

scottish american society of south florida, inc.



Corporate Festival Sponsorship

www.SASSF.org

37th Annual Southeast Florida Scottish Festival and Highland Games

The **Scottish American Society of South Florida [SASSF]** will host the **37th Annual Southeast Florida Scottish Festival and Highland Games** on **March 7th, 2020 at Plantation Heritage Park**. The event is run entirely by volunteers dedicated to sharing our Celtic heritage. Attendance in 2019 was over 4,200 from the tri-county area and visitors from all over Florida, the U.S, Canada, and Scotland.

The Scottish Festival is a very colorful cultural event. Plantation Heritage Park, centrally located for tri-county residents, is transformed into an exciting exhibition of Scottish culture with Pipe Band and Heavy Athletics competition, Scottish Country & Highland Dancing, Scottish music, craft demonstrations, sheep dog trials, Clan (family) heritage displays, and Children's Highland games and cultural activities. Scottish food, drink and merchandise will be on sale. Participation at the Festival is by people of all ages, ethnicities and sexes and is not restricted to those of Scottish heritage.

This year our impressive lineup of entertainers includes **The Mudmen**, Piper Jones Band, and **The City of Dunedin Pipe Band**, the 2018 World Grade 2 Pipe Band Champions and the only Grade One Pipe Band in America.

The City of Dunedin Pipe Band is a world-renowned competitive pipe and drum unit that focuses on promoting the Scottish culture through its open education system for those hoping to learn the instruments associated with the Band and our culture. The Band accomplishes these goals by providing free public demonstrations through concerts, various philanthropic activities, participating at highland games throughout the State of Florida, and continuous education activities such as open rehearsals three nights a week, one-on-one instruction for new learners, group instruction clinics, and instruction for the Dunedin Middle and High School Pipe bands. Costs for hosting this stellar Band have risen dramatically, hence we have a particular need to secure a **Presenting Sponsor** to underwrite the Band's continuing participation.

The Scottish American Society of South Florida, Inc., is a not for profit 501(c) 3 Florida corporation. Over the years, in addition to providing a community cultural opportunity, the event has provided annual artistic and academic scholarships.

We need and appreciate your help in supporting the continuance of the annual Scottish Festival & Highland Games. We are excited about collaborating with you as a Festival sponsor and sharing information about your business with our members and Festival attendees. Please feel free to contact us if you have any questions.

Tapadh Leibh ! Thank You!



SPONSORSHIP BENEFITS

	Presenting \$15,000	Edinburgh \$7,500	Stirling \$5,000	Balmoral \$2,500	Glasgow \$1,500	Inverness \$500	Loch Ness \$300
PRE-EVENT ADVERTISING AND MEDIA RELATIONS							
Exclusive Naming for Festival or Sponsored Area	x	x	x				
Company Logo in pre-Festival media (TV, Radio, Online, Print, & Social Media) ¹	x	x	x				
Prominent Banner or Logo on Festival Website with link to your website	Banner	Logo	Logo	Logo	Logo	Logo	
ON-SITE PROMOTION							
Festival Program Ad & Program Listing and logo on Festival Tshirt	Back Cover, Full Page Color	Inner Cover, Full Page Color	1/2 Page Color	1/3 Page Color	1/4 Page Color	Business Card Color	Program Listing
Banner with company name and logo prominently displayed ²	10x4	8x4	8x3	6x3	4x2	Yard Sign	Yard Sign
10 x 20 Event Space ³ (tent, tables and chairs provided) on choice of Main or Piping Field	x						
10 x 10 Space ³ in the Exhibit area		x	x	x			
Sponsor mentions during PSA's throughout Festival	x	x	x	x	x	x	x
COMPLIMENTARY EVENT ADMISSIONS							
Friday Night Ceilidh Tickets	20	15	10	6	4	2	
Festival entry Tickets	20	15	10	6	4	2	2
Entrance to Sponsors Tent	20	15	10	6	4	2	2
VIP Parking [within Festival Grounds]	10	8	5	3	2	1	
Sponsor Ribbons and Pins	20	15	10	6	4	2	2
Festival Programs	10	8	5	3	2	1	1
EVENT & LOGISTICS SPONSORSHIP							
Your business may choose to sponsor an event or area listed here for that level. Additional sponsorship opportunities are available within these areas.	Festival & The City of Dunedin Pipe Band	The Mud Men	Heavy Athletics; Clan Village	Grade IV & V Pipe Band Competitions; Traditional Music	Shepherdning; Children's Games	Story Teller; Fiddlers; Country Dancing; Volunteer Lunches; Athletic or Musician Medals	General Sponsor

¹ All media, printed/published prior to the execution of a written agreement and exchange of funds, will not be required to be changed.

² Sponsor to provide pre-approval on design & content of banner

³ Tent, table, chairs provided

We are happy to work with you to create a sponsorship pack to suit your individual business needs.

Please ask for further details, including In-Kind Sponsor opportunities (printing, tshirts, transportation, hotel)

INDIVIDUAL TICKET PURCHASE: Adults \$20 /\$15 Adv ; Children 6-14: \$3 ; Under 6 FREE

PARKING: FREE! In lot across from Festival entrance

CORPORATE SPONSORSHIP FORM

SPONSORED EVENT	SPONSORSHIP AMOUNT	TOTAL
	\$15,000	
	\$7,500	
	\$5,000	
	\$2,500	
	\$1,500	
	\$500	
	\$300	
	GRAND TOTAL ➔	

I have reviewed the benefit package for the level of sponsorship indicated. I agree with the terms and have provided the necessary graphics as needed for publications.

I have the authority to enter into this agreement. Signed, _____

PLEASE PRINT _____

Mail this completed page with your sponsorship contribution to:

SASSF
Attn: Renee Campbell, Treasurer
1301 SW 66 Terr
Plantation, FL 33317

Thank You!

Please provide a copy of your artwork in either a jpeg or high-resolution copy ready file for use with your Sponsorship.

Deadline for receipt of sponsor packages is January 25, 2020

For more information on Sponsorship Opportunities contact:
Renee Campbell 954-873-8033

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CORPORATE SPONSORSHIPS

Names for Sponsor ID Badges (Repeat as needed)
1
2
3
4
5
6
7
8
9
10