

# NO FAME GAMES

EST 2011



# No Fame Games - Home Games Sponsorship Guide

## About No Fame Games

*"No Strength Without Unity"* — the core of No Fame Games (NFG) is community. NFG brings together athletes, families, and brands around strength of body, character, and character-building journeys. Founded in 2021 as a grassroots movement, NFG has grown into a premier Celtic Strength Festival, celebrating camaraderie, skill, and heritage, while giving back to the community and honoring unsung heroes. Our mission: grow the sport, nourish the community, and partner with like-minded brands.

## What is Celtic Strength?

Celtic strength culture dates back to time immemorial. Warrior strength, athleticism, and clan pride is bridged by four branches. All demand strength, skill, explosiveness, and endurance, making them true tests of athleticism:

- Highland Games Heavy Events - Caber tossing being the most iconic
- Team Highlander Competition - the origin of strongman, and in kilts
- Celtic Stonelifting - the traditional, historic, and natural test of strength
- Celtic Wrestling - Scottish Backhold, Irish Collar & Elbow, and others



## What are the Highland Games?

- The original family-friendly, safe, and welcoming Scottish Highland festival
- Dance competitions, piping & drumming contests, children's games, sports
- Heavy Events culminates in a Championships Series \*NFC affiliate league
- Celebrates inclusivity, community, and heritage

## Enter No Fame Games

NFC fills the gap in high-quality, entertaining social content while hosting an autonomous Highland Games called "Home Games". Our events include Pro Classes, Celtic Village, vendors, and volunteers. Sponsors play a critical role in supporting marketing, specialized equipment, and memorable experiences.

## Key Sponsor Value

- High engagement with a passionate, niche audience
- Exposure through digital and on-site channels
- Opportunity to align with a unique cultural and athletic experience

Learn more: [www.nofamegames.com](http://www.nofamegames.com)



## Team Highlander

Launched in 2023, Team Highlander is a team-based competition combining Highland Games and Strongman events. [Highlights](#):

- Teams from top New England gyms and clubs
- Bragging rights and the coveted Lundstrom Highlander Traveling Trophy
- Participation from First Responders (fire, police, and more)
- Community-building and memorable team experiences

## Sponsor Opportunities

- Title sponsorship of Team Highlander
- Challenge event naming rights
- VIP activation and experiential marketing



## What is Celtic Stonelifting?

Celtic Stonelifting is more than a strength sport — it's a historic tradition dating back centuries in Scottish and Irish strength culture where heavy stones were used as tests of strength, endurance, and masculine initiation. These stones weren't tools — they were icons of achievement. Across Celtic history, stones like the Dinnie Stones, Inver Stone, Inishmore Stone, Húsafell, Flag of Denn, and other *"Clach Neart"* tested warriors and laborers alike, becoming legends in their own right. Today, stonelifting is a revived and rapidly growing discipline within global strength communities.

At No Fame Games, Celtic Stonelifting is woven into the heart of our festival — not as a fringe side event but as a central, crowd-drawing, and athlete-beloved "Stone Man Challenge", as well as the try-it station open to public.

## Why Celtic Stonelifting Matters

- Historic Significance: Stonelifting events echo ancient Celtic rites of strength and endurance, giving sponsors association with heritage and authenticity. ([heavyathlete.com](http://heavyathlete.com))
- Spectator Engagement: These challenges are exceptionally "spectator friendly," with dramatic moments that test every athlete's grit and resolve — ideal for on-site crowd excitement and digital content creation.
- Unique Brand Exposure: No other strength event festival has paired stonelifting with Highland Games Heavy Events and team competitions under one roof, making this a distinctive narrative for sponsor storytelling.



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## Featured Stones at NFG

At Home Games, we showcase historic and heritage stones that resonate with athletes and fans alike:

- The Lundstrom Lift: A legendary 422 lb atlas-style stone used for time-held lifts, named after New England stonelifting pioneer John Lundstrom.
- An Cloch Bán: The iconic stone from Irish stonelifting revivalist David “Indiana Stones” Keohan’s early training stone — now part of our festival’s heritage portfolio
- Clach Fear Alba: A gifted training stone from Scottish legend Martin Jancsics connecting NFG athletes with the lineage of global stonelifting.

## Sponsor Value - Celtic Stonelifting

### Brand Integration Opportunities

- Naming rights for stonelifting challenges and featured stones
- Dedicated stonelifting media segments & highlight reels
- Logo placement on stonelifting signage and competition areas
- Athlete-centric interviews centered around sponsored gear
- Cross-promotion with Highland Games Heavy Events

This event is *highly Instagrammable*, video-rich, and perfect for brand storytelling.



## Celtic Wrestling - Revival of Ancient Grappling Arts

Celtic Wrestling at No Fame Games currently celebrates two traditional grappling systems rooted in Celtic cultures:

- Scottish Backhold Wrestling – In this historic Highland style, competitors start in a chest-to-chest hold; the first to make contact with the ground outside their feet loses. It's pure, fast, and visually compelling.
- Irish Collar and Elbow Wrestling – Once the dominant sport in Ireland, Collar and Elbow involves a fixed grip on the opponent's collar and elbow with the objective to bring the opponent down via balance, leverage, or technique. Though it faded from mainstream competition for over a century, modern revivalists are bringing it back alive. NFG works directly with those experts.

### Why Celtic Wrestling Matters

- Cultural Authenticity: These styles were competitive staples in their societies for centuries, not sideshows — giving sponsors a deep heritage connection.
- Spectacle + Accessibility: Wrestling is visceral, easy for audiences to follow, and creates community energy where spectators and athletes alike cheer every bout.
- Media & Content Friendly: Quick, dynamic matches make for excellent short-form video content — ideal for social amplification and sponsor branding.



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## Sponsor Value - Celtic Wrestling

Brand Placement & Activation

- Wrestling ring or competition zone naming rights
- Sponsored wrestler bios featured in event program
- Dedicated social media spotlights on sponsored matchups
- Logo placement on wrestling broadcast overlays
- Exhibition or demo sessions for festival attendees

## Why This Convergence is Historic

No other Celtic strength festival in the world has *formally integrated*:

- Traditional Highland Games Heavy Athletics
- Team Highlander strength challenges
- Celtic Stonelifting with historic stones and it's pioneers
- Celtic Wrestling (Scottish Backhold & Irish Collar and Elbow)

... all in one endorsed athletic showcase. This positions No Fame Games as more than an event — it's a **cultural legacy festival with multi-discipline strength storytelling unmatched globally**.

Historic moments = compelling sponsor narratives.



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## Why Sponsorship Matters To The Highland Games

NFG is athlete-centered and requires promotion, equipment, apparel, judging staff, and volunteers. Sponsors can:

- Support individual events or the festival as a whole Sponsor Pro Classes or special challenges
- Create incentives for athletes to break world records
- Receive high-quality photography and videography for year-round marketing

## Your Brand Benefits

- Exposure to engaged audiences both live and digitally
- Logo placement on athlete shirts, banners, and social media
- Direct engagement with athletes and spectators

## Game Day VIP Treatment

- VIP access for your team, staff, or clients
- Custom-tailored experiences for higher-tier sponsors
- Recognition over the PA system and on marketing materials
- On-site activation opportunities



## Track Record & Global Reach

Since 2021, NFG has:

- Supported gender equality in athletics
- Partnered with Highland Games Festivals nationwide
- Promoted the sport to *millions* through media and social campaigns
- Assisted in launching new festivals and elevating existing events.
- Collaborated internationally: Scottish Parliament, Rogue Fitness Highland Games in Scotland
- Pioneered bridging Heavy Events, Team Highlander, Celtic Wrestling, and Celtic Stonelifting
- Successfully transported and inaugurated a historic lifting stone from Ireland to Boston.
- Home Games Crowd Attendance Growth: 2023=1200. 2024=1800. 2025=1500.

**Sponsors have a unique opportunity** to engage with niche, highly engaged audiences while supporting a culturally rich, globally recognized sport.

## Why Partner With NFG

- Authentic, family-friendly events with strong heritage
- High-visibility opportunities across physical and digital channels
- Experiential marketing with measurable ROI
- Limited, exclusive sponsorship tiers protecting brand value
- Association with innovation, community, and legacy
- Proven track record of *revenue generation and crowd growth* for partnered festivals.

## Next Steps

Spots are limited and high-value. Secure your partnership today:

- Schedule a Private Partnership Call

*Join us. Own the Festival. Lead the Legacy.*

Feature / Benefit	Chieftain \$35k (limit 1)	Commander \$20k (limit 2)	Emerald \$10K (limit 4)	Platinum \$5k	Diamond \$2k	Gold \$1k	Silver \$500	Bronze \$300
Festival Title Naming Rights	✓	✗	✗	✗	✗	✗	✗	✗
Category Exclusivity	✓	✓	✗	✗	✗	✗	✗	✗
Major Event Naming Rights	✓ Multiple	✓ One	✗	✗	✗	✗	✗	✗
Custom Branded Activation	✓	Optional	✗	✗	✗	✗	✗	✗
Logo on Athlete Shirts	Largest	Medium	Medium	✗	✗	✗	✗	✗
Field Banner Placement	Premium	Standard	Standard	Standard	Small	✗	✗	✗
Main Stage / MC Mentions	Priority	Event-specific	✗	✗	✗	✗	✗	✗
Website Placement	Homepage takeover	Sponsor feature	Sponsor listing	Sponsor listing	Sponsor listing	Sponsor listing	Sponsor listing	Sponsor listing
Email Marketing Feature	Dedicated	✗	✗	✗	✗	✗	✗	✗
Social Media Promotion	Dedicated	Dedicated	Grouped	Grouped	✗	✗	✗	✗
Media / Content Rights	Full usage (12 mo)	Limited	✗	✗	✗	✗	✗	✗
VIP Passes	Premium	Standard	Limited	✗	✗	✗	✗	✗
VIP Tent Access	✓	✓	Limited	✗	✗	✗	✗	✗
Sponsor Photoshoot	Curated	✗	✗	✗	✗	✗	✗	✗
Sponsor Swag Package	Premium	Standard	Standard	✗	✗	✗	✗	✗
Post-Event Recap Inclusion	Priority	Included	Included	✗	✗	✗	✗	✗

