



Sponsorship Opportunities

The Scottish Foundation of Indianapolis is a 501(c)3 organization.

Champion of the Royal Court.....Contact us

- Presenting Sponsor (“...Games & Festival Presented by...”)
- Placement of 5 branding banners*
- Logo recognition or name on promotional materials**
- Link to organization website
- Live promotional announcements during the festival
- Introduction of a company representative
- Location to display your organization, if desired
- 20 Sponsor badges (includes admission)
- 20 Additional festival admissions via will-call

Royal Steward \$10,000+

(\$3,000+ plus in-kind is acceptable if applicable)
 Sponsorship of a major area, such as second stage, athletic field, village
 Placement of 3 branding banners*
 Logo recognition or name on promotional materials**
 Link to organization website
 Live promotional announcements during the festival
 10 Sponsor badges (includes admission)

Earl..... \$5,000-9,999

(Monetary/in-kind is acceptable if applicable)
 Sponsorship of an activity, such as athletic competition or dance demonstration
 Placement of 1 branding banner*
 Logo recognition or name on promotional materials**
 Link to organization website
 Live promotional announcements during the festival
 6 Sponsor badges (includes admission)

Baron.....\$2,500-4,999

(Monetary/in-kind is acceptable if applicable)
 Logo recognition or name on promotional materials**
 Link to organization website
 Live promotional announcements during the festival
 3 Sponsor badges (includes admission)

Knight.....\$1000-2,499

(Monetary/in-kind is acceptable if applicable)
 Live promotional announcements during the festival
 2 Sponsor badges (includes admission)

Laird\$500-999

(Monetary/in-kind is acceptable if applicable)
 2 Festival admissions via will-call
 Certificate honoring your donation

Chieftain.....\$250-499

(Monetary only)
 2 Festival admissions via will-call

Highlander\$50-249

(Monetary only)
 Certificate honoring your donation

Sponsor Name: _____

Mailing Address: _____

Contact Person: _____ Type (see above) _____

Tel: (_____) _____ Amount: _____

Email: _____

Please make check payable to The Scottish Foundation of Indianapolis & mail with this form to:

The Scottish Foundation of Indianapolis
 11722 Allisonville Road, Suite 103, #234
 Fishers, IN 46038-2327

Thank you for your support of this great cause!

*Sponsor to provide banner(s) with pre-approval on design and content from the festival co-chairs.

**Sponsor to provide logo. Media completed prior to exchange of funds will not be required to be changed.

The Twelfth Annual Indianapolis Scottish Highland Games & Festival
Saturday, October 12, 2024
Marion County Fairgrounds, 7300 E. Troy Ave. Indianapolis, IN
IndyScotGamesAndFest.com IndyScotGames@gmail.com

- The Indianapolis Scottish Highland Games & Festival raises funds for the Scottish Foundation of Indianapolis McMath Scholarship for Scottish Gaelic Studies at IUPUI.
- More than 3,500 people at the Indianapolis Scottish Highland Games & Festival in 2023 attended with over 100 registered athletes, 5 Celtic bands, 2 pipe bands, 2 dance groups, 23 clans & societies, historical interpreters, children's activities, & more!
- We promote education about Scottish culture through monthly programs and participation in community activities such as the St. Patrick's Day Parade, the Indy Irish Festival, and International Festival.

Print Advertising

- The "Celtic Corridor" from Chicago to New York is where the majority of U.S. readers reside.
- This is a readership of almost 700,000.
- Digital distribution to more than 200,000 readers.
- Our Festival appears in the online events page, with over 24,000 unique visitors daily.

Indiana Festival Guide

- 500,000 copies of the Guide are distributed at more than 700 locations in all 92 Indiana counties.

Facebook Data

- Over 2,100 page fans
- 61% of our fans are women, 55% of whom are ages 25-64.

Email Subscription

- 1-2 emails per month to over 1,100 subscribers.

Can we count on your sponsorship to make this year's event a success?

Please contact us at IndyScotGames@gmail.com with any questions.

The Festival provides people with an opportunity to discover their Scottish roots, to learn about Scottish culture and history, and to witness world record attempts in traditional Scottish highland sports such as the caber toss and stone put.

The best of Scotland right here in central Indiana!