



CELTIC
HERITAGE
ALLIANCE



We invite you to help support our Scottish Festival and are offering you some amazing advertising opportunities. As soon as you commit your support, we will begin promoting your company on our social media and on our recently re-designed website. Several of the Sponsorship Levels will only be available to ONE Sponsor making you the Official Supporting Sponsor of the 2025 31st Anniversary Panama City Beach Scottish Festival.

We are excited to announce that we are moving to a 2-day event! This gives more opportunities for vendors to show and sell their wares and for attendees to experience more of the Celtic culture. Your business will have more exposure than ever before.

What: Panama City Beach Scottish Festival

When: February 28 - March 1, 2025

Where: Frank Brown Park, Panama City Beach

How long in existence: 31 years

Anticipated 2025 attendees: 10,000+

Historical attendees (minus COVID and Hurricane Michael years): Average 7,000

Demographics: Average age: 35-40. A family friendly event.

Associations:

Member of the:

Panama City Beach Chamber of Commerce
Association of Scottish Games & Festivals

Advertising:

Celtic Life Magazine
Scottish Banner
BeLocal Magazine
WJHG spots
Chamber of Commerce Publications
Rack Card/Flyers

Donations Given:

Veterans of Foreign Wars Emerald Coast Post 10555
Auxiliary to VFW Emerald Coast Post 10555
North Bay Haven Sea Cadets
Timberlane Arts & Dance Academy
Defenders Law Enforcement Motorcycle Club

2024 Sponsors:

Visit Panama City Beach Tourist and Convention
Bureau
St Joe Company
Innovations Federal Credit Union
Jack's Taxes
Beltone



On-Line Presence

www.pcbscottishfestival.com (re-designed in 2023)

Social Media:

Facebook: www.facebook.com/panamacitybeachscottishfestival
5,100+ Followers (up from 3,900+ in 2023)

We are happy to discuss customizing any of the listed levels to suit your needs.

We are excited about you joining us as a Supporting Sponsor and look forward to seeing you at our Festival! Please feel free to contact us if you have any questions at: celticheritagepcb@gmail.com

Panama City Beach Scottish Festival
February 28 - March 1, 2025 – Frank Brown Park
2025 SPONSORSHIP CONTRACT

The Celtic Heritage Alliance, Inc. a Not for Profit, 501 (c)(3) Organization is the managing party of the **Panama City Beach Scottish Festival**.

Date:

Sponsoring Party:

Sponsor Mailing Address:

Contact Name:

Sponsor Phone: Sponsor Email:

Sponsorship Level:

Specific Area you desire to sponsor:

Special Requests of Sponsor:

Amount Due for Sponsorship: \$ Date paid: Check #

All special requests are subject to the approval of the Festival Finance Committee

Signature of Sponsor:

Print name of Sponsor:

To be completed by Committee Member:

Details of Sponsorship:

Festival Committee Member Signature:

To avoid duplication of Sponsorship levels, all Sponsorships are subject to approval by the Festival Finance Committee. Payments will not be deposited or processed until approval has been made, and Sponsor has been contacted by email. Sponsorships are Non-Refundable.

***** Advertising of Sponsors logos on social media will begin as soon as payment has been made, and a copy ready logo artwork has been provided to the Festival Organizers by the Sponsor. Requested information from our Sponsors is time sensitive. In order to meet our design and printing DEADLINES, Logo must be submitted THREE WEEKS prior to the festival.**

Make Checks Payable to:
Celtic Heritage Alliance, Inc
PO Box 20274
Panama City Beach, FL 32417

Questions? Contact: –
Kathy Johnson, president@pcbscottishfestival.com
or
Phil Livera, treasurer@pcbscottishfestival.com

Sponsorship Levels

	Edinburgh	Skye	Glasgow	Highlander	Inverness
	\$10,000+	\$7,500+	\$5,000+	\$2,500+	\$500+
PRE-EVENT ADVERTISING AND MEDIA RELATIONS					
Exclusive Naming for Festival or Sponsored Area	X	X	X		
Company Logo in pre-Festival (TV, Radio, Online social media, & Printed items)	X	X	X	X	X
Prominent Banner or Logo on Festival Website with link to your website	Banner	Logo	Logo	Logo	Logo
ON-SITE PROMOTION					
Banner with company name and logo prominently displayed	4'x8'	3'x 5'	3'x 5'	3' x 5'	Yard Sign
Sponsor mention PSAs on the Festival Event Day	X	X	X	X	X
COMPLIMENTARY EVENT ADMISSIONS					
Whisky Tasting Tickets	4	3	2	2	1
General Admission Tickets	10	8	6	3	2
10' x 10' Tent spot at the festival for your company's use	X	X	X	X	X
EVENT & LOGISTICS SPONSORSHIP					
<p>Your business may choose to sponsor an event or area generally associated with the donation level.</p> <p>Additional sponsorship opportunities are available within these areas - including In-Kind Sponsorships</p>	Entertainment	Tents & Shelter Equipment	Fencing Rental	Media	Comfort Stations
	Bagpipe Band	Printing & Signs	Stage & Sound Production	Medics & Festival Security	Celtic Kids Corner
			Accommodations	Athletic Games	Storage
					Transportation
					Axe Throwing

Your Sponsorship can be customized to your needs. Just let us know. We appreciate your support.