



*NEW BRUNSWICK*  
**HIGHLAND GAMES**  
*FESTIVAL*

**BE A SCOT FOR A WEEKEND!**

New Brunswick Highland Games Festival  
P.O. Box 1491, Station A  
Fredericton, N.B. E3B 5G2  
(506) 452-9244  
[www.highlandgames.ca](http://www.highlandgames.ca)

Direct inquiries to: Betsy Coleman  
(506) 457-0148  
<[highlandgames@nb.aibn.nb.com](mailto:highlandgames@nb.aibn.nb.com)>

**Friday July 28th to Sunday July 30th, 2017  
Grounds of Government House  
Fredericton, New Brunswick**

## **What is the New Brunswick Highland Games Festival?**

***New Brunswick Highland Games Festival*** is a provincial festival held annually since 1981. The mandate of the festival is to promote and increase the knowledge and participation of Scottish/Celtic culture through music, dance, genealogy, workshops, sport and food. The festival attracts thousands of visitors and competitors from all over Canada and the United States.



***New Brunswick Highland Games Festival*** is a festival that provides a venue for competition. Competitors, from across Canada and the United States and other points beyond, compete in bagpiping & drumming, highland dancing and Scottish traditional athletics (for both men and women) known as the 'Heavy Events'. Special for this July we will be hosting the Atlantic Canadian Highland Dance Championships.

***New Brunswick Highland Games Festival*** is a festival where the public is invited to attend workshops in such diverse topics as piping, heavy events genealogy, Gaelic language and song, fiddling, chanter, *bodhràn*, whisky tasting, beer tasting, Scottish country dancing, ceilidh dancing, step dancing, Celtic life, and more. It is also a festival that showcases Celtic music in the traditional ceilidh and performance varieties.



***New Brunswick Highland Games Festival*** is a festival with special activities geared toward children. Special events are organized daily to give children the opportunity to have fun trying junior versions of the heavy events, craft making, face painting, mini golf and other special children's entertainment.

**New Brunswick Highland Games Festival** is a festival where food vendors offer authentic Scottish delicacies and where craft vendors offer goods and souvenirs with a Celtic, Scottish and New Brunswick theme.



**New Brunswick Highland Games Festival** is a festival where the *Avenue of the Clans* provides advice and assistance in tracing family roots and encourages family/clan reunions.

**New Brunswick Highland Games Festival** is recognized by the Province of New Brunswick as a *Top Festival*, is the City of Fredericton's largest midsummer festival, is a festival that was twice named an "Attractions Canada Award" winner and is the only New Brunswick event listed in the American Bus Association's *Top 100 Events* in 2016.



### **10 Quick Facts about the New Brunswick Highland Games Festival**

- 2017 marks the 36<sup>th</sup> New Brunswick Highland Games Festival.
- It is completely organized by a group of dedicated volunteers.
- It attracts approximately 8,000 spectators and competitors from across Canada and the United States.
- Visitors on average spend a minimum of 4 hours on the Games site.
- Nearly 60% of all visitors are repeat visitors.
- The event meets or exceeds the expectations of 99% of respondents.
- Approximately 74% of those who attend are between the ages of 18 and 60.
- It offers a Celtic 5K Run, traditional competitions and a wide array of Celtic entertainment and workshops for spectators.
- Competitors cite this as the best event of its kind in the Atlantic Region of Canada.
- Everyone is Welcome...No need to be Scottish...However you can "Be a Scot for a weekend"

## **How does the New Brunswick Highland Games Festival raise funds?**

The festival is a not-for-profit event organized by a committed volunteer organizing committee and the invaluable assistance of hundreds of volunteers throughout the weekend. The festival's funding is raised through:

1. Corporate partnership
2. Personal donations through our "*Friends of the Games*" program
3. Government funding
4. Fundraising events
5. Admissions received at the gate
6. Competitor entry fees

## **What opportunities and benefits can the New Brunswick Highland Games Festival offer your corporation?**

- Links your company with a well-established event.
- Heightens your corporations profile at a local, provincial and national level.
- Provides networking opportunities.

## **Who will see your corporation at the New Brunswick Highland Games Festival?**

- Up to 8,000 visitors on site, promotions through traditional and social media coverage, event advertising (posters and brochures) and word of mouth
- Leaders from government and the business community who support the Highland Games
- Hundreds of competitors from across Canada and the United States.
- Family members of participants
- Nearly two hundred volunteers
- The off-site general public



## New Brunswick Highland Games Festival Promotional Opportunities Determined by Corporate Contribution

	Friend To \$1000	Bronze \$2,000	Silver \$3,000	Gold \$5,000
Representative may sit on stage and present an award at one of the Award Ceremonies				✓
Corporation acknowledged at the Opening and Closing ceremonies with massed bands			✓	✓
Banner recognition at Specific Event			✓	✓
Corporation's logo to be displayed prominently at Festival Entrances.			✓	✓
Corporation's logo displayed on 200 volunteer T-shirts worn during the event	Min. Value \$500	✓	✓	✓
Corporation's logo displayed on 250 promotional posters printed and distributed			✓	✓
Corporation's logo on Festival Website homepage (www.highlandgames.ca)		✓	✓	✓
Corporation's logo displayed on 6500 promotional flyers printed and distributed		✓	✓	✓
Corporation's name will be included in the <i>Partner List</i> displayed in the Information Tent & VIP Tent		✓	✓	✓
Provided ground passes for the weekend	✓	12	15	20
Saturday & Sunday access to VIP Tent*		6 of 12	6 of 15	8 of 20
Invitations to the Friday Night Reception hosted by the Lieutenant-Governor of New Brunswick, Patron of the Games, at Government House & Friday evening Ceilidh	Min. \$200 donation	6	6	8

\* You will receive a number of passes of which a portion will have VIP Tent access.

\*\*\*A customized package can be negotiated.

**Direct inquiries to: Betsy Coleman**  
**(506) 457-0148**  
**<highlandgames@nb.aibn.com>**

July 28<sup>th</sup> to 30<sup>th</sup>, 2017 Government House Grounds Fredericton, N.B.