

NH  SCOT®



2021 | COOPERATIVE MARKETING
& SPONSORSHIP
OPPORTUNITIES

WHY PARTNER WITH NHSCOT?

NHSCOT* is committed to delivering valuable benefits and a positive partnership experience. We invite you to become a corporate or individual sponsor. This is a great opportunity to promote your business to a vast audience and at the same time help support our efforts to preserve Scottish culture for future generations.

Sponsors receive recognition at the NH Highland Games & Festival and well beyond through a vigorous year-round marketing program that includes onsite visibility, direct marketing and e-communications. Together, we can build a year-round partnership that achieves mutual goals and supports a statewide tradition.

NHSCOT works with a professional marketing firm to develop an integrated marketing plan, targeted at broadening awareness and understanding of NHSCOT and increasing attendance at our events. As our partner, you benefit from our marketing efforts, too!

- Opportunity to be highlighted in our widespread print and digital media campaign which reaches **2.5 million people**.
- Visibility on our active and ever-growing social media platforms (**20,500 Facebook fans, 1,551 Instagram followers**). In 2019, our paid social advertising reached over **192,500 people** with **16,500 clicks** over to our website. Our newsletter reaches over **12,000** on a regular basis.
- Exposure to our immense audience that spans across the United States, Canada and beyond.
- Personalized sponsorship opportunities specific to our events and initiatives.

NH Highland Games & Festival

The NH Highland Games & Festival, started in 1975, is considered one of the largest Scottish arts and cultural events in North America and will be celebrating 46 in 2021. This three-day event of Scottish music, dance, heavy athletics, culture, food and drink attracts about 35,000 visitors and boosts NH's economy by over \$10 million. The NH Highland Games & Festival: September 17-19, 2021.

Year-Round Programs

- The Pipes & Drums of NHSCOT
- Kearsarge School District pipe and drum lessons
- Scottish Heritage Lecture Series
- Beltane concert evening
- New York City Tartan week activities
- Outlander viewing parties
- Whisky tasting events
- Annual Collette trip to Scotland
- Hogmanay celebration

*NHSCOT is a 501(c)(3) nonprofit corporation. Contributions are tax deductible to the extent provided by the law except that deductions must be reduced by the fair market value for benefits received.



NH HIGHLAND GAMES & FESTIVAL SPONSOR OPPORTUNITIES



Edinburgh Castle Level Sponsor: \$10,000+

- Half-page, full color ad (4.5”w x 3.625”h) in the Festival Guide, valued at \$300
- Logo included in print advertising
- Recognition on social media with at least one dedicated post
- Logo and link included with e-blasts to 11,000+ people
- Listed in Press Releases as a primary NHHG&F sponsor
- Recognition and link on sponsor page of our website
- Use of NHSCOT logo and tagline for your website
- 10’x10’ tent for booth/display space, if requested, valued at \$400
- Your banner placed strategically for maximum visibility
- Verbal recognition during the Games
- Your brochure included in member packets
- Listing in the Festival Guide: 15,000 printed
- Admission badges with access to Member’s Tent and Governor’s Pavilion, valued at \$1050
- 10 Employee/Guest Weekend tickets, valued at \$550
- 6 Admission tickets to Saturday concert, valued at \$150
- 2 Onsite parking passes, valued at \$150

Ben Nevis Level Sponsor: \$7,500+

- Recognition on social media with at least one dedicated post
- Logo and link included with e-blasts to 11,000+ people
- Listed in Press Releases as a primary NHHG&F sponsor
- Recognition and link on sponsor page of our website
- Use of NHSCOT logo and tagline for your website
- 10’x10’ tent for booth/display space, if requested, valued at \$400
- Your banner placed strategically for maximum visibility at Games
- Verbal recognition during the Games
- Your brochure included in member packets
- Listing in the Festival Guide: 15,000 printed
- 4 Admission badges with access to Member’s Tent and Governor’s Pavilion, valued at \$700
- 8 Employee/Guest Weekend tickets, valued at \$440
- 4 Admission tickets to Saturday concert, valued at \$100
- 2 Onsite parking passes, valued at \$150

NH HIGHLAND GAMES & FESTIVAL SPONSOR OPPORTUNITIES

Loch Ness Level Sponsor: \$5,000+

- Recognition on social media with at least one dedicated post
- Logo and link included with e-blasts to 11,000+ people
- Recognition and link on sponsor page of our website
- Use of NHSCOT logo and tagline for your website
- 10'x10' tent for booth/display space, if requested, valued at \$400
- Your banner placed strategically for maximum visibility at Games
- Verbal recognition during the Games
- Your brochure included in member packets
- Listing in the Festival Guide: 15,000 printed
- 4 Admission badges with access to Member's Tent and Governor's Pavilion, valued at \$700
- 6 Employee/Guest Weekend tickets, valued at \$330
- 4 Admission tickets to Saturday concert, valued at \$100
- 1 Onsite parking pass, valued at \$75

Isle of Skye Level Sponsor: \$3,000+

- Recognition on social media with at least one dedicated post
- Recognition and link on sponsor page of our website
- Use of NHSCOT logo and tagline for your website
- Your banner placed strategically for maximum visibility at Games
- Verbal recognition during the Games
- Your brochure included in member packets
- Listing in the Festival Guide: 15,000 printed
- 2 Admission badges with access to Member's Tent and Governor's Pavilion, valued at \$350
- 4 Employee/Guest Weekend tickets, valued at \$220
- 2 Admission tickets to Saturday concert, valued at \$50
- 1 Onsite parking pass, valued at \$75

Stirling Castle Level Sponsor: \$1,000+

- Recognition and link on sponsor page of our website
- Use of NHSCOT logo and tagline for your website
- Your banner placed strategically for maximum visibility at Games
- Verbal recognition during the Games
- Your brochure included in member packets
- Listing in the Festival Guide: 15,000 printed
- 2 Admission badges with access to Member's Tent and Governor's Pavilion – no onsite parking, valued at \$350



Holyrood Palace Level Sponsor: \$500+

- Recognition and link on sponsor page of our website
- Use of NHSCOT logo and tagline for your website
- Your banner placed strategically for maximum visibility at Games
- Verbal recognition during the Games
- Your brochure included in member packets
- Listing in the Festival Guide: 15,000 printed
- 2 Employee/Guest Weekend tickets – no onsite parking, valued at \$110

SPONSORSHIP PACKAGES

	Edinburgh Castle	Ben Nevis	Loch Ness	Isle of Skye	Stirling Castle	Holyrood Palace
	\$10,000+	\$7,500+	\$5,000+	\$3,000+	\$1,000+	\$500+
Pre-Event Advertising and Media Relations						
Half-page Ad in Festival Guide	x					
Logo on Print Advertising ¹	x					
Listed in Press Releases as a Primary NHHG&F Sponsor ¹	x	x				
Logo & Link on NHSCOT E-mail Blasts	x	x	x			
Recognition on Social Media with at Least One Dedicated Post	x	x	x	x		
Recognition and Link on Sponsor Page of Our Website	x	x	x	x	x	x
Use of NHSCOT Logo and Tagline for Your Website	x	x	x	x	x	x
Promotional Activities on Site						
10'x10' Tent to Exhibit Your Business ²	x	x	x			
Your Banner Displayed at Event	x	x	x	x	x	x
Verbal Recognition During the NHHG&F Throughout Event	x	x	x	x	x	x
Your Brochure Included in Member Packets	x	x	x	x	x	x
Company Listing in NHHG&F Festival Guide: 15,000 Printed	x	x	x	x	x	x
Complimentary Event Admissions						
Weekend Admission to the Grounds & Membership	6	4	4	2	2	
Weekend Admission Tickets – No Onsite Parking	10	8	6	4		2
Tickets to Saturday Concert Preferred	6	4	4	2		
Onsite VIP Parking	2	2	1	1		

¹ Ability to put sponsors logo on printed materials and ad for Festival Guide and Press Releases is subject to print due dates.

² Tents are only available upon request prior to July 31, 2021. Tables and chairs for tents are available upon request.

NH HIGHLAND GAMES & FESTIVAL UNIQUE SPONSOR OPPORTUNITIES

Concert Tent Sponsor: \$10,000

- Logo included in print advertising
- Dedicated Facebook post recognizing your generosity
- Recognition and link on sponsor page of our website
- Recognition signage in prime spot behind stage
- Verbal recognition during the Games
- Use of NHSCOT logo and tagline for your website
- Chieftain level access to membership areas for two, includes onsite parking, valued at \$850



Festival Guide Sponsor: \$2,500 (one available)

- Dedicated Facebook post recognizing your generosity
- Recognition and link on sponsor page of our website
- Verbal recognition during the Games
- Use of NHSCOT logo and tagline for your website
- Full-Page (5.5w X 8.5h with .125" bleed) color back cover ad
- Patron level access to membership areas for two – no onsite parking, valued at \$250

Piper's Pub Music Stage Sponsor: \$2,000

- Recognition and link on sponsor page of our website
- Recognition signage at the stage
- Verbal recognition during the Games
- Use of NHSCOT logo and tagline for your website
- Donor level access to membership areas for two, includes onsite parking, valued at \$375

Heavy Athletics Athlete Sponsor: \$1,500

- Recognition and link on sponsor page of our website
- Recognition signage at the athletic field
- Verbal recognition during the Games
- Use of NHSCOT logo and tagline for your website
- Caber Club tent access to membership areas for two, includes onsite parking, valued at \$575

Festival Guide Sponsor: \$1,500 (two available)

- Recognition and link on sponsor page of our website
- Recognition signage at the Games
- Verbal recognition during the Games
- Use of NHSCOT logo and tagline for your website
- Half-page, full color ad (4.5" w x 3.625" h)
- Patron level access to membership areas for two – no onsite parking, valued at \$250

Heavy Athletics Event Sponsor: \$1,000

- Recognition and link on sponsor page of our website
- Recognition signage at the athletic field
- Verbal recognition during the Games
- Use of NHSCOT logo and tagline for your website

NH HIGHLAND GAMES & FESTIVAL UNIQUE SPONSOR OPPORTUNITIES

Competitions Sponsor: \$1,000

- Recognition and link on sponsor page of our website
- Recognition signage at a competition stage/tent
- Verbal recognition during the Games
- Use of NHSCOT logo and tagline for your website

Volunteer T-Shirt Sponsor: \$500

- Recognition and link on sponsor page of our website
- Verbal recognition during the Games
- Use of NHSCOT logo and tagline for your website
- Recognition of company as sponsor on T-Shirts

Heavy Athletics T-Shirt Sponsor: \$500

- Recognition and link on sponsor page of our website
- Verbal recognition during the Games
- Use of NHSCOT logo and tagline for your website
- Recognition of company as sponsor on T-Shirt

Canvas Tote Bag Sponsor: \$500

- Recognition and link on sponsor page of our website
- Verbal recognition during the Games
- Use of NHSCOT logo and tagline for your website
- Recognition of company as sponsor on tote bags



WHISKY SPONSORS

OPTION 1: Whisky & Spirits Tasting Tent

Sponsor: \$75 + Product for ALL Four Sessions, (.33 ounce pour)

Whisky and spirits enthusiasts will revel & celebrate their tasting options in this tent – which will feature a number of companies sharing their products. Guests will taste products and speak to company reps about their distilling process. *Note: Must be present for entire weekend – all sessions required. Sessions: Friday 2pm-4pm; Saturday 11pm-1pm & 3pm-5pm; Sunday 1pm-3pm.*

OPTION 2: Master Whisky Classes Sponsor: \$500 + Whisky used for tastings per each one-hour session

These classes provide a special opportunity to engage with a select group of attendees interested in learning more. Held in the private, climate controlled Hancock Room at the Mountain Club on Loon, Master Classes accommodate up to 150 people classroom style. You will have an hour to share 5 tastes as you explain the role of peat, chill filtration, Scotch whisky regions and what makes each region's flavors distinctive, as well as how to nose taste and evaluate.

Please select which session/s you would like to sponsor. If choosing more than one session, please inquire about a multi-session discount.

- ☐ Friday, September 17th: 2 PM
- ☐ Saturday, September 18th: 12 PM
- ☐ Saturday, September 18th: 2 PM
- ☐ Saturday, September 18th: 4 PM
- ☐ Sunday, September 19th: 12 PM

OPTION 3: Mixology – Whisky Cocktail Pairing Sponsor: \$500 + Whisky used to make cocktails

Saturday, September 18 at 7 PM. The Chef at the Mountain Club on Loon will work with you and your whiskies to develop amazingly delicious cocktails and appetizer pairings for up to 200 ticketed guests. This evening event features several stations each highlighting a cocktail and appetizers or dessert that will compliment spicy, smoky and sweet flavor whisky. Whisky reps should be on hand to introduce each of the cocktails, share recipes, as well as discuss why the cocktail pairing works. Your brand will stand out at this special event that allows face-to-face time with an educated, elite whisky buying audience.

Each Whisky Sponsor Option receives the Benefits listed below, along with Brand Recognition:

- Logo and link on sponsor page of our website
- Use of NHSCOT logo and tagline for your website
- Recognition signage at the event
- Verbal recognition during the event
- Listing in the Festival Guide: 15,000 printed
- 2 Admission badges with access to Member's Tent and Governor's Pavilion, valued at \$350
- 1 Onsite parking pass, valued at \$75



GET INVOLVED YEAR-ROUND



Take part in preserving and promoting Scottish culture for future generations beyond our most recognized event. Your support plays a very important role to ensure year-round Scottish inspired events for all ages, while increasing your brand awareness. To learn more about the events below and other upcoming events, **visit nhscot.org**.

Scottish Heritage Lecture Series

NHSCOT will present a series of five informative lectures/performances to build awareness and celebrate all things Scottish. Presenters have the flexibility to incorporate their own individual expert knowledge and experience to entertain and delight.

Pipes & Drums of NHSCOT at the N.Y.C. Tartan Day Parade

You're invited to march with the **Pipes & Drums of NHSCOT** as we travel to Bryant Park in New York City for the **Tartan Day Parade** on Saturday, April 10, 2021. We will provide transportation via Coach Bus to arrive at Bryant Park by lunchtime. Parade begins at 2 PM. Leaving the Bryant Park area at 4 PM to return to Concord, NH.

Beltane Concert Evening at the Palace Theatre – Manchester, N.H.

Enjoy this special evening of music dedicated to stimulating and increasing participation in Scotland's diverse musical heritage. A night comprised of gathering friends together, sipping smooth whisky and listening to Scottish music.

Celebrate Hogmanay

Celebrate the arrival of the Scottish New Year a few days early for this family friendly event that will feature Scottish food, drink, music and dancing, sledding and games, all with a Scottish flair. Enjoy lively activities and spirited competitions indoors and out.



HOGMANAY CELEBRATION

PRESENTED BY NHSCOT

YEAR-ROUND SPONSORSHIP OPPORTUNITIES

Hogmanay Sponsor: \$1,000

- Dedicated Facebook post recognizing your generosity
- Recognition and link on sponsor page of our website
- Recognition signage at the event
- Verbal recognition during the event
- Use of NHSCOT logo and tagline for your website
- 4 general admission tickets, an \$80 value

Pipes & Drums of NHSCOT/N.Y.C. Tartan Day Parade Sponsor: \$1,000

- Dedicated Facebook post recognizing your generosity
- Recognition and link on sponsor page of our website
- Recognition signage on bus to NYC Tartan Day Parade
- Use of NHSCOT logo and tagline for your website
- Seating for 4 people on bus, a \$40 value

Beltane Concert Sponsor: \$1,000

- Dedicated Facebook post recognizing your generosity
- Recognition and link on sponsor page of our website
- Recognition signage at the event
- Verbal recognition during the event
- Use of NHSCOT logo and tagline for your website
- 4 general admission tickets, value TBD

Scottish Heritage Lecture Sponsor: \$500 (five available)

- Dedicated Facebook post recognizing your generosity
- Recognition and link on sponsor page of our website
- Recognition signage at the event
- Verbal recognition during the event
- Use of NHSCOT logo and tagline for your website



PARTNERSHIP/SPONSORSHIP AGREEMENT FORM 2021

Highland Games & Festival

- | | |
|--|--|
| <input type="checkbox"/> Edinburgh Castle Level Sponsor: \$10,000+ | <input type="checkbox"/> Piper's Pub Music Stage Sponsor \$2,000 |
| <input type="checkbox"/> Ben Nevis Level Sponsor: \$7,500+ | <input type="checkbox"/> Heavy Athletics Athlete Sponsor \$1,500 |
| <input type="checkbox"/> Loch Ness Level Sponsor: \$5,000+ Isle | <input type="checkbox"/> Festival Guide Sponsor \$1,500 |
| <input type="checkbox"/> of Skye Level Sponsor: \$3,000+ Stirling | <input type="checkbox"/> Heavy Athletics Event Sponsor \$1,000 |
| <input type="checkbox"/> Castle Level Sponsor: \$1,000+ | <input type="checkbox"/> Competitions Sponsor \$1,000 |
| <input type="checkbox"/> Holyrood Palace Level Sponsor: \$500+ | <input type="checkbox"/> Volunteer T-Shirt Sponsor \$500 |
| <input type="checkbox"/> Concert Tent Sponsor \$10,000 | <input type="checkbox"/> Heavy Athletics T-Shirt Sponsor \$500 |
| <input type="checkbox"/> Festival Guide Sponsor \$2,500 | <input type="checkbox"/> Canvas Tote Bag Sponsor \$500 |

Whisky Sponsor Options

- | | |
|---|---|
| <input type="checkbox"/> Whisky & Spirits Tasting Tent Sponsor \$75 + Product | <input type="checkbox"/> Mixology Sponsor \$500 + Product |
| <input type="checkbox"/> Master Whisky Classes Sponsor \$500 + Product | |

Year-Round Events

- | | |
|---|---|
| <input type="checkbox"/> Hogmanay Sponsor: \$1,000 | <input type="checkbox"/> Beltane Concert Sponsor: \$1,000 |
| <input type="checkbox"/> Pipes & Drums of NHSCOT/N.Y.C. Tartan
Day Parade Sponsor: \$1,000 | <input type="checkbox"/> Scottish Heritage Lecture Sponsor: \$500 |

NHSCOT will invoice you for your sponsorship/s. Please complete the information below.

Name of Sponsoring Organization/Individual: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

I agree to pay NHSCOT \$ _____

Signature _____

Please submit this sponsorship agreement to:

NHSCOT

25 Triangle Park Drive, Suite 4, Concord, NH 03301

t: 603.229.1975 / f: 603.223.6678 / twiltse@nhscot.org

Questions: Contact Terri Wiltse, NHSCOT Executive Director

OUR 2019 SPONSORS

Thank you to the incredible sponsors we have; we are grateful for the support of our partners listed below.

Aberfeldy

Ardmore

Auchentoshan

AutoServ of Tilton

Bank of New Hampshire

Belhaven

Bowmore

Celtic Life International

Concord Orthopedics

Craigellachie

D'Amante Companies

Days Inn Lincoln

Dewars

Friedman Foundation

Gibson Bagpipes, LLC

Glen Garroich

Grace Limousine

Harvard Pilgrim Health Care

Highland Titles

Holiday Inn Express & Suites

Lincoln East - White Mountains

Indian Head Resort

InnSeason Pollard Brook

Kancamagus Lodge

Laphroaig

Loon Reservation Service

Mason + Rich, P.A.

Mount Washington Cog Railway

New Hampshire Distributors

NH Air National Guard NH

Liquor Commission/WEDU

Nordic Inn

Parker's Motel

Riverwalk Resort at Loon Mtn

Southern Glazer's Wine

& Spirits of NH

Speedy Printing & Copying

Sullivan Creative

Swenson Granite

The Mountain Club on Loon

The River (WXRV/WLKC/WWHK)

The Village of Loon Mountain

University of Aberdeen

Visit New England

Wentworth Pewter

White Mountain Subway, LLC

Woodward's Inn & Suites