

WHAT IS THE NEW BRUNSWICK HIGHLAND GAMES FESTIVAL?

Since 1981, the Festival has been New Brunswick's premier event promoting the Scottish/Celtic culture through music, dance, genealogy, workshops, sport and food.

It's COMPETITIONS!

- Pipe bands from across the Canada and the United States
- Individual piping and drumming
- Highland dancing
- Scottish athletics, traditionally called 'The Heavy Events' for both men and women

It's ENTERTAINMENT!

- Traditional Celtic music in the Ceilidh tent

It's EDUCATIONAL!

- Offering workshops on a variety of topics such as learning the Gaelic language, how to play the bagpipes, whisky tasting and genealogy
- Explore the Avenue of the Clans and learn tips on tracing your Celtic roots
- Meet up with distant cousins in various Clan Tents

It's FUN FOR ALL AGES!

- Kidz corner with children's activities such as face painting, crafts, mini golf and games

It's FOOD!

- Food vendors offering everything from hot dogs and hamburgers to fish n' chips to traditional Scottish delicacies and much more

It's SHOPPING!

- A wide variety of craft vendors offering items with Celtic, Scottish and New Brunswick themes

Recognized by the province as a Top Festival

The City of Fredericton's largest midsummer event

Two time winner of the 'Attractions Canada' award

The only New Brunswick event listed in the American Bus Association's 'Top 100 Events in 2017'

10 QUICK FACTS ABOUT THE NEW BRUNSWICK HIGHLAND GAMES FESTIVAL

- 2023 marks the 40th New Brunswick Highland Games Festival.
- It is completely organized by a group of dedicated volunteers.
- It attracts approximately 9000 visitors.
- 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 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. "Be a Scot for the weekend".



NEW BRUNSWICK

HIGHLAND GAMES FESTIVAL LE FESTIVAL DES JEUX ÉCOSSAIS

DU NOUVEAU-BRUNSWICK

July 28-30, 2023

FREDERICTON, NEW BRUNSWICK

WWW.HIGHLANDGAMES.CA

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 and vendor entry fees

WHAT OPPORTUNITIES AND BENEFITS CAN WE 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.
- An array of promotional opportunities.

WHO WILL SEE YOUR CORPORATION AT THE NEW BRUNSWICK HIGHLAND GAMES FESTIVAL?

- Up to 9,000 visitors on site, promotions through traditional and social media coverage, event advertising (posters and brochures) and word of mouth.
- Leaders from government and the local business community.
- Hundreds of competitors from across Canada and the United States.
- Family members of participants.
- 200 plus volunteers.
- The locals of Fredericton and surrounding areas.



Direct inquiries to:

NBHIGHLANDGAMESFESTIVAL@GMAIL.COM

PROMOTIONAL OPPORTUNITIES DETERMINED BY CORPORATE CONTRIBUTION

	FRIEND TO \$1000	BRONZE \$2000	SILVER \$3000	GOLD \$5000
NEW BRUNSWICK HIGHLAND GAMES FESTIVAL PROMOTIONAL OPPORTUNITIES				
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	<i>Min Value \$500</i>	•	•	•
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 Partner List 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	<i>Min \$200 donation</i>	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.