



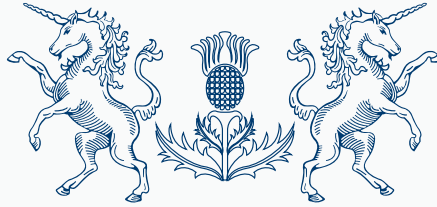
USCO

UNITED SCOTTISH CLANS
OF OKLAHOMA

OKLAHOMA

HIGHLAND GATHERING

SPONSORSHIPS



CEUD MILE FÀILTE.

ONE HUNDRED THOUSAND WELCOMES.

We're thrilled for you to join us as we celebrate our annual Scottish festival and highland games. The Oklahoma Highland Gathering is organized by the United Scottish Clans of Oklahoma, a 501(c) non-profit organization, and the region's premier celebration of Celtic history, music and culture. Our three-day festival offers attractions for the entire family and is a beloved tradition in the Oklahoma City metro.

Attendees get to enjoy the many sounds of Scotland, ranging from modern Celtic bands to bagpipes and traditional folk tunes. Our festival features whisky tastings, a fantastic selection of craft beer and wine, and delicious cuisine from around the world. Our IHGF-sanctioned highland games, dancing, pipes and drums also play an integral role in the Oklahoma Highland Gathering. To top it all off, we host Celtic-themed and artisan vendors from around the nation as well as live demonstrations of traditional blacksmithing, lace tatting and sheepherding.

As a festival sponsor, you may use your partnership funding in part or whole as a tax-deductible benefit. In this brochure, you'll find multiple sponsorship opportunities that can be customized to fit your business or organization to maximize your brand exposure. We also accept in-kind donations in the form of goods, supplies and services.

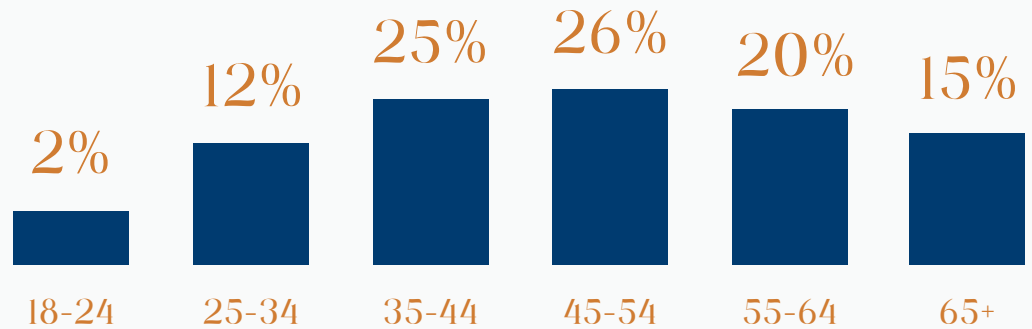
WHY SPONSOR?

THE ATTENDEES

The Oklahoma Highland Gathering attracts attendees from all over the country and includes all ages, education levels, socioeconomic status as well as a dedicated team of volunteers, competitors, bands and vendors. The majority of people who come to the Oklahoma Highland Gathering are between 35 and 55 years old, and many bring their entire family.

66%
WOMEN

34%
MEN



In previous years, we entertained 8,000 to 10,000 attendees. In 2020, our social media presence doubled in size and has since grown a devoted following. With a new, larger venue and the support of surrounding communities, we're anticipating our annual Scottish festival to attract more people than ever before.

12,600+ Followers
FACEBOOK

860+ Followers
INSTAGRAM

280+ Subscribers
EMAIL LIST

THE ATTRACTIONS

HIGHLAND GAMES

The Highland Games are a celebrated tradition that began after the highland clearances to preserve Scotland's cultural heritage. Legend says the games originated during the English occupation as a way for Scots to train for war, since they were forbidden to bear or train with arms. Today, the highland games include competitions in piping and drumming, dancing and Scottish heavy athletics.

CELTIC VENDORS

A large variety of vendors will be in attendance at our festival, carrying tartans, clothing, kilt accessories and other handcrafted goods. There are limited vendor spaces available at the Oklahoma Highland Gathering. Because of this, we do our best not to overlap vendors of the same type of merchandise – offering unique products that fit with the genre or are culturally suitable for the festival.

DANCING

Scottish and Irish dancing will be showcased through traditional warrior dances, modern choreographers and ladies' dances. While similar, Scottish and Irish dancing differs in style and technicality. Each represents the best of both cultures and tells stories through the power of rhythm and movement.

CIAN ROW

Scotland is renowned for its hospitality and kinship. Clans give a shared sense of identity and descent to members. On Friday evening, we'll host a traditional Fire Ceremony and Calling of the Clans. Afterward, there will be a cèilidh (an informal social gathering) with folk music, singing, dancing and storytelling. Come find out if your clan is represented at our festival and learn more about your history!

LIVE MUSIC

Nearly half a century ago, there were no pipes and drums bands in Oklahoma, but now they're widely represented and showcased in our festival. Throughout the weekend, you'll hear pipers and drummers performing as soloists, small groups, full bands and spectacular massed bands (all the bands performing as one)!

We'll also be showcasing Celtic modern and folk bands on the main stage during our festival. They'll make you feel as though you're in Scotland, as you sing and dance along with some of the finest bands of their genre.

WHISKY TASTINGS

Did you know scotch is made only in Scotland and distilled from malted barley? Not only are our whisky tastings educational, but they're highly entertaining and provide attendees a unique opportunity to learn about (and enjoy) single malt Scotch whiskies.



OTHER ATTRACTIONS

FOOD TRUCKS

CRAFT BEER & WINE

VIKING REENACTMENTS

BLACKSMITHING

LACE TATTING

SHEEP HERDING

HILAN COOS

GAELIC LESSONS

ANCESTRY RESOURCES

CELTIC STORYTELLING



THE ORGANIZATION

OUR MISSION

The United Scottish Clans of Oklahoma is committed to protecting, preserving and promoting Scottish and Celtic culture, language and values, and improving the quality of life for the next generation.

OUR VISION

We're a 501(c) non-profit organization made up of individuals who, Scottish or not, love Scottish culture and strive to share that love with others in the state of Oklahoma. USCO brings together those interested in Celtic music, athletics, dance, ancestral research, and much more to celebrate the unique heritage of Scotland.

SPONSORSHIP

SPONSORSHIP LEVELS

\$250

BRONZE

Listing and link on website
Listing on festival emails
Listing on festival t-shirts

\$500

SILVER

Listing and link on website
Listing on festival emails
Listing on festival t-shirts
Listing on event brochure
Listing on entrance banner

\$1,000

GOLD

Logo and link on website
Logo on festival emails
Logo on festival t-shirts
Logo on event brochure
Logo on entrance banner
2 Admission Tickets
2 Festival t-shirts

\$2,000

PLATINUM

Logo and link on website
Logo on festival emails
Logo on festival t-shirts
Logo listing on event brochure
Logo listing on entrance banner
4 Admission Tickets
4 Festival t-shirts
Event field banner

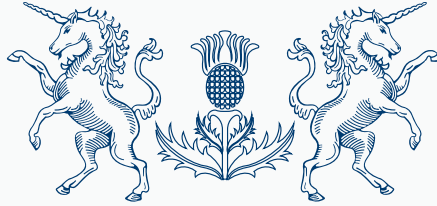
\$3,000 DIAMOND

Prominent and link on website • Prominent logo on festival emails
Prominent logo on festival t-shirts • Prominent logo on event brochure
Prominent logo on entrance banner • 6 Admission Tickets
6 Festival t-shirts • Event field banner • Main stage banner

\$5,000 PRESENTING SPONSOR

Prominent logo and link on website • Prominent logo on festival emails
Prominent logo on festival t-shirts • Prominent logo on event brochure
Prominent logo on entrance banner • 8 Admission Tickets • 8 Festival t-shirts
Event field banner • Main stage banner • 10 Sponsored posts • Sponsor booth





WANT TO SPONSOR THE OKLAHOMA HIGHLAND GATHERING?

CONNECT WITH US

United Scottish Clans of Oklahoma

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