

# Celtic Highland Games of the Quad Cities



**SPONSORSHIP OPPORTUNITIES  
2007 GAMES - SATURDAY, AUGUST 25**

## STATEMENT OF PURPOSE

The 9th-annual Celtic Highland Games of the Quad Cities is a family event celebrating the sports, music, dance, heritage, and culture of the Celtic peoples – primarily Ireland, Scotland, Wales, Cornwall and Brittany. It is held at the Mississippi Valley Fairgrounds in Davenport, Iowa.

Our mission is to educate guests about the traditional artistic, athletic, educational and historical contributions of the Celtic peoples. Our goal is to foster greater awareness of Celtic education, arts, and culture.

## Celtic Highland Games of the Quad Cities



Besides being an enjoyable and educational family event, our festival supports local tourism. We draw participants from a five-state area, and our market for guests includes the metro areas of Chicago, Des Moines, Cedar Rapids, and Iowa City. About 20 to 30 percent of our guests and participants come from outside our area, and a large percentage of those stay at least one night in the Quad Cities. With an estimated \$160 in purchases per overnight guest, our event generates thousands of dollars in local revenue. We've also introduced new family-oriented pricing for 2007 to help more enjoy a little slice of Scotland and Ireland - right here at home!

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

- Enhance or maintain your corporate reputation by supporting an educational, family-friendly event
- Showcase your product or service to a desirable market, including thousands of families. Our 2005 festival attracted nearly 5,000 participants and guests, and enjoyed wide media attention in the region.
- Promote employee volunteerism and community involvement through volunteer opportunities.
- Feature your product or service in our print and broadcast promotions, and through onsite opportunities.
- Support historical and cultural traditions, and help educate future generations in the rich tradition of Celtic sports, music, arts and dance.
- Continue to add to the Quad Cities quality of life by supporting an enjoyable, family-centered event.

## STATEMENT OF NEED

Highland Game events are rare in Iowa. Even fewer position themselves as a multi-Celtic event, as we do. However, more than 12 million Americans claim Scottish heritage and 45 million claim Irish heritage. Celtic heritage is definitely not required, however. Others are attracted for the reasons of travel, culture, education or simply the event's unique character. Before our first Celtic Games, Quad Citians had to travel about 150 miles to witness or participate in similar events. Because of the scarcity of Iowa Highland Games, our central location is ideal for competitors from Iowa, Nebraska, Minnesota, Illinois and even Kansas. The next closest Games are in Chicago, Milwaukee, and the Minneapolis-St. Paul area. The Quad City Games benefits participants and spectators alike.

As a matter of definition, "Highland Games" feature three key competitive events – Athletics, Dance and Piping. Our event, The Celtic Highland Games of the Quad Cities, also reaches out to include music, dance, and demonstrations from Scotland, Ireland, Wales, Cornwall, Isle of Man, Galicia and Brittany. Our expanded focus provides valuable support opportunities for existing Quad City organizations and events, such as the Mullane Irish Dance Academy, the Quad City St. Patrick's Society, Erin Feis, Quad City Ce'lli' Club, the Scottish American Society, and the annual Robert Burns Night. Since our event began, a local Welsh and Cornish Club, the Blackhawk Bagpipe Band, the Bent River Throwing Club and the Celtic Heritage Trail have formed. We work in cooperation with all of these groups.

## CELTIC HIGHLAND GAMES EVENTS

Our event begins at 8 a.m. on **Saturday, August 25, 2007**, with registration for the athletic, piping and dance competitions. These contests go on all morning, with a short break at noon for the popular "Parade of Tartans." Events continue throughout the afternoon, with winners announced at the closing ceremonies around 5 p.m. But the fun goes on way after sundown. The evening features a public Ceilidh (pronounced kay-lee), which is the Celtic name for a party featuring music and dancing. Our reputation as a quality event continues to grow, both locally and regionally, as we continue to add more events and entertainment.

Our event educates guests about the rich diversity of Celtic culture with:

- Cultural demonstrations and heritage displays
- Genealogical research
- Performances of music and dance.
- Traditional Scottish "games of brawn.
- Workshops on Celtic languages, arts, and traditions
- Animal displays and demonstrations
- Family arts and crafts and games just for children
- Historic re-enactments
- International goods, food and merchandise

## **SPONSORSHIP OPPORTUNITIES**

As a sponsor, you can participate in this enjoyable family event in a variety of ways. These may include underwriting specific events or stages, making in-kind donations, running an ad in our program or placing a promotional tent on our grounds. 2006 sponsors included the Blue Cat Brew Pub, the Celtic Heritage Trail, Minuteman Press Davenport, Mississippi Valley Fairgrounds, The LODGE, Katy's Import Foods, Newschannel 8, River Cities Reader, B100 and 93Rock, Vanguard Distributing, Modern Woodmen of America, Dan Dolan Construction, River Valley Turf, Rindsig Veterinary Services/Bejaze Animal Hospital, the Scottish American Society of the Quad Cities, and others.

### **• TITLE SPONSORSHIPS:**

Presenting sponsorship opportunities provide an opportunity to attach your company name to a specific event or competition. Both "over the title" and presenting level title sponsorships are available on a first-come, first-serve basis. Title sponsorships are limited to one business in each market category. Please ask for further details about connecting your name to:

- Athletics (Games of Strength events)
- Bagpiping & Drumming competition
- Animal displays and demonstrations – sheep herding, etc.
- Highland Dance competition
- Medals and trophies
- Entertainment stage(s)
- Living history area
- Promotional assistance – programs, billboards, etc.

### **• SPONSORSHIP PACKAGES**

Though all contributions are welcome, the following investment packages may help you plan your giving:

#### **PLATINUM (CASTLE CLUB AWARD) \$5,000 AND UP**

- TV, radio and newspaper ad exposure
- Naming opportunities for specified events
- Full-page program ad
- 25 "Lion's Lair" VIP tent passes for clients, employees, etc.
- Limited-edition event T-shirts
- Logo on Web site with link to your Web site
- Banner exposure on grounds, in selected high profile venues
- Logo on Game T-shirts, advertising flyers & posters
- Onsite booth exposure or literature distribution, if desired

- Right of first refusal for subsequent event sponsorships
- Additional event tickets as desired

**GOLD (GAELIC CHIEFTAINS AWARD)                    \$2,500 AND UP**

- Half-page program ad
- T-shirt exposure
- 20 “Lion’s Lair” VIP tent passes
- Limited edition event T-shirts
- Website listing
- Banner exposure at front gate
- Name on posters and advertising flyers
- Additional amenities by negotiation

**SILVER (TARTAN AWARD)-                                \$1,500**

- 1/3 page program ad
- 10 “Lion’s Lair” VIP Tent passes
- Two limited edition-event t-shirts
- Website listing
- Banner exposure
- Flyers

**BRONZE (SHAMROCKS, LEEKS & THISTLES) - \$500**

- Program Listing with logo and business address on Friends page
- Four “Lion’s Lair” VIP passes

**PLAID (HIGHLAND FRIENDS) - \$250 AND BELOW**

- Name in Games souvenir program
- 2 Lion’s Lair VIP passes

**OTHER OPPORTUNITIES: PROGRAM ADVERTISING** - Please call 309/794-0449 for specific sizes, ad rates and technical guidelines.

Please note that these are guidelines only, and that in-kind gifts are included in the total sponsorship value. Custom packages are also available. Ask us to put together a package for your needs!

**WHO TO CONTACT**

We welcome any questions you may have about the Celtic Highland Games of the Quad Cities. To find out more about our event, or to discuss your particular sponsorship interest, please contact:

**Development Committee**  
**c/o Celtic Highland Games of the Quad Cities**  
**P.O. Box 3201**  
**Rock Island, IL 61201**

For more details, please call promotion chair Lisa Lockheart at 309/292-7741 or leave a message on our Celt Line at 309/794-0449. Please indicate your specific interest, and your call will be returned by the chairperson of that committee.

**You may also contact us by returning the form below:**

**YES, I'M INTERESTED IN THE POSITIVE EXPOSURE MY BUSINESS CAN RECEIVE THROUGH AN AFFILIATION WITH THE CELTIC HIGHLAND GAMES OF THE QUAD CITIES!**

**DESIRED SPONSORSHIP PACKAGE OR EVENT AREA OF INTEREST:**


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**PLEASE HAVE SOMEONE CONTACT ME:**

NAME: \_\_\_\_\_

BUSINESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

DAYTIME PHONE: \_\_\_\_\_ E-MAIL \_\_\_\_\_

**I'M READY TO JOIN THE FUN NOW! PLEASE CONSIDER THIS NOTICE OF MY COMMITMENT TO THE 2006 GAMES!**

AMOUNT/PACKAGE: \_\_\_\_\_

**THANK YOU FOR YOUR INTEREST IN THE CELTIC HIGHLAND GAMES OF THE QUAD CITIES!**