

## BECOME A SPONSOR TODAY!

### About NHSCOT:

NHSCOT delivers broad reaching year-round gatherings across generations of families and friends, in celebration of a shared sense of traditional and contemporary Scottish culture: music, arts, language, athletics, food and drink, and so much more!

Align your brand with NHSCOT's strong and respected brand by becoming a NHSCOT sponsor and partner today!



PIPES & DRUMS OF NHSCOT

Visit our sponsorship page at:  
[nhscot.org/support-us/become-a-sponsor](https://nhscot.org/support-us/become-a-sponsor)

Have questions  
or need assistance?

Call us at 603.229.1975 or  
email us at [info@nhscot.org](mailto:info@nhscot.org).

NH HIGHLAND GAMES & FESTIVAL



NHSCOT embraces the Scottish values of stewardship, education and hard work to build community and celebrate our culture.



ROCKS, HAMMERS & TREES

# NHSCOT®

Thank you for considering support of  
our 501(c)(3) organization

# NHSCOT®



## YEAR-ROUND SPONSORSHIP

SPONSORSHIP OPPORTUNITIES  
WITH NHSCOT



**NHSCOT.ORG 603.229.1975**

# YEAR-ROUND SPONSORSHIP



Together we can build a year-round partnership that will help you reach our vast audience through live and virtual events, our widespread print and digital media campaigns and visibility on our ever-growing and active social media platforms. A partnership will allow your company to connect with an engaged audience while supporting the community it serves and create immeasurable goodwill to promote your brand while building your positive image. It will help generate dynamic content for your social media campaigns and sales leads to help offset the expense of the sponsorship.

## WHO IS OUR AUDIENCE?

Our audience consists of a diverse range of ages mainly from age 25-65 and lives throughout New England and beyond. It is almost equally male and female. While many are of Scottish descent, a good number simply enjoy the fun of our events.

### YOUR COMPANY WILL HAVE ACCESS TO:

- 37,000+ visitors at our live events
- 200,000+ visitors at our virtual events
- 2.5 million+ reached through print and digital marketing campaigns
- 22,000+ active Facebook fans
- 2,000+ Instagram fans
- 12,000+ email subscribers

### YEAR-ROUND EVENTS YOUR COMPANY WILL BE SPONSORING:

NH Highland Games & Festival | Beltane - A Gaelic May Day Gathering | Hogmanay - A Family New Year's Celebration | Rocks, Hammers & Trees - Amateur Athletic Training and Competition | Strathspey in Sarasoga Dance Competition | Scottish Bound: The NHSCOT Book Club | And more...

### ALL SPONSORSHIP LEVELS RECEIVE THESE BENEFITS:

Link on the sponsor page of NHSCOT's website | Use of NHSCOT logo and tagline for your website | Your banner placed strategically for maximum visibility at all of our anchor events | Verbal recognition during our anchor events | Your materials included in annual member packets | Listing in all printed event guides | Listing on all event sponsorship signage

## SPONSORSHIP LEVELS:

### LEAD SPONSOR: \$25,000+

- Recognition as lead sponsor in all print & audio advertising for the entire year
- Onsite presence at our anchor events of Hogmanay, Beltane and NH Highland Games & Festival
- Full page ad in any printed or digital guides/programs
- Up to \$5,000 value in ticket credits and benefits for anchor events

### EDINBURGH CASTLE LEVEL: \$10,000+

- Onsite presence at our anchor events of Hogmanay, Beltane and NH Highland Games & Festival
- Half page ad in any printed or digital guides/programs
- Up to \$2,500 value in ticket credits and benefits for anchor events

### BEN NEVIS LEVEL: \$7,500+

- Onsite presence at our anchor events of Hogmanay, Beltane and NH Highland Games & Festival
- Quarter page ad in any printed or digital guides/programs
- Up to \$1,800 in ticket credits and benefits for anchor events

### LOCH NESS LEVEL: \$5,000+

- Onsite presence at our anchor events of Hogmanay, Beltane and NH Highland Games & Festival
- Up to \$1,200 in ticket credits and benefits for anchor events

### ISLE OF SKYE LEVEL: \$3,000+

- Up to \$800 in ticket credits and benefits for anchor events

### STIRLING CASTLE LEVEL: \$1,000+

- Up to \$350 in ticket credits and benefits for anchor events

### HOLYROOD PALACE LEVEL: \$500+

- Up to \$150 in ticket credits and benefits for anchor events

### TICKET CREDITS MAY BE USED TOWARDS THE COST OF THE FOLLOWING BENEFITS:

Weekend admission tickets to NH Highland Games & Festival | Tickets to Beltane | Tickets to Hogmanay | Tickets to Rocks, Hammers & Trees | Tickets to Tartan Day Parade in NYC | Onsite Parking at the Games | Membership Tent Access at the Games | Dedicated email blasts and social media posts | Mention in press releases | Logo included on annual totes or backpacks | Logos included on Volunteer T-Shirts

**ADDITIONAL COSTS MAY APPLY, CALL FOR DETAILS.**

We want to understand what would benefit your business most. Let us customize a package that works best for you. Contact Terri Wiltse, [twiltse@nhscot.org](mailto:twiltse@nhscot.org), 603/229-1975 for more information.

To become a sponsor, visit our sponsorship page at: [nhscot.org/support-us/become-a-sponsor](https://nhscot.org/support-us/become-a-sponsor)

# PARTNERSHIP/SPONSORSHIP AGREEMENT FORM

## Year-Round Event Sponsorship Options

- |   |   |
|---|---|
| <input type="checkbox"/> Lead Sponsor \$25,000+                   | <input type="checkbox"/> Isle of Skye Level Sponsor \$3,000+    |
| <input type="checkbox"/> Edinburgh Castle Level Sponsor \$10,000+ | <input type="checkbox"/> Stirling Castle Level Sponsor \$1,000+ |
| <input type="checkbox"/> Ben Nevis Level Sponsor \$7,500+         | <input type="checkbox"/> Holyrood Palace Level Sponsor \$500+   |
| <input type="checkbox"/> Loch Ness Level Sponsor \$5,000+         |   |

I agree to pay NHSCOT \$\_\_\_\_\_ for the above Sponsor Level

## Unique Sponsor Options

- |                            |                           |
|----------------------------|---------------------------|
| ▶ Hogmanay Sponsor         | ▶ Pipes & Drums of NHSCOT |
| ▶ Beltane Concert Sponsor  | ▶ Rocks, Hammers & Trees  |
| ▶ Highland Dance of NHSCOT |                           |

## NH Highland Games & Festival Unique Sponsor Options

- |  |                                    |
|--|------------------------------------|
| ▶ Saturday Night Concert Tent Sponsor      | ▶ Heavy Athletics Athlete Sponsor  |
| ▶ Festival Guide Sponsor Back Cover        | ▶ Heavy Athletics Event Sponsor    |
| ▶ Festival Guide Sponsor Inside Back Cover | ▶ Heavy Athletics T-Shirt Sponsor  |
| ▶ Piper's Pub Music Stage Sponsor          | ▶ Volunteer T-Shirt Sponsor        |
| ▶ Dance Competition Sponsor                | ▶ Pipe & Drums Competition Sponsor |
| ▶ Harp or Fiddle Competition Sponsor       | ▶ Sheep Dog Trials Sponsor         |

Contact us for Unique Sponsorship Opportunities

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

Date: \_\_\_\_\_ ☐ Check here to renew your past sponsorship

I agree to pay NHSCOT \$\_\_\_\_\_ for Sponsorship

Name of Sponsoring Organization/Individual: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Questions or to create your own unique sponsorship to suit your needs:

Contact: Terri Wiltse, NHSCOT Executive Director

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