



## BE A 2023 HIGHLAND GAME SPONSOR

**This year, the Games have grown in prestige and sponsor recognition.**

- **New: A Grade 1 competition has been added** to the Pipe and Drum Competition, making our contest the largest – and now the *most prestigious* – in North America. This year, we expect 40 Bands to vie for top honors!
- **New: Gary Maclean, the National Chef of Scotland**, a popular draw at every Scottish event he attends, Gary will be the headline guest at the 2023 Games. He will host three complimentary cooking demonstrations. Gary won MasterChef UK in 2016!
- **New:** We will have one month of advertising on **Hamilton Lakes Digital Billboard** on I-290 that will bring more attendees to our Games! 154,000 cars drive I-290 by Hamilton Lakes daily. Increased advertising will benefit every Sponsor and we are glad to do it!



### **All Sponsors Enjoy These Core Benefits**

Recognition on the Chicago Scots website

Podium Recognition from Entertainment Stage

Brand Recognition on Social Media

**Title Sponsor - \$10,000**

Naming Rights for 37<sup>th</sup> Annual Highland Games

Opportunity to Introduce Gary Maclean, the National Chef of Scotland

Patrons Tent Privileges for 10 guests

Five Parking Passes

**Piping and Drumming Competition Sponsor - \$7,500**

Banner at Competition Field

Host Massed Bands Awards Presentations

Patrons Tent Privileges for 8 guests

Three Parking Passes



**Heavy Athletics Sponsor - \$5,000**

Banner at Winners Circle

Awards Presentation for Your Preferred Competitions

Patron's Tent Privileges for 4 guests

Two Complimentary Parking Pass



**Patron Tent Sponsor - \$2,500**

Banner at Patron Tent

Meet & Greet with National Chef of Scotland

Patron's Tent Privileges for 4 guests



### Attraction Sponsors - \$1,000

Sponsor your favorite family-friendly attraction at the Highland Games

British Car Show Children's Area Dogs of Scotland Entertainment Stage	<b>Benefits</b> Signage at Your Sponsored Attraction Complimentary Saturday Admission for 4 Guests
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### Contest Sponsor - \$500

Sponsor your favorite contest and congratulate the 2023 winner!

Knobbly Knees (Men in Kilts) Contest Haggis Eating Contest Haggis Hurling Contest Running of the Bairns (wee ones)	<b>Benefits</b> Competition Emcee for your Event Complimentary Saturday Admission for 2 Guests
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