MONTEREY
Scottish Games &
Celtic Association

Sponsorship Opportunities

Sponsorship Benefits

As a sponsor, you will join an exclusive team of community leaders that have facilitated the Monterey Scottish Games & Celtic Festival for 53 years.

Your support of this event continues a tradition of bringing together families, friends and our diverse community to experience the rich and multi-faceted Celtic culture, history and values.

Our sponsors' instrumental role in strengthening the social fabric of our community has the added benefit of enhanced brand awareness and improved customer loyalty. With exposure to our 4,000+ attendees and thousands of followers on our social media platforms, sponsoring the Monterey Scottish Games & Celtic Festival is an excellent contribution to both your organization and the greater community.

"By sponsoring the Monterey Games,
we build brand recognition and
support celebrating our diverse community
which is an important investment
for our organization."

Nic Casas of Wayland Properties

Sponsorship Packages

Platinum Sponsor - $5,000 (1 available)

Gold Sponsor - $3,000 (2 available)

Silver Sponsor - $1,000 (3 available)

Bronze Sponsor - $500 (5 available)

Associate Sponsor - $250 (10 available)

Sponsorship Offerings	**Associate**	**Bronze**	**Silver**	**Gold**	**Platinum**
Sponsor logo & name on website & social media	✓	✓	✓	✓	✓
Festival one-day tickets	2	2	2	4	6
Commemorative Festival pins & lanyards	1	2	2	4	6
Sponsor logo & name on entrance banner & Festival brochure		✓	✓	✓	✓
2 locations at Festival for sponsor provided banner			✓	✓	✓
Festival one-day parking pass			2	4	6
VIP Lounge Passes			2	4	6
Introduction of a representative from your organization at the opening ceremonies					✓
Preferred lead sponsor placement on all marketing					✓

Sponsorship Package Detail

Platinum Sponsor - $5,000 (1 available)

- ➢ Exclusive lead sponsor which includes all sponsorship offerings and preferred placements
- ➢ Your organization's name and logo on all online marketing assets
    - Top sponsor placement on MontereyCelticFest.com (over 2.5k visitors annually)
    - Exclusive quarterly Facebook posts recognizing the sponsor (over 2k followers)
- ➢ Your organization's name and logo on all print publications (Festival brochure, posters)
- ➢ Prominent display of two (2) of your organization's banners on the main Festival field
- ➢ Introduction of a company representative at the opening ceremonies
- ➢ Six (6) one-day Festival tickets
- ➢ Six (6) VIP lounge passes with lunch and hosted bar
- ➢ Six (6) one-day parking passes
- ➢ Six (6) commemorative Festival pins & lanyards
- ➢ Lead sponsor "thank you" ad and website placement after the Festival

Gold Sponsor - $3,000 (1 available)

- ➢ Your organization's name and logo on all online marketing assets
    - Sponsor placement on MontereyCelticFest.com (over 2.5k visitors annually)
    - Exclusive quarterly Facebook posts recognizing the sponsor (over 2k followers)
- ➢ Your organization's name and logo on all print publications (Festival brochure, posters)
- ➢ Prominent display of two (2) of your organization's banners on the main Festival field
- ➢ Four (4) one-day Festival tickets
- ➢ Four (4) VIP lounge passes with lunch and hosted bar
- ➢ Four (4) one-day parking passes
- ➢ Four (4) commemorative Festival pins & lanyards
- ➢ Sponsor "thank you" ad and website placement after the Festival

Silver Sponsor - $1,000 (3 available)

- ➢ Your organization's name and logo on Games website & social media
    - Sponsor placement on MontereyCelticFest.com (over 2.5k visitors annually)
    - Facebook post recognizing the sponsor (over 2k followers)
- ➢ Your organization's name and logo on all print publications (Festival brochure, posters)
- ➢ Prominent display of 2 of your organization's banners on the main Festival field
- ➢ Two (2) one-day Festival tickets
- ➢ Two (2) VIP lounge passes with lunch and hosted bar
- ➢ Two (2) one-day parking passes
- ➢ Two (2) commemorative Festival pins & lanyards
- ➢ Sponsor "thank you" ad and website placement after the Festival

Bronze Sponsor - $500 (5 available)

- ➢ Your organization's name and logo on Games website and social media
    - Sponsor placement on MontereyScotGames.com (over 2.5k visitors annually)
    - Facebook post recognizing the sponsor (over 2k followers)
- ➢ Your organization's name and logo on Festival entrance banner
- ➢ Your organization's name and logo on Festival brochure
- ➢ Two (2) one-day Festival tickets
- ➢ Two (2) commemorative Festival pins & lanyards
- ➢ Sponsor "thank you" ad and website placement after the Festival

Associate Sponsor - $250 (10 available)

- ➢ Your organization's name and logo on website and social media sites
    - Sponsor placement on MontereyScotGames.com (over 2.5k visitors annually)
    - Facebook post recognizing the sponsor (over 2k followers)
- ➢ Two (2) Festival one-day tickets
- ➢ One (1) commemorative Festival pin & lanyard
- ➢ Sponsor "thank you" ad and website placement after the Festival

Please see our Sponsorship form on the next page.

Be sure to join our 2,000+ fans and follow us on Facebook! (https://www.facebook.com/montereyscotgames/)

Learn more about the Monterey Scottish Games and Celtic Festival at: https://montereycelticfest.com/

The 53rd Annual Monterey Scottish Games & Celtic Festival

July 16 & 17, 2022

Sponsorship Opportunities

<u>YES!</u> I would like to become a sponsor of the 53rd Annual Monterey

Scottish Games & Celtic Festival and support our community!

_____Level $_____ Contribution

Company Name _____

Contact Person _____

Address _____

City State Zip_____

Telephone _____

Email_____

Enclosed is my payment sum of _____

For more information and to reserve your sponsorship, please contact:
Wendy Brickman, Brickman Marketing
Phone: (831) 633-4444 Fax: (831) 633-4499.
E-mail: brickman@brickmanmarketing.com.

Please make your check payable to: Monterey Scottish Games, and mail to: Wendy Brickman, Brickman Marketing, 395 Del Monte Center, #250, Monterey, CA 93940. Please email your logo to wendybrickman@gmail.com. High resolution original Illustrator eps files preferred. Thank you!