



Sponsorship Opportunities of the Highland Athletic Events Celtic Highland Games of the Quad Cities www.celtichighlandgames.org

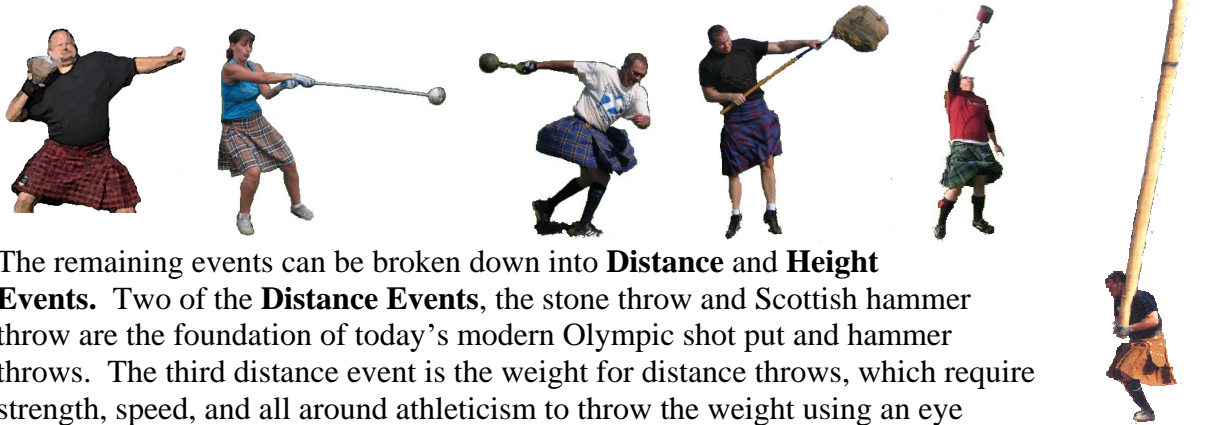


The Highland Athletic Events are a truly unique and colorful opportunity to advertise your business to a captive audience of thousands.

The Quad Cities games draw some of the best amateur throwers in the country as witnessed by the 5 world records broken at this event. The athletic field is setup so that all of the events are being contested simultaneously through out the day of competition. This holds the audience attention and provides continuous exposure for the Sponsor.

Speaking of the Audience, 60% of our audience comes from the Quad-Cities Area and most stay through out the day enjoying not only the athletic events by a wealth of other family entertainment. An example of how the audience feels about our show was demonstrated when the games was voted "Most Fun Event of 2003" in the Dispatch/Rock Island Argus readers' poll! We are also fortunate to enjoy significant TV and press coverage.

The Highland Athletic Events are made up of 6 athletic endeavors, which are performed throughout the day culminating with the signature event, the **Caber Toss**. This event requires raw strength, balance, and coordination to pick up a 16-20 foot tall tapered pole weighing 90 to 140 pounds and flipping it end over end.



The remaining events can be broken down into **Distance** and **Height Events**. Two of the **Distance Events**, the stone throw and Scottish hammer throw are the foundation of today's modern Olympic shot put and hammer throws. The third distance event is the weight for distance throws, which require strength, speed, and all around athleticism to throw the weight using an eye catching spinning technique.

One of the **Height Events** is tossing the 56# weight for height, which is a founding event in the World Strongest Man Contests. The other height event, the Sheaf Toss, is truly unusual. The athlete launches a 16 to 20# burlap bag (sheaf) over a bar using a pitchfork. In both of these events, the one who throws the highest wins.

How can my company get involved? You may take advantage of six different sponsorship packages, with advertising costs ranging from as little as \$150 to an exclusive package of \$3,000.

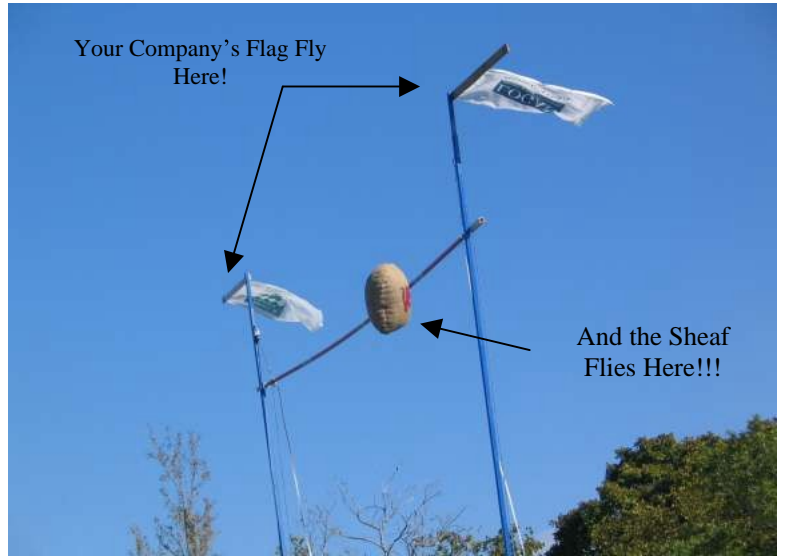
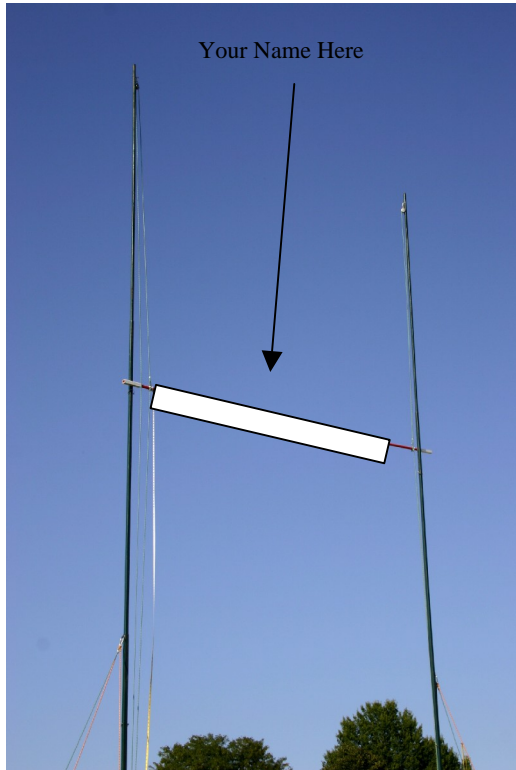
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Possible Position of Height Events Banners



Caber Banner



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Height Event Sponsorship Package

\$800

Directly in front of the main bleachers are the height standards used to hold the cross bars for the height event. A simplified banner will be hung from the cross bar and will be impossible to ignore since the implements must clear the cross bar to be successful.

- **Cross Bars Banners:** Calm weather will allow a simple banner to be hung from the cross bar. Additionally, there is an opportunity to fly your company flags (weather permitting) from the top of the upright.
- **Height Banners:** Your banner will be placed behind the height standards in plain view of the audience.
- **Athletic T-Shirts:** The back of athletic T-shirts will carry the name of the Athletic Event Sponsors. Athletic T-Shirts are given to the athletes who form 40 or more walking billboards in the athletic field all day. Extra Athletic T-shirts are sold starting at noon
- **Periodic Announcements:** Sponsor's name will be announced as sponsoring the height events periodically through out the day.
- **Souvenir Program:** A business card size ad in the Souvenir Program.
- **Four "Lion's Lair" VIP tent passes**

Distance Event Sponsorship Package

\$700

The distance events occur in the four corners of the athletic field (See athletic field layout at the end of this document). From the main bleachers, the audience will have a panoramic view of all the distance events.

- **Hammer Cage Banner:** Your banner will be mounted on the hammer cage, which is approximately 10' tall.
- **Light Weight For Distance Banner:** Your banner will be placed facing the bleacher near the Lightweight for distance throwing area. Additional banners can be placed in the other distant event areas.
- **Athletic T-Shirts:** The back of athletic T-shirts will carry the name of the Athletic Event Sponsors. Athletic T-Shirts are given to the athletes who form 40 or more walking billboards in the athletic field all day. Extra Athletic T-shirts are sold starting at noon.
- **Periodic Announcements:** Sponsor's name will be announced as sponsoring the distance events periodically through out the day.
- **Souvenir Program:** A business card size ad in the Souvenir Program.
- **Four "Lion's Lair" VIP tent passes**

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Division Awards and Athlete of the day Package

\$150 per each division

At the Celtic Highland Games of the Quad Cities, seven possible throwing divisions are used: A, B, C, and Novice division for the Top, Middle, Beginning, and Novice tier of male throwers. In addition to these, there is a Women's, Master's, and 190 pound divisions, which holds women, men age 40 and over, and men 190 pounds and under, respectively.

- **Two "Lion's Lair" VIP tent passes**
- **Awards Announcements:** The sponsor's name will be announced as sponsoring the award during the awards ceremony.
- **Presenter:** If desired, you may present the awards at the awards ceremony on Games Day
- **Souvenir Program:** your name as a sponsor of the given awards package.

Partial donations towards general Awards fund also graciously accepted. Class preferences will be determined on a "first received" basis. If your class preference has already been "filled", then you will be contacted to discuss your next preference

There is also the possibility of combining any of the above packages. All things are negotiable.

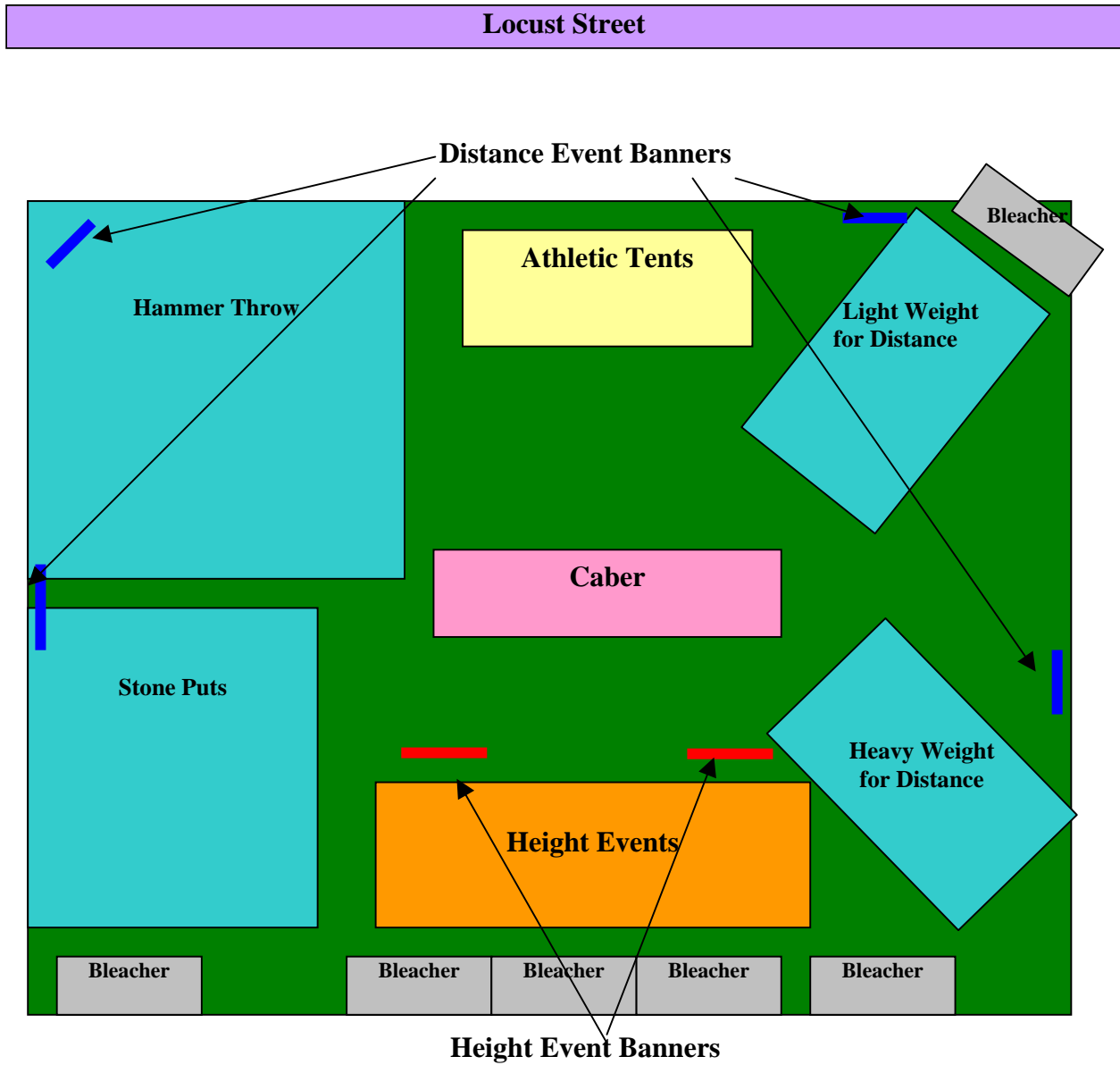
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Athletic Field Layout



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