



JULY 20 & 21, 2024

PARTNERSHIP OPPORTUNITIES

BROADMOOR LAKE PARK

SHERWOOD PARK, AB

CONTACT

sherwoodparkhighlandgames@gmail.com

WWW.SPHG.CA

[@shpkhighland](https://facebook.com/SherwoodParkHighlandGathering)



OVERVIEW

Since 2019, Sherwood Park has been home to The Highland Gathering. It is an annual Festival organized by the Strathcona Highland Society, a volunteer-administered, not for profit organization, with a mission to promote closer ties in the community through the use of Celtic music, dance, and traditions along with fostering and promoting community to create a family friendly event for all to enjoy.

The Highland Gathering is a sanctioned event with top class competitions in solo bagpiping, solo drumming, massed bands, Highland Dancing and heavy events.

In 2023, over 400 competitors participated in the events and over 12,000 people attended the Festival, our largest event to date, with an increase of over 60% in attendance vs. the 2022 event.

2024 is expected to grow, as we continue with a two-day format which will feature entertainment in the Beer Gardens throughout both days, all day long. On Sunday we literally Go to The Dogs with our Canine Capers: a Parade of our kilted canines, sheep and duck herding events along with dog agility! The Vikings invade on Sunday with battle and lifestyle demonstrations. Attendees can enjoy activities and sit in the shade of the tents or stroll through the grounds.

Both days also feature a Celtic Kids Zone, food trucks, and a marketplace where you'll find community info booths and vendors offering jewelry, art works, live artisan demonstrations with a multitude of Scottish and Canadian products.





4 REASONS TO PARTNER WITH US

Unlock unparalleled exposure and community goodwill by becoming a valued partner of our upcoming event in Strathcona County!

Your support is the key to making this unique occasion a resounding success, and in return, your business will enjoy exceptional visibility within our vibrant community!

1

Maximized Exposure - Elevate your brand presence with prominent placement in event promotions, signage, and social media shout-outs. This is your chance to shine in front of Strathcona County residents and beyond.

2

Community Connection - Position your business as a vital supporter of local initiatives, fostering a positive relationship with the community. Your involvement will be recognized and appreciated, creating lasting connections with residents.

3

Tailored Partnership Packages - Choose a partnership level from Tartan to Chieftain that aligns with your objectives and resources. Our customizable packages ensure that your investment meets your specific goals, whether it's heightened brand awareness, community engagement, or both.

4

Direct Engagement Opportunities - Connect with your target audience through direct engagement opportunities at the event. From exclusive networking sessions to product displays, we provide platforms for you to interact with potential customers in a meaningful way.

TAKE ACTION TODAY!

Be part of something extraordinary. Contact us to explore the unique partnership opportunities available and secure your place as a standout supporter of this one-of-a-kind event. Your brand deserves to be at the forefront of Strathcona County's vibrant community, and we are here to make that happen!

SHERWOOD PARK HIGHLAND GATHERING



2024 PARTNERSHIP OPPORTUNITIES

Are you looking for ways to engage and excite people in our community and beyond? We'd love to create an opportunity for you at the Sherwood Park Highland Gathering!

Benefits	Chieftain Partner \$5,000+	Highland Partner \$2,500-\$4,000	Celtic Partner \$1,500-\$2,000	Tartan Partner \$500-\$1,250
Own An Area	One of the Following: Heavy Events Dance Stage Massed Bands Beer Garden Stage	One of the Following: Kids Zone Marketplace Bicycle Parking Recycle Program	One of the Following: Vikings <i>Sunday Only</i> Canine Capers <i>Sunday Only</i>	One of the Following: Solo Piping Competition Solo Drumming Competition
Gate Admission Tickets	100	50	20	10
Ceilidh VIP Tickets	10	6	4	2
10x10 Booth Space in Marketplace	Yes	Yes	Yes	No
Logo on Website	Yes	Yes	Yes	Name Mention
Social Media Mentions <i>(June/July 2024)</i>	Minimum 20	Minimum 10	Minimum 5	Minimum 2
Bring Your Own Branded Tent	Yes	Yes	No	No
Logo on Sponsorship Recognition Banner	Yes	Yes	Yes	Yes
Logo on minimum of 80 Volunteer T-shirts	Yes	Yes	No	No
Complimentary Team in the Corporate Tug of War	Yes	No	No	No
Speaker Opportunity during Opening Ceremonies	Yes	No	No	No
Bagpiper at Future Corporate Event (Date TBD)	Yes	No	No	No

**CONTACT US TO TAILOR A PARTNERSHIP PACKAGE THAT
ALIGNS WITH YOUR OVERALL MARKETING STRATEGY**

HOW WE PROMOTE THE HIGHLAND GATHERING

The Strathcona Highland Society invests in marketing the Highland Gathering through:

- RADIO SPOTS
- PRINT ADVERTISING
- SOCIAL MEDIA PAID ADVERTISING - FACEBOOK/INSTAGRAM
- SIGNAGE AT STRATHCONA COUNTY RECREATION CENTRES & OUTDOOR SIGNAGE

Media releases are sent to media outlets which usually garners TV coverage of the Gathering.

Paint The Town Tartan - a business blitz we do to encourage businesses to promote the event by providing window decals, postcards, posters & encouraging discounts to increase traffic to their businesses the week leading up to the Gathering which we cross promote on our website.

New this year, Strathcona County passed a motion to create and register a Municipal Tartan, with the Scottish Registry of Tartans.

Strathcona County is committed to promoting the Tartan and featuring the Sherwood Park Highland Gathering as a premier festival in our community.

SHERWOOD PARK HIGHLAND GATHERING



CONTACT US

WEBSITE

WWW.SPHG.CA

EMAIL ADDRESS

sherwoodparkhighlandgames@gmail.com

QUESTIONS?
CONTACT US.

