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# No Fame Games - Home Games Sponsorship Guide

## About No Fame Games

*"No Strength Without Unity"*. Founded in 2021 No Fame Games (NFG) is a community focused corporation that fosters and promotes Celtic strength culture and its traditional athletics worldwide. Our pillars are heritage, community, and growth. Our vision is to build an integrated, accessible, inclusive, and adaptable model of athletics provisions that inspire people from all walks of life to enjoy Celtic athletics and traditions. In this way we strive to provide the greatest possible positive impact to traditional sport, culture, and the community of athletes.

## Celtic Strength World Championships

This year we will host the inaugural Celtic Strength World Championships, a world first. To millions of people with Celtic heritage globally - and even those who respect strength as both a physical and mental pursuit - this matters profoundly. It is cultural, it is historic, and it is powerful.

- **Highland Games Heavy Events** - Caber tossing being the most iconic
- **Team Highlander Competition** - the origin of strongman, and in kilts
- **Stones of Strength** - the traditional, historic, and natural test of strength
- **Revival of Traditional Wrestling** - Scottish Backhold, Irish Collar & Elbow
- **Celtic FanZone Village** - VIP Passes & Seating. Live Music. *Celtic Culture Village* with specialty vendors and merch. VIP and Social Media Influencer Guests. Try-It Stations. *CrossFit Highland Challenge*. Clan Chiefs from Scotland as our Games Chieftain, live podcast streaming, *Zercher Squat Challenge* with Pro Strongmen and Strongwomen, educational Panels with International Guest Speakers. Celtic nonprofit organizations and Clan associations. Opening Ceremony in collaboration with Consulates, Sponsorship Partners, town representatives, Police and Fire Departments, and many others.



## Sample of Featured Athletes & Outreach Across Platforms

**Steve Tripp:** The Top Strength Project. 30k

**Jenny Coelho:** The Muscle Mom, Hyrox. 45K

**David Keohan:** Irish Stonelifting: 50k

**Martin Jancsics:** Scottish Stonelifting: 10k

**Tom Higgins:** Irish Collar & Elbow: 10k

**Hannah Linzay:** Professional Strongwoman: 20k

**Lily Riley:** Australian Professional Powerlifter: 150k

**Kira Wrixon:** Professional Strongwoman: 30k

**Vladislav Tuláček:** World Champion: 15k

**Spencer Tyler:** World Champion: 10k

**Nicholas Ponzio:** Olympian Shotputter: 40k

## Example Social Media Influencer Relations

**The Real Indian Dad Melwani:** Influencer: 4M

**Sheena Melwani:** Influencer: 13M

**Sensei Seth:** YouTuber, Martial Arts: 500k

**WarYoga** Tom Billinge: 100k

**Dash Rendar:** 400k

**Combined Outreach: 18 Million+**



Hannah Linzay



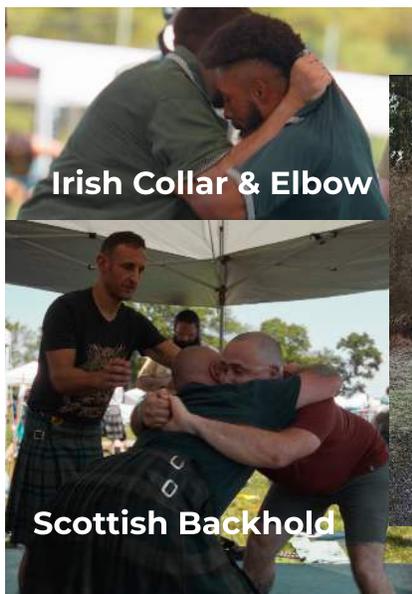
Steve Tripp



Nicholas Ponzio

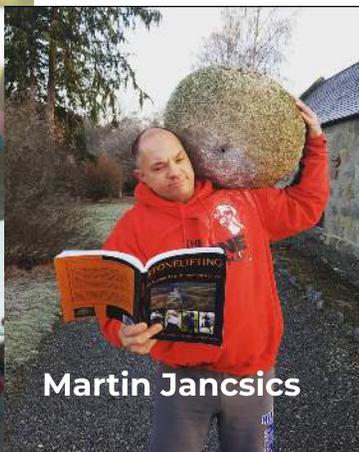


Spencer Tyler

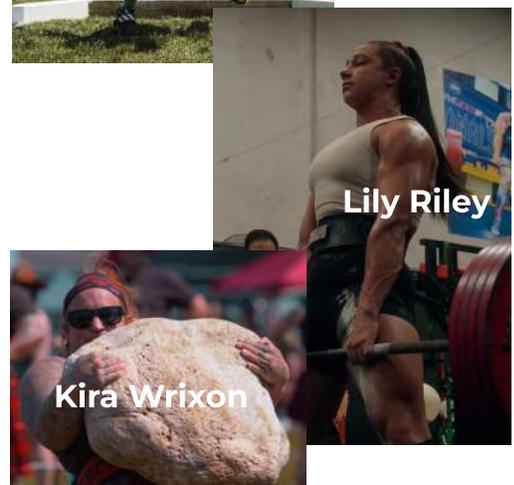


Irish Collar & Elbow

Scottish Backhold



Martin Jancsics



Lily Riley

Kira Wrixon

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## Why Sponsorship Matters To The Highland Games

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

- 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. **2026 Projections are 3-5k** due to World Cup in Boston that week.

### 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.

## Join Us to Change the Games

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

Click The Images to Watch The Promo Reels



## Sponsorship Tier Guide

Contact us: [clan@nofamegames.com](mailto:clan@nofamegames.com)

Feature / Benefit	Chieftain - Exclusive (limit 1)	Commander \$30k (limit 2)	Emerald \$10K (limit 4)	Platinum \$5k	Diamond \$2k	Gold \$1k
Right of First Offer Lock	✓	✗	✗	✗	✗	✗
Festival Title Naming Rights	✓	✗	✗	✗	✗	✗
Category Exclusivity	✓	✓	✗	✗	✗	✗
Major Event Naming Rights	✓ Multiple	✓ One	✗	✗	✗	✗
Custom Branded Activation	✓	Optional	✗	✗	✗	✗
Logo on Athlete Shirts	Largest	Medium	Medium	Small	✗	✗
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
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	✗	✗	✗