

# 59th Annual PORTLAND HIGHLAND GAMES SATURDAY, JULY 16, 2011

## Corporate Partnership Opportunities: An Overview

### Event Details

**Date:** Saturday, July 16, 2011

**Location:** Mt. Hood Community College – Gresham, Oregon

**Attendance:** estimated 10,000 adults and children

**Website:** [www.phga.org](http://www.phga.org)

### Event Overview

For the past 58 years, The Portland Highland Games has been a day for sharing heritage, competition and one of the summer season highlights of the greater Portland area.

This year, the annual Portland Highland Games, to be held Saturday, July 16, 2011 at Mt. Hood Community College, will feature world champion pipe bands, top-ranked athletes, traditional piping, drumming and dancing, Border Collie sheep-herding demonstrations, special activities and games for children, vendors, food and other family-oriented festivities. The Portland Highland Games is a competitive event, not a reenactment; participants are professional and amateur athletes, musicians, dancers and working dogs committed to keeping the Games alive by sharing a piece of Scotland's history with the community!



### Opportunities to Support of the Portland Highland Games:

- Cash Sponsorships
- Program Advertiser
- Business Partner Program
- Culture Diversity, Tourism Grants
- In-Kind Donation or Sponsorship (Product or service in lieu of cash)
- Corporate Donation
- Purchase Raffle Tickets
- Buy a Personal Membership to the PHGA
- Volunteer
- Become a Vendor

## Sponsorship Program Overview

Strategic sponsorship is an amazingly effective way for companies to engage consumers in a one-on-one setting, allowing product sampling and greater product training. Corporations typically sponsor events like the Portland Highland Games to reach a unique audience demographic without over saturation or intrusion. The Portland Highland Games offer customized partnership programs, which our team will build with you, to your unique specifications, to reach and successfully sell your product or service to our audience. We encourage you to call us – no idea is too imaginative! We'll work with you to find the perfect fit for your needs. Typically, sponsorships are cash or in-kind services/product trade of \$2,500 value or greater.

## Business Partner Program Overview

The Portland Highland Games Business Partner program is a fantastic way to contribute to the Games in an economical way for your company. Business Partner levels are set at affordable rates and allow special privileges on-site. Pricing set between \$500 and \$2,000 allows local, small businesses to participate and support a great international event right in their neighborhood.

For more customized and strategic marketing opportunities with your business, please talk to our sponsorship team regarding the 2011 sponsorship programs to provide the best return on your investment, typically restricted for investments of \$2,000 and above.

## Additional Ways to Support PHGA:

As listed above, support is welcomed through many avenues. Find the method that best suits your business (or yourself!), and we'll help you with the details. Just give us a call!



To purchase a Business Partnership or to explore the Portland Highland Games' sponsorship opportunities in greater detail, please contact:

### Rachel Trice, Marketing & PR

Direct: 503.913-3873

Email: [racheltrice@comcast.net](mailto:racheltrice@comcast.net)

Andrew MacRitchie, Sponsorship Chair

Email: [andymacritchie@aol.com](mailto:andymacritchie@aol.com)

Eila Chisholm, VP Administration

Email: [eilachisholm@comcast.net](mailto:eilachisholm@comcast.net)

