

B&MHG2024

**Bearsden & Milngavie
Highland Games**

Saturday 10th June 2024

**Sponsorship &
Corporate Packages**



Traditional games with a modern twist

The Bearsden & Milngavie Highland Games started in 1973 as a small fundraising event, 50+ years later it's now the biggest single day out in East Dunbartonshire.

With all the usual traditional highland games events and a few modern activities it's a great day out for all the family.

The event is organised and run by volunteers who give up their time free of charge and any profits made on the day are donated to our charity partner, Wobbly Williams / Funding Neuro.



Sponsorship & Corporate Packages

In this document is a list of events which are available for sponsorship. The total cost is in brackets followed by a brief outline of exposure details.

Several of the categories can be split into individual events which may be sponsored separately.

MAIN EVENT SPONSOR

(£4000)

- Your company name and will be highlighted on all signage and promotional literature advertising 'The Games' including the main advertising hoardings displayed on all main roads in to and out of Bearsden and Milngavie
- Your Company name and logo will be prominently displayed on the front cover of 'The Games' Programme
- Weekly social media posts updating 1000's of people
- Full colour, back-page advert in the Programme guide
- Banner adverts throughout the events arenas
- The services of the Chieftain for your own publicity
- Hospitality throughout the day
- Advertisement on our website (www.bearsdenmilngaviehighlandgames.com) with link to your website

PIPE BAND

(£700)

- Full colour, full-page advert in the Programme
- Banners throughout the Pipe Band arena
- Trade Stand Space
- Weekly social media posts updating 1000's of people
- Hospitality in the 'Chieftain's Tent'
- Advertisement on our Website (www.bearsdenmilngaviehighlandgames.com) with link to your Website

'THE HEAVIES'

(£1000)

(Hammer Throwing, Shot Putt, Tossing the Caber, Heavy Weight Throwing)

- Full colour, full-page advert in the Programme
- Banner adverts throughout The Heavies arena
- Trade Stand Space
- Weekly social media posts updating 1000's of people
- Hospitality in the 'Chieftain's Tent'
- Advertisement on our Website (www.bearsdenmilngaviehighlandgames.com) with link to your Website

WOMEN'S HEAVIES

(£500)

- Mentions/links to the weekly social media posts updating 1000's of people
- 1 Banners adverts across the event
- Access for up 2 people to the hospitality (Chieftain's/VIP Tent) throughout the day plus joining the top team at the Opening Ceremony
- Advertisement on our Website (www.bearsdenmilngaviehighlandgames.com) with link to your Website

HAGGIS HURLING

(£1000)

- Full colour, half-page advert in the Programme
- Banners throughout the arena
- Trade Stand Space
- Weekly social media posts updating 1000's of people
- Hospitality in the 'Chieftain's Tent'
- Advertisement on our Website (www.bearsdenmilngaviehighlandgames.com) with link to your Website

CHIEFTAIN'S TENT

(£1000)

- Full colour, full-page advert in the Programme
- Banners throughout the arena
- Trade Stand Space
- Weekly social media posts updating 1000's of people
- Hospitality in the 'Chieftain's Tent'
- Advertisement on our Website (www.bearsdenmilngaviehighlandgames.com) with link to your Website

WRESTLING

(£700)

- Full colour, full-page advert in the Programme
- Banners throughout the Wrestling arena
- Trade Stand Space
- Weekly social media posts updating 1000's of people
- Hospitality in the 'Chieftain's Tent'
- Advertisement on our Website (www.bearsdenmilngaviehighlandgames.com) with link to your Website

BEER TENT

(£500)

- Full colour, half-page advert in the Programme
- Signage outside and inside the Beer Tent
- Trade Stand Space
- Weekly social media posts updating 1000's of people
- Hospitality in the 'Chieftain's Tent'
- Advertisement on our Website (www.bearsdenmilngaviehighlandgames.com) with link to your Website

SOCIAL MEDIA SPONSOR

(£100)

- Full colour, quarter-page advert in the Programme
- Weekly social media posts updating 1000's of people
- 2 x VIP Hospitality Tent tickets (after 2.30pm)

MILNGAVIE WEEK AND HIGHLAND GAMES PROGRAMME ADVERTISING

5000 print run

A5 Portrait Programmes will be distributed prior to the games and on the day of the games.

Inside Front / Back Cover

£200.00

Full-page ad

£100.00

Half-page ad

£50.00

Quarter-page ad

£25.00