



## Michigan Celtic Classic Highland Dance Competitions

3975 May Center Road, Lake Orion, MI 48360 • QOSDA@hotmail.com • QOSDA.com

This June, the Queen of Scots Dance Academy (QSDA) will be hosting one of the first Scottish Highland Dance competitions in the United States since the COVID-19 pandemic shut down all competitive events last March. Started in 2009, this local event has grown to International acclaim boasting over 150 dancers from across the US and Canada, and in the most recent years has been host of the Queen Lakes Open Championship.

These competitive events are a colorful experience of Scottish tradition, displaying multiple tartans (plaids) of the dancers' kilts, and the live bagpipers who accompany and set the pace for the dancing. It is also tests and builds the character of the athletes in the prime of their young lives.

In 2021, Highland Dancing competitions will resume starting June 1<sup>st</sup> and be limited to US dancers only. Most competitions and highland games across the country have already been canceled for the year, limiting the number of opportunities for our dancers to compete and showcase the art and skill of traditional Scottish Highland dancing. We are excited to bring this event to life to showcase their art and talent. However, with the event limited to US dancers, and the challenges of hosting competitive events safely within COVID restrictions, financing the competition will be a major obstacle to overcome. The cost of the June event will total over \$10,000 in expenses. Since this event is entirely self-funded and volunteer run, we are looking for support from our local and highland communities to help make it possible! This competition is a function of the Federation of United States Teachers and Adjudicators (FUSTA) bda ScotDance USA and is sponsored locally by the Queen of Scots Dance Academy.

There are many great benefits for your donation – program advertising, on-site signage, website and social media coverage and more! All sponsor funds raised will go towards the administrative cost of running the competition. Please help support our local community and raise awareness of the highland arts, while bringing publicity to your business or organization with one of the sponsorship levels below.

If you would be willing to support our cause, please fill out the sponsorship form and return with item or a check made out to "QSDA" to: Queen of Scots Dance Academy, 3975 May Center Road, Lake Orion, MI 48360. Thank-you for your support ! If you have any questions, please feel free to contact me at 586.321.5402 or e-mail us at QOSDA@hotmail.com.

Sincerely,

**Bree Erin Brownlee**

Queen of Scots Dance Academy & Michigan Celtic Classic Competitions Director  
and the Dancers and Families of the Queen of Scots Dance Academy

Presenting Sponsor	\$10,000	<ul style="list-style-type: none"> <li>• Banner on competition staging, name on trophies and entry form</li> <li>• full page, color ad on outside back cover of competition program</li> <li>• 4 custom social media posts on facebook page</li> <li>• minimum of 4 custom audio mentions throughout the day at competition</li> <li>• free booth or display space at competition</li> <li>• VIP admittance for 6 to the competition with preferred seating and reserved parking</li> <li>• logo and link on website</li> </ul>
Crown Sponsor	\$7,500	<ul style="list-style-type: none"> <li>• On-site event signage</li> <li>• full page, color ad on inside front cover of competition program</li> <li>• 3 custom social media posts on facebook page</li> <li>• minimum of 4 custom audio mentions throughout the day at competition</li> <li>• free booth or display space at competition</li> <li>• VIP admittance for 4 to the competition with preferred seating and reserved parking</li> <li>• logo and link on website</li> </ul>
Diamond Sponsor	\$5,000	<ul style="list-style-type: none"> <li>• On-site event signage</li> <li>• full page, color ad in competition program</li> <li>• 2 custom social media posts on facebook page</li> <li>• minimum of 2 custom audio mentions throughout the day at competition</li> <li>• free booth or display space at competition</li> <li>• VIP admittance for 2 to the competition with preferred seating and reserved parking</li> <li>• logo and link on website</li> </ul>
Tartan Sponsor	\$2,500	<ul style="list-style-type: none"> <li>• full page, color ad in competition program</li> <li>• 2 custom social media posts on facebook page</li> <li>• minimum of 2 custom audio mentions throughout the day at competition</li> <li>• free booth or display space at competition</li> <li>• admittance for 2 to the competition with preferred seating</li> <li>• logo and link on website</li> </ul>
Tiara Sponsor	\$1,000	<ul style="list-style-type: none"> <li>• ½ page, color ad in competition program</li> <li>• 1 custom social media posts on facebook page</li> <li>• minimum of 2 custom audio mentions throughout the day at competition</li> <li>• admittance for 2 to the competition with preferred seating</li> <li>• logo and link on website</li> </ul>
Thistle Sponsor	\$500	<ul style="list-style-type: none"> <li>• ½ page, color ad in competition program</li> <li>• listing in sponsor post on facebook page</li> <li>• minimum of 2 audio mentions throughout the day at competition</li> <li>• admittance for 2 to the competition</li> <li>• logo and link on website</li> </ul>
Heather Sponsor	\$250	<ul style="list-style-type: none"> <li>• ¼ page, color ad in competition program</li> <li>• listing in sponsor post on facebook page</li> <li>• minimum of 2 audio mentions throughout the day at competition</li> <li>• admittance for 2 to the competition</li> <li>• name and link on website</li> </ul>
Sponsor	\$100	<ul style="list-style-type: none"> <li>• sponsor name listing in competition program</li> <li>• minimum of 2 audio mentions throughout the day at competition</li> <li>• admittance for 2 to the competition</li> <li>• name and link on website</li> </ul>

*Competition admittance passes will be subject to local COVID policies and regulations in Michigan on June 12, 2021*



# CELTIC CLASSIC - SPONSORSHIP FORM

Please return this form and check made out to "QSDA" to:  
QSDA, 3975 May Center Road, Lake Orion, MI 48360  
or Pay Online at [qsda.ticketleap.com/2021-mi-celtic-classic-spring](https://qsda.ticketleap.com/2021-mi-celtic-classic-spring)

Company/Organization/Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail address: \_\_\_\_\_ Phone number: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Website to be listed on site (if applicable): \_\_\_\_\_

## Donation Information: Please check appropriate box (s)

### Sponsorship Levels:

- PRESENTING SPONSOR \$10,000
- CROWN SPONSOR \$7,500
- DIAMOND \$5,000
- TARTAN SPONSOR \$2,500
- TIARA SPONSOR \$1,000
- THISTLE SPONSOR \$500
- HEATHER SPONSOR \$250
- SPONSOR \$100

### Award Sponsorship:

- MEDALS SPONSOR \$1,200
- MEDAL SET SPONSOR \$150      Specify Category for Sponsorship (if desired): \_\_\_\_\_
- TROPHIES (ALL) SPONSOR \$800
- TROPHY SPONSOR (GROUP) \$100      Specify Category for Sponsorship (if desired): \_\_\_\_\_

### Specific Area of Sponsorship (contact us for individual benefits packages):

- STAGE SPONSOR \$2,000
- JUDGE/PIPER SPONSOR \$1,500
- FACILITY SPONSOR \$1,000
- DANCERS KEEPSAKE PARTICIPATION GIFT \$500
- PROGRAM SPONSOR \$250
- PRIMARY PARTICIPATION AWARDS \$100 DONATION OR ITEM

### Program Ads (all ads are 4-color):

- OUTSIDE BACK COVER \$250 (available unless needed for Presenting Sponsor)
- INSIDE FRONT COVER \$200 (available unless needed for Crown Sponsor)
- INSIDE BACK COVER \$175 (available unless needed for Crown Sponsor)
- FULL PAGE \$150
- 1/2 PAGE \$100
- 1/4 PAGE \$50

All sponsorship information and camera-ready art will need to be submitted  
to [QOSDA@hotmail.com](mailto:QOSDA@hotmail.com) no later than May 29, 2021.



MICHIGAN  
*Celtic Classic*  
SPRING

## PROGRAM AD SPECS

