



NO FAME GAMES, LLC

A Guide to Supporting Celtic
Strength Culture & Community

No Fame Games - Home Games Sponsorship Guide

What is the No Fame Games?

There is a famous Celtic-Gaelic saying, "No Strength, Without Unity." The core of **No Fame Games** is community. A community that unites people around strength. Strength to us does not solely refer to that of the body but of character and the willingness to be a better version of oneself, no matter where they currently are in that journey. Ancient Celtic cultures valued the journey of strength as a metaphor for initiation into adulthood. Often these tests were for males striving to be true and accepted men in their society and clans. We feel these tests of strength hold the test of time, no matter what gender one has.

'NFG' started as a grassroots backyard movement coming out of the pandemic in 2021. A group of competitive athletes banded together to return to throwing and back to the core of the sport: the camaraderie of the athletes. At the same time we wanted to give back to the elders and the unsung heroes who have continually sacrificed so much over decades so that we can have it today. Lineage is important to us. Community is important to us. Carrying the torch on for the future generations is important to us. That is why we strive, year-round, to help this sport grow, nourish our community, and team up with companies of like mind. We have been blessed with some amazing partnerships so far.



What Are The Highland Games?

Historically it is said that the Highland Games is a forerunner to modern track and field. Yet, the beauty of the Games is in the deep history that dates as far back as the 11th century in Ceres, Scotland. The Games were originally held as a way for clans to showcase their warriors' strength and athletic prowess. Moreover it was a way to celebrate cultural unity and foster community connections. Although it has evolved over the years into a general cultural celebration, what remains at the core of the Highland Games are the Clans and the Athletics.

The Games themselves consist of a series of strength-based competitions referred to as 'Heavy Events'. These events include the well-known caber tossing, stone "putting", weight throwing, Scottish hammer throwing, heavy weight over bar, and sheaf toss. They demand a large sum of well-rounded strength, skill, explosiveness, and endurance. It is a true test of athleticism.



Highland Games Culture

The Highland Games are a safe, welcoming family-friendly event with activities that appeal to all ages. As the Scottish Highland Games have taken on an international appeal, we feel this is mostly because the community prides itself on inclusiveness. In addition to the Heavy Events, there are most often dance competitions, piping and drumming contests, and children's games. The global phenomenon of the Games and the Heavy Events culminates in the Scottish Heavy Athletics World Championships, held every year in a rotating series of Festivals worldwide. It is here where we see the elite of the elite battle it out, showcasing their skills and representing their country on a global stage.



Enter No Fame Games

Finding the missing gap of quality, entertaining videos and reels on social media, NFG made a name for itself. We created our Home Games, a 'backyarder' that quickly grew to take on Pro Classes, Clan Tents, vendors, and volunteers. Since we are not affiliated with a festival, we are autonomous and free to create whatever variant of the Celtic Strength experience we want. Moreover, we are very dependent on marketing, sponsors, registration fees, and ticket sales. This is why we need you!



Team Highlander

In 2023 we started our Team Highlander competition which takes place on the same day as Home Games, but is a separate competition. Members from New England's best barbell clubs and gyms form teams and enter to compete in a series of events that combine Highland Games Heavy Events with Strongman events. All vie for bragging rights, good times, team camaraderie, and for the coveted Lundstrom Highlander Traveling Trophy.

It was a huge success, fostering great memories and bonding experiences for the team members. Moreover, we hosted teams of First Responders including regional Fire and Police departments. It is very fulfilling for us to give back to them in turn. This year we hope to focus on the Team Highlander, and are in need of more support to make it extra special. Check out our website for more info on the Home Games and Team Highlander: **www.nofamegames.com**



Why Sponsorship Matters To The Highland Games

No Fames Games' Home Games is an athlete-centered event. Each event requires promotion, marketing, specialized equipment and apparel, judging, staffing, and volunteers. Sponsors can support individual events, contribute to all the events as a whole, sponsor the Pro Classes, create incentives for athletes to break world records, pick challenge events and or be creative. We hire professional photographers and videographers for better marketing and promotions of the sport and our sponsors throughout the year, and for the athletes themselves as souvenirs.

Game Day VIP Treatment: We enjoy giving back to those who give to us. We treat every sponsor as a VIP. And while this is the standard, the higher tiered sponsorship packages receive a custom tailored experience for their staff, guests, and team on game-day. As the crowd is engrossed in the event, sponsors are audibly promoted over the PA system and visually promoted with marketing materials: logos on athlete shirts, social media promotion, and on banners staked throughout the field.

We encourage the sponsors to dive into the niche popularity, heritage, historical significance, and family-friendly nature of the Games. Sponsors have a unique, exciting opportunity to engage with diverse audiences, while - most importantly - supporting the local community. A rising tide lift all boats.

We are proud of the people and businesses we have been able to work with from inception in 2021. Our team works tirelessly to promote and grow our sport. Since our inception in 2021 we have been extremely active in the Highland Games community domestically and internationally. We have supported the pioneering of gender equality in athletics, teamed up with Highland Games Festivals across the nation, promoted the sport to millions worldwide, and received partnerships with large companies such as Cerberus USA and Sports Illustrated Tickets. We helped found a new festival in New Hampshire, the **Festival at Fort 4**. In 2024, we were invited to Scottish Parliament to discuss trade and cross-pond cultural relations. Moreover, in 2024 we were asked by Rogue Fitness to help them run their first ever **Highland Games exhibition and competition** at the **Rogue Invitational** in Aberdeen, Scotland.



We look forward to working together! Sláinte Mhath!

NFG Sponsorship Packages

Sponsorship Packages	Mythical	Cheiftain	Platinum	Diamond	Gold	Silver	Bronze
	\$10K	\$5K	\$3K	\$2K	\$1K	\$500	\$250
Full Sponsor Pro Classes	*						
Media Team Sponsor	*	*					
1 Pro Class Sponsor	*	*	*				
Special Photoshoot	*	*	*				
Highlander Sponsors	*	*	*				
VIP Pass to Pros	*	*	*				
Company Tent	*	*	*				
Can Bring Team for Highlander	*	*	*				
Special NFG SWAG	*	*	*	*			
Company Banners on Field	*	*	*	*			
Personalized Reels	*	*	*	*			
Private VIP Tent	*	*	*	*			
Personalized Meet & Greet with Pros	*	*	*	*			
Ceremony Participation	*	*	*	*	*		
Challenge Event	*	*	*	*	*		
Logo on General Participant Shirt	*	*	*	*	*	*	
Group Sponsor Sign on the Field	*	*	*	*	*	*	*
Social Media Promo *months	12	12	12	6	3	2	1

*Our current Instagram Exposure is 16k followers with 2 million+ views.