



HIGHLAND GATHERING

AND THE

PERTH KILT RUN

SUNDAY 9 SEPTEMBER 2018

AREA PARTNERSHIP PROPOSAL

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CITY OF Armadale

HIGHLAND GATHERING

AND THE

PERTH KILT RUN

Perth's premier Scottish event, the Armadale Highland Gathering and Perth Kilt Run is on again.

Partner with the City of Armadale to deliver this event, raise your business profile and have access to thousands of potential customers as part of a State-wide promotional campaign in the lead up to and on the day of this captivating event, which last year attracted over 20,000 people to the heart of Armadale.



Armadale Highland Gathering and Perth Kilt Run continues to grow in popularity, with the Gathering event featuring six distinct areas celebrating the Scottish culture:

- Medieval Fair
- Clan Village
- Highland Dancing Competition
- Pipe Band Competition
- Meet and Greet with Scottish Dogs
- Strong Men and Women

This year for the first time, the City of Armadale is offering six businesses the opportunity to acquire presenting rights of one of these areas. This will also involve other promotional and marketing benefits, which will boost your business above competitors, and provide an opportunity to secure your place as a positive contributor to this community.

You don't want to miss the unique opportunity of being involved in this fantastic event. A one-day celebration of all the sights and sounds of Scotland for the Perth community to enjoy.

To discuss how your business can present one of the six areas, and reap the rewards of the fantastic promotional benefits the Armadale Highland Gathering delivers, call us today on 0414 428 440.

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Armadale Highland Gathering and Perth Kilt Run continues to grow in popularity, bringing Scotts, Aussies and everyone in between to partake in this unique and quirky event held in the heart of Armadale.

Now in its 24th year, we see more than 20,000 people flock to Minnowarra Park for the Armadale Highland Gathering and welcome over 600 runners for the Perth Kilt Run.

As in previous years, the 2018 Armadale Highland Gathering will feature six distinct areas:

- Medieval Fair
- Clan Village
- Highland Dancing Competition
- Pipe Band Competition
- Meet and Greet with Scottish Dogs
- Strong Men and Women Competition

For the first time, the City of Armadale is offering to partner with local businesses to deliver these unique features of the event, and we invite you to consider this partnership package, to raise your business profile through involvement in this beloved community event.

What your business will receive:

Branding

Naming rights over your preferred activity of Armadale Highland Gathering.

Media

One media release focusing on the activity; and acknowledging your involvement.

Social Media

Acknowledgement of presenting rights during all mention(s) of specific activity on Facebook, in the lead up to the event.

At the event

MC acknowledgement at the sponsored area during the event proceedings.

Other

Support partner presented with an appreciation certificate acknowledging event involvement.

First right of refusal to extend partnership in 2019.

Investment: \$1000

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Perth Kilt Run attracts growing number of runners each year and presents a unique opportunity to enjoy promotional opportunities, raising your brand profile, as well as aligning with Perth's only run where you wear a kilt!

Each year registered runners check in at the registration area; and pick up any kilts they may have purchased online.

This year the registration area will encompass the Minnawarra Chapel and surrounding area; and is now available to feature your brand as the exclusive sponsor of the Perth Kilt Run.

Each runner is allocated a numbered bib which has space available for a logo to further feature your brand as part of the Run.

There are also opportunities to have your logo and/or your involved included in marketing materials.

You don't miss this chance to build your brand as part of Perth's favourite run.

What your business will receive:

Branding

Branding around the registration area.
Logo on runner bibs.
Activation at the site during registration.

Media

Mention within one advertorial published locally.

Social Media

Acknowledgement of presenting rights during all mention(s) of specific activity on Facebook, in the lead up to the event.

At the event

MC acknowledgement at the sponsored area during the event proceedings.

Other

Support partner presented with an appreciation certificate acknowledging event involvement.

First right of refusal to extend partnership in 2019.

Investment: \$5000

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2018 Highland Gathering Area Partnership Agreement

Details of Organisation

Name:	Tel. No:
Organisation:	
Email:	
Website:	

I/We _____ of _____
(organisation) agree to partner with the City of Armadale for the 2018 Highland Gathering and Perth Kilt Run, investing \$5,000 (Perth Kilt Run) or \$1,000 (area promotion) (excluding GST) in the event feature indicated below:

- | | |
|--|--|
| <input type="checkbox"/> Perth Kilt Run | <input type="checkbox"/> Clan Village |
| <input type="checkbox"/> Medieval Fair | <input type="checkbox"/> Pipe Band Competition |
| <input type="checkbox"/> Highland Dancing Competition | <input type="checkbox"/> Strong Men and Women |
| <input type="checkbox"/> Meet and Greet with Scottish Dogs | |

I/We acknowledge that while presentation rights of the event area will be included as part of this investment, and while our company signage within the area is allowed, we will be responsible for any costs associated with the production, delivery, installation and removal of such signage, which will be in addition to the investment amount. I/We also acknowledge, that while the City of Armadale have security on site throughout the event duration, the City takes no responsibility for external party signage on site.

When this form is received the City of Armadale will issue an invoice for payment, and the Events Team will be in touch to discuss your involvement in this wonderful event.

Partner

City of Armadale

Name:

Name: Kelly Jennings

Position:

Position: Major Events & Arts Coordinator

Date:

Date: