



## 2023 Sponsorship Opportunities

Cornhill Highland Games, now entering its 24<sup>th</sup> year, takes place on Saturday 3 June 2023. The event is a highlight on the calendar for the local community, as well as attracting visitors in their numbers from throughout the north east and beyond.

Part of the Scottish Highland Games Association and Grampian Games Association, the event offers a varied programme, from Highland Games league competitions to the challenging Knock Hill Race, Highland Dancing to pipe bands, as well as children's activities and a range of stalls.

We invite all businesses, large and small, to share the benefits of the coverage and visitors attracted to the Games through a variety of sponsorship opportunities, with something to suit every budget.

### Why support Cornhill Highland Games?

- Generate awareness, build reputation and enhance the profile of your business
- Demonstrate support for your local communities

### What can you expect in return?

- Inclusion in event promotions via our dedicated website and social media channels, as well as visibility at the event itself. Where possible, exposure in associated PR and media coverage
- Tailored benefits including complimentary entry to the Games, hospitality and more (in line with level of sponsorship)

We have listed below suggested opportunities, however would be delighted to discuss any proposal you may have. We are open to offers of title sponsorship for the Cornhill Highland Games too! We hope to welcome you as a sponsor and supporter of the 2023 Cornhill Highland Games.

Contact us for more information or to book: [finance@cornhillhighlandgames.org](mailto:finance@cornhillhighlandgames.org)



## GENERAL SPONSORSHIP DONATION

Any sponsorship donation towards the general operational costs of the Games is greatly appreciated.

**SUGGESTED DONATIONS** - *We will acknowledge your generosity by offering the following benefits:*

**£100+** - 2 x Games entry tickets, hospitality lunch & drinks, website listing, banner display

**£200+** - 2 x Games entry tickets, hospitality lunch & drinks, website listing, banner display, half page advert in programme.

**£300+** - 4 x Games entry tickets, hospitality lunch & drinks, website listing, banner display, full page advert in programme.

**£400+** - 4 x Games entry tickets, hospitality lunch & drinks, website listing, banner display, full page advert in programme, 2 x Burns Supper tickets

## SPONSORSHIP OF AN ACTIVITY OR AREA - Cost: £300

Show direct support for an activity or area of the Games. Sponsor prize money or equipment costs.

*Sponsors benefits: Company banner displayed beside activity/area, full page advert in programme, website listing, 4 x Games entry tickets, hospitality lunch & drinks and media promotion where possible.*

## EVENT PROGRAMME ADVERTISING - Cost: £25 - £100

Our Event Programme contains full details of the event, activities and the schedule for the day. It is distributed locally prior to the Games and issued to visitors on the day. *(Please note sizes are width x height).*

*Full Page Outer Back Cover Colour 154mm x 216mm £100*

*Full Page Inner Back Cover Colour 124mm x 178mm £100*

*Full Page Inner Front Cover Colour 124mm x 178mm £100*

*Full Page Colour 124mm x 178mm £70*

*Half Page Colour 124mm x 86mm £40*

*Quarter Page Colour 60mm x 86mm £25*

## SHOWCASE YOUR COMPANY AROUND GAMES ARENA - Cost: £30 per banner/ sign

Advertise around the Games arena with general signage and banners. *(Banner/sign to be supplied)*

## ADVERTISE ON OUR WEBSITE – Cost: £50 for full year

Place an advert on our website to showcase your business, with a direct link to your own website.

## RAFFLE DONATIONS – Games Day fundraising raffle, all donations greatly appreciated.

