

Sponsorship Proposal



Highland Games of the Quad Cities

In 2007, the Highland Games will be celebrating its ninth year of being the premier cultural event of the Quad Cities. The Highland Games is a unique blend of a cultural experience, an educational exploration and a festival of entertainment. We would like to ask you to be a key part of our future.

Background and Demographics

The Celtic Highland Games of the Quad Cities is an annual event held the fourth Saturday in August at the Mississippi Valley Fairgrounds. Our mission is to educate guests about the traditional artistic, athletic, educational and historical contributions of the Celtic peoples in order to foster greater awareness of Celtic education, arts, and culture.

The average annual attendance of the Highland Games is 5,000 people and has been growing 10 to 15 percent each year. The Highland Games also benefits from the large group of local volunteers that work year round to make the event a success.



We draw participants from a five-state area, including the metro areas of Chicago, Des Moines, Cedar Rapids, and Iowa City. For added stability and growth, our event enjoys a solid core of returning guests and participants, as well as pre-event marketing opportunities through existing Highland Games. **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 economic value of \$112 per overnight guest and \$84 for in-town guests and participants, our event generates thousands of dollars in local revenue.**



As a benefit to sponsors, the event attracts a wide range of ages, incomes and demographics. The largest core is ages 25 to 70, with middle to upper incomes. Most are well educated, young and baby-boomer professionals, and families with children, from the five-state area surrounding Iowa, including Illinois, Missouri, Wisconsin, Minnesota and Nebraska. Our secondary

market extends to Michigan and Kansas. **Celtic Games visitors tend to be culturally-aware, active, interested in travel and new experiences, have disposable income and are willing to pay for premium goods and services.**

Activities at the Highland Games

The Highland Games of the Quad Cities are a highly educational experience. We attract a wide variety of participants and visitors, due to the broad mix of quality events. These events include:

- ❖ Irish and Scottish Athletic Competitions
- ❖ Bagpipe and Drum Competitions, with Massed Bands at close
- ❖ Cultural education from Highland Clans and Celtic Societies
- ❖ Entertainment stage(s) with Celtic bands, singers and dancers
- ❖ Celtic arts, crafts, food, drink and merchandise
- ❖ Highland dance competition in Starlight Ballroom
- ❖ Family activities, children's games and storytelling
- ❖ Shepherding demos and other animal activities
- ❖ Exhibitions of Celtic animals and heritage breeds
- ❖ Workshops and educational presentations
- ❖ Evening Ceilidh (kay-lee), a Celtic party with music and dance



Sponsorship Package Details

Benefits to sponsors include promotional opportunities on the grounds, inclusion in event advertising, volunteer opportunities for employees, tickets and advance passes to events for good customers, employees and clients, listings on the Games' home website page, which had 254,388 web page "hits" in 2005-6 and more. Sponsorship packages can be individually designed to your needs, or you may choose to use one of the following levels as your guide:

Platinum (Castle Club)	\$5,000 and up
Gold (Gaelic Chieftains)	\$2,500 and up
Silver (Tartan Team)	\$1,500
Bronze (Shamrocks, Leeks & Thistles)	\$500
Plaid (Highland Friends)	\$250 and below

Each level comes with a set of sponsor benefits and incentives, all of which are negotiable. In-kind donations may be included within the package value.

For more details, please call promotion chair Lisa Lockheart at 309/292-7741 or our Games answer line at 309-794-0449.