

Caledonian Society of Arizona
Glenmorangie Scottish Highland Games
March 24 & 25, 2012 * 9a-5p



FACT SHEET

WHO:



*The Caledonian Society of Arizona
Arizona's Fellowship for all interested in Scottish Culture & Heritage*

*PO Box 5853 * Scottsdale, AZ 85261
Scots Hotline 602.431.0095*

The Caledonian Society of Arizona is a 501(c)3 Organization.

WHAT:



The 48th Annual Glenmorangie Highland Games
A Celebration of Scottish Culture!

WHEN:

Saturday & Sunday, March 24 & 25, 2012
9am-5pm

WHERE:

Steele Indian School Park
300 E. Indian School Road
Phoenix, AZ 85012
(Just east of Central Ave.)

TICKETS:

Adult \$15
Military/Senior \$10
Children 5 to 17 \$5

ADD A SECOND DAY TO ANY TICKET FOR JUST \$5! * Tickets will be available via BrownPaperTickets.com soon!

**\$1 OFF EARLY BIRD TICKETS AVAILABLE SOON * ENJOY GROUP DISCOUNT RATES FOR PARTIES OF 6 OR MORE!
CALL J. CARRO 480.495.8924 C.**

TRANSPORTATION & PARKING:

LIGHT RAIL Valley Metro Light Rail
Route 41 ~ Indian School at Central
www.ValleyMetro.org

Marketing & Promotions: 480.495.8924 * Fax: 480.491.4196
JC@MarketingIdeals.com * PO Box 27453, Tempe, AZ 85285
The Caledonian Society is a Non-profit 501 (3) C Organization

Caledonian Society of Arizona
Glenmorangie Scottish Highland Games
March 24 & 25, 2012 * 9a-5p



FREE PARKING:

VA Hospital
650 E. Indian School Rd.
Phoenix, AZ 85012-1892

ATTENDANCE:

20,000 people

WHAT TO EXPECT:

You don't have to be Scottish to attend our Games. We welcome everyone and hope you'll share with us about your cultural background too! Visit the Genealogy tent and trace your own family roots. There will be so much to see and do! Artists will entertain throughout the day with their traditional and modern Scottish tunes. The wee lads & lassies area boasts Celtic arts & crafts, sports & bouncy "moon" jumpers both days. We will also showcase competitive highland dancing, pipe bands, heavy athletics, country dancing, re-enactment and vintage British car exhibitions.

The Caledonian Society of Arizona is proud to host our 48th annual event at Steele Indian School Park located at 300 E. Indian School Road in central Phoenix. FREE parking abounds at the VA Hospital, just across the street! Mark your calendar! March 24 & 25, 2012! Gates open at 9am and close at 5pm both days.

Publicity is always a very big part of the Games. Over the past 15 years we've secured newsprint in all the local papers, magazines, radio interviews and television spots on all the local news.

The Caledonian Society of Arizona is a 501(C) 3 non-profit status organization.
We thank you for considering the following **SPONSORSHIP PROPOSAL(S)**:

Caledonian Society of Arizona
Glenmorangie Scottish Highland Games
March 24 & 25, 2012 * 9a-5p



SOLD!

OPTION 1 ~ THE WHOLE NINE YARDS!

TITLE SPONSORSHIP IS SOLD TO GLENMORANGIE

\$3000

OPTION 2 ~ THE GREAT HIGHLAND PIPES!

Caledonian Society to Provide

- Logo recognition in all ads (print & digital)
- Logo recognition on all printed collateral
- Name recognition in color on-site map
- 10' x 10' booth space, canopy, table & chairs & opportunity to demonstrate or distribute information about your product or service
- Banner recognition at event (20,000+ gross impressions)
- Link to the CSA web-site
- Recognition on Games and CSA Facebook page
- Inclusion in e-blast to CSA Membership 500 members
- Complimentary 2-day passes for 20 corporate representatives to the Games

Sponsor to Provide..... \$3000*

*\$2500 cash/\$500 in-kind donation is acceptable if applicable.

\$1500

OPTION 3 ~ WHERE'S THE HAGGIS?

Caledonian Society to Provide

- Logo recognition on all printed collateral
- Name recognition in color on-site map
- 10' x 10' booth space, canopy, table & chairs & opportunity to demonstrate or distribute information about your product or service
- Banner recognition at event (20,000+ gross impressions)
- Link to the CSA web-site
- Recognition on Games and CSA Facebook page
- Inclusion in e-blast to CSA Membership 500 members
- Complimentary 2-day passes for 10 corporate representatives to the Games

Sponsor to Provide..... \$1500*

*\$1000 cash/\$500 in-kind donation is acceptable if applicable.

Caledonian Society of Arizona
Glenmorangie Scottish Highland Games
March 24 & 25, 2012 * 9a-5p



\$750

OPTION 4 ~JUST A HIGHLAND FLING!

Caledonian Society to Provide

- Name recognition in color on-site map (20,000)
- 10' x 10' booth space, canopy, table & chairs & opportunity to demonstrate or distribute information about your product or service
- Banner recognition at event (20,000+ gross impressions)
- Link to the CSA web-site
- Recognition on Games and CSA Facebook page
- Inclusion in e-blast to CSA Membership 500 members
- Complimentary 2-day passes for 6 corporate representatives to the Games

Sponsor to Provide..... \$750*

*\$500 cash/\$250 in-kind donation is acceptable if applicable.

\$500

OPTION 4 ~A WEE DRAM!

Caledonian Society to Provide

- 10' x 10' booth space, canopy, table & chairs & opportunity to demonstrate or distribute information about your product or service.
- Banner recognition at event (20,000+ gross impressions)
- Link to the CSA web-site
- Recognition on Games and CSA Facebook page
- Inclusion in e-blast to CSA Membership 500 members
- Complimentary 2-day passes for 4 corporate representatives to the Games

Sponsor to Provide..... \$500*

*\$500 cash only

\$100

OPTION 5 ~ (INDIVIDUAL OR FAMILY) ~ CHAMPION OF THE GAMES!

Caledonian Society to Provide

- Name recognition on "Champions" banner at the Games
- Name recognition on the CSA web-site
- Complimentary 2-day passes for 4 to the Games

Individual/Family Sponsor to Provide \$100*

*\$100 cash only

ALL CONTRIBUTIONS ARE TAX DEDUCTIBLE. THE CALEDONIAN SOCIETY IS A NON-PROFIT 501(c)3 STATUS WITH THE IRS.

Agreed by:

Sponsor Name, title, date

Jason Temple, The Caledonian Society Games Chairman, date