the form included in this packet.

 **Please note that these are guidelines only. In-kind contributions are included in total sponsorship value. Custom packages are also available.**

**HOW CAN I GET MORE INFORMATION?**

We welcome questions about our event. To find out more, or to talk with us about sponsorship possibilities, please contact:

Miranda Bailey

c/o St. Andrew’s Society of Central Illinois

P.O. Box 5352

Springfield, IL 62705

[randabailey@hotmail.com](randabailey%40hotmail.com)

(217)473-1834

Abigail Newhall

 217- 415-2088 [ladybookwyrm@yahoo.com](ladybookwyrm%40yahoo.com)

**READY TO BE A SPONSOR?**

If you’re ready to join in the fun and work with us to create an exciting family-friendly event, you can contact us by returning the form below by **April 30th 2012**:

YES, I’m interested in becoming a sponsor for the Springfield Highland Games! Please have someone contact me.

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Business: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sponsorship level desired or event area of interest:

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**THANK YOU FOR YOUR INTEREST IN THE**

**SPRINGFIELD HIGHLAND GAMES AND CELTIC FESTIVAL!**

 **Program Book Advertising**

Advertising in our program book offers an affordable way to reach thousands of families. Our event attracts a wide audience with interests ranging from athletics to music, and from history to dance.

Please return the form below by **April 30th 2012** and help us create a world-class Celtic games experience.

¼ Page (business card) $35.00

½ Page $65.00

Full Page $100.00

Ad copy must be photo ready or be in a .jpg format. Electronic copy should be sent to randabailey@hotmail.com with a subject line of “Highland Games Ad Copy”.

**Check all that apply:**

 I have enclosed my camera-ready ad

 I have enclosed a check for payment (made payable to Springfield Area Highland Games)

 Please invoice me at the address below

Business Name and Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Contact Person for Questions: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Return this form by April 30th to:**

St. Andrew’s Society of Central Illinois

 Attn: Highland Games Program Book

 P.O. Box 5352

Springfield, IL 62705