

# 2023 SPONSORSHIP PACKAGE



NO FAME GAMES, LLC

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A Guide to Supporting Scottish  
Strength Culture & Community

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## **No Fame Games 2023 Sponsorship Guide**

### **Who is No Fame Games**

No Fame Games started as a grassroots backyard movement coming out of COVID in 2021. A group of competitive athletes of the Scottish Highland Games banded together to return to throwing, and back to the core of the sport; away from the limelight and focus on trophies and victories. This group wanted to return the underlying camaraderie within the community of athletes to the forefront, while at the same time giving back to the elders of the Highland Games who have given so much to us throughout the decades. Lineage is important to us. Community is important to us. Carrying the torch on for the future generations is important to us. But why Highland Games?

### **What Are The Highland Games**

Athletically, it is said that the Scottish Highland Games is one of the forerunners 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. 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 togetherness and foster community connections. Although it has changed over the years into more of a general cultural celebration, what remains at the core of the Highland Games are the Clans and the Athletics.

Such is the richness and beauty of the Games. From ancient traditions to family fun, these games have something for everyone. Celtic heritage and culture is paramount to the success of these games, making them a unique and cherished event not just nationwide but worldwide. There are Highland Games on every continent in the world.

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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" and weight throwing, Scottish hammer throwing, heavy weight over bar, and sheaf toss. They demand a large sum of well-rounded strength, skill, and endurance. It is a true test of athleticism.

One of the most fascinating aspects of the Highland Games and its Celtic Strength Culture is the role that clan rivalries played in the early days of the games. Clans would compete against one another in an effort to prove their superiority. What we do know for certain is that this historic Strength Culture of the Celtic and Icelandic communities is the forebearer to modern day Strongman athletics. This sense of competition and pride still exists today, although it has evolved into a much more friendly and inclusive atmosphere.



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It is now a family-friendly event, with activities that appeal to all ages. In addition to the heavy events, there are also often dance competitions, piping and drumming contests, and children's games.



While the Scottish Highland Games have taken on an international appeal, the community prides itself on inclusiveness and togetherness. 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 represent their country on a global stage.

The cultural significance of the Scottish Highland Games cannot be overstated. These activities emphasize the fun and passing on of the culture to the newer generations of the community. Hence why they are an important part of Scottish heritage and a way to celebrate strength, athleticism, and community. It gathers people together in wholesomeness and enables new friendships to be forged, which is why it has endured for centuries.



## Enter the No Fame Games

As we globally pulled ourselves out of COVID, the group of us pushed to start a new Games up that would not be dependent on Festivals, who took the brunt of damage from the pandemic. This way we could have our own autonomy and run Games whenever we wanted. In our inner circles we label these types of Games, “backyarders;” less pretentious, more intimate, and more relaxed. There was also a new found freedom in being able to host games when we wanted rather than be under the umbrella of a fixed annual festival.

Starting with these humble origins, we quickly made a name for ourselves. This mostly had to do with us seeing a gap in social media artistry, promotion, and engagement. What these athletes do is nothing short of amazing. It is hard to understand it if you have not tried these Heavy Events. We decided we wanted to hype up the games online, support our local heroes and heroines, and attempt to show how exciting and dynamic these Games are.



We chose Instagram to start, and rapidly became known for our Instagram reels which highlighted the athletes and the community as a whole. This grew our brand substantially from a backyarder to a Games people from around the country wanted to attend. Essentially all we have wanted to do is to create new and exciting experiences for our attendees.

In the summer of 2022 we grew to over 50 athletes with a Pro Men’s Class, hosting both the number one ranked Male and Female Highland Throwers in the world, as well as athletes from Canada. In fact, Meagan McKee ended up breaking a world record on our field in the Heavy Scottish Hammer. We also had food and drink vendors, over a thousand visitors throughout the day, and threw a very successful afterparty at a local brewery.







Hiring professional photographers and videographers gave us better footage to use throughout the year which has made us continually more renowned, better, and more excited to give more. So much so that other festivals reached out to us to take over management of the athletics and the promotion of them. In 2023 we have already assisted the Phoenix Highland Games, the Albuquerque Highland Games, are running our own annual No Fame Games on June 10th, and will run the athletics for the Maine Highland Games in August.



While growth is important to us, we wanted to stay true to our roots. We want to keep the homegrown feel, yet be able to throw a bigger Highland party. In seeing how many festivals shut down due to COVID, we also want to be able to genuinely support the waning Pro Men's Class, and be a trendsetter by hosting and promoting the new Pro Women's Class.



To encourage the local New England community we keep admission free to the public, and reach out to local and national businesses for sponsorships in exchange for brand recognition and promotion as well as loyalty for giving to us.

### **Why Sponsorship Matters To Highland Games**

Sponsorship, especially for a Games like ours, is the crucial mechanism for us to be able to run the show. These events require significant resources. Every contribution helps with: venue costs, festival equipment, athletic implements and standards, insurance, the annual NFG Support and Guidance Award, athlete awards, hosting the Pro Classes, hosting Pro Judges, organization of field and scheduling, Challenge Events, Opening Ceremony with pipers, athlete swag bags, family friendly activities, swag for volunteers, professional photography, and marketing and promotion campaigns to name a few. Sponsorships allows us to cover these expenses.





In the niche world of Scottish Heavy Events, sponsorship is particularly noteworthy. Each event requires specialized equipment and expertise. There are a number of options available to people and businesses interested in sponsoring. Some chose to support individual events. Others want to contribute specifically to all the events as a whole. There are sponsors who want to give financial incentives for athletes to break records on the field. Others want to sponsor an individual Pro athlete. A lot of companies enjoy sponsoring a challenge event: e.g. the Challenge Caber, Keg Toss For Height, or a Games' unique-to-them Stone Lift. What is fun about these Challenge Events in particular is that they are very visually enchanting and exciting to watch. While the crowd is engrossed in the event, the sponsors are promoted both audibly and visually to the crowd by both the announcers and with marketing material like logos attached to the implements themselves or put on banners close by.

The Games are a testament to the physical prowess and strength of the Scottish and Celtic people. It is a source of pride for many. Through sponsoring the Games your business and leaders are saying you want to help preserve its cultural significance and promote community wellbeing. Whether or not you have Celtic blood coursing through your veins, many just enjoy the positive atmosphere and festivities of the day. It's different, it's fun!

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Coming to a Highland Games is like looking through a keyhole to the distant past. It is a living history lesson, linking us psychosomatically to the past. The Games are held outdoors in the natural elements of the earth, while we work with stone and metal and wood. The archaic nature of it brings a unique simplicity to our often complex lives. Children and parents have the opportunity to connect in a wholesome activity free of technology, much as our predecessors have done from the beginning of time.

Many of our ancestors wore kilts; and being able to participate in our heritage, wearing our family tartans, and testing our mettle provides a connection to self we do not often have in the modern world. These are the reasons why we feel the Games are a positive example for the youth and younger generations. With Pro Athletes on the field, the youth and the audience get a chance to see them up close.





We select the Pros for our Games who exhibit the character and showmanship our ancestors gave great importance to: dedication, discipline, grit, consistency, skill, confidence, compassion, a good sense of humor, and humility. Watching the Games is like watching a Master Class on how to combine strength, technique, agility, endurance, and athleticism. It can be very inspiring.

Because of this, being a part of a Scottish Highland Games can be rather empowering. The No Fame Games takes pride in endeavoring to provide a safe refuge to youth - and adults for that matter - of all genders and backgrounds who may struggle with understanding themselves and their lives or with difficult situations at home. We strive to continue the family friendly and supportive atmosphere our forebears provided us.





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## What You Get As A Sponsor

There are people from all walks of life who both participate in and support the Highland Games. Through this community and the attraction of the athleticism and skill of the competitors, businesses will capitalize on a variety of aspects in the Games. We want the sponsors to leverage the popularity, heritage, historical significance, and family-friendly nature of the Games to promote their brand, raise brand awareness, build customer loyalty, and inevitably increase sales. We see this being done in these ways:

**Customized Sponsorship Packages:** Ones that cater to your needs and what you are looking for. The more you give the more you get. Each rising tier of the sponsorship package correlates to receiving more from us. See our tier diagram on the last page for more details.



**Branding Exposure and Collaborations:**

branding opportunities such as social media promotions, advertising, collaborations, logo placement on event marketing materials, signage, and our famous customized t-shirts; all geared to increase your brand’s awareness as well as drive traffic to your platforms of choice.

**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, with the higher tiered sponsorship packages we work with you to tailor make a special experience for you and your guests on game-day. This can include tent services, exclusive access to the field, and personalized meet and greets with the Professional Athletes. It is our hope to build a long-lasting, mutually beneficial relationship with you.







**Recognition:** our team happily provides public recognition during the events, including shoutouts during announcements and a dedicated sponsor recognition area. This is with the intention of increasing sponsor visibility and highlighting your commitment to the event. Partnerships: our group of misfits and goody-two-shoes have a reach far and wide. Being of Scottish descent we enjoy networking in our community!

Sponsoring a Scottish Highland Games event presents a unique and exciting opportunity for people, businesses, and brands to engage with diverse audiences, all while supporting the local community. You will have the opportunity to create meaningful connections with a group of Highland enthusiasts that value tradition, strength, loyalty, and family. For those hoping to make a difference as they grow, or because they have already grown, look no further.





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From global exposure to community outreach, the benefits of sponsoring such an event are numerous and far-reaching. We thoroughly enjoy building bridges. And we revel in giving back to you by providing a damn good day of entertainment and memories to last a few lifetimes.

***We look forward to working together! Sláinte Mhath!***



**Facebook**



**Instagram**



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2023 Sponsorship Tier



No Fame Games 2023 Sponsor Packages

Sponsorship Packages	Platinum	Diamond	Gold	Silver	Bronze
	\$3,500+	\$2,000 +	\$1,000 +	\$500 +	\$250 +
Company Tent w/ Placement near Pros Athletes	*				
Participation in Awards Ceremony	*				
Complimentary NFG SWAG	*				
Company Banners on Field	*	*			
Full Event Sponsor	*	*			
Private VIP Tent with tailored amenities	*	*			
Designated Logo on Individual Pro Athlete Shirt	*	*			
Specialized Monthly Social Promo*	1 year	6 months	3 months		
Pro Class Sponsor	*	*	*		
Personalized Meet & Greet with Pros	*	*	*		
Challenge Event Sponsor	*	*	*		
Logo on General Participant Shirt	*	*	*	*	
Group Sponsor Sign on the Field	*	*	*	*	*
General Social Media Promo*	*	*	*	*	*

\*Sponsor Logos need to be received via email by May 15th to ensure being on shirts!

\*Our current Instagram Exposure is 15k followers with 1 million+ views.