



Covenanter Scottish Highland Dance Competition Sponsorship Opportunities

Highland dance is used today to refer to a style of athletic solo dancing which was developed in the Gaelic Highlands of Scotland. Forms of sword dancing were performed by warriors in many parts of Europe in the prehistoric period and in the late Medieval times. Highland dance evolved into its current form during the nineteenth and twentieth centuries in the context of competitions at public events (namely Highland games), where it is performed to the accompaniment of Highland bagpipe music.

Today, Highland dancing can be seen at many modern day Highland games. It is a highly competitive and technical dance form for both male and female, requiring many hours of practice and training over a period of several years. In terms of the technical requirements and the training required to perform, Highland dancing has much in common with ballet. It takes a massive amount of stamina and arm/leg strength, no matter how old the dancer is. Highland dance is recognized as a sport by the Sport Council of Scotland.

Highland dance relies on generous donations to sustain competition events at the highland games. Your contribution, small or large, will support continuing Highland dance in the United States.



We, _____ hereby select the following level of sponsorship.

| Hornpipe | Highland | Jig |
|--|---|--|
| \$500 | \$1000 | \$250 |
| Full page advertisement in program | Full page advertisement in program | 1/2-page advertisement in program |
| | Single event named after you or your company | |
| | Complementary 10x10 merchandising space or information display* | |
| Credit Announcements by emcee throughout event | Credit Announcements by emcee throughout event | |
| Graphic Ad on Event Website | Graphic Ad on Event Website | Company listed & linked on Event Website |
| 20 tickets | 8 tickets | 6 Tickets |

| Sword | | Fling | |
|--------------|--|--------------|---------------------------------|
| | \$125 | | \$50 |
| | ¼ page advertisement in program | | Company listed in program |
| | Company listed & linked on Event Website | | Company listed on Event Website |
| | 4 tickets | | |

Hornpipe Sponsorship

Highland Sponsorship

Jig Sponsorship

Sword Sponsorship

Fling Sponsorship

| | | | |
|---------------------------------|--|------------------------|--|
| Company/Patron Name | | | |
| Company Address | | | |
| Company Telephone Number | | Company Website | |
| Contact Person | | Email Address | |

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