



# SASKATOON HIGHLAND DANCING ASSOCIATION

The Saskatoon Highland Dancing Association (SHDA) was formed in 1954 and exists to promote the art of Highland Dancing and the Scottish culture of its origin. The SHDA brings a wee bit of Scotland to Saskatoon and area through performances, workshops, competitions, and family events. The organization also hosts the Scottish Pavilion at Folkfest, Saskatoon's terrific multicultural festival held each year in mid-August.

SHDA holds 3 competitions in Saskatoon throughout the dance year - November, February and April, giving local dancers opportunities to compete. Beyond the medals and trophies, competitions create situations for dancers to learn many life lessons including good sportsmanship, setting and working toward goals, self-improvement and how to lose graciously. The competition judges also offer a technical workshop after the competition to take advantage of their experience and knowledge while they are in Saskatoon. The SHDA is looking for competition sponsors to bring in world-class judges and pipers, and provide appropriate competition venues.

You can choose to sponsor any one competition or sponsor all 3 competitions. Please ask about multiple event sponsorship packages if you would like to sponsor more than one competition. Sponsorship packages offer many opportunities for you to connect with over 200 families from Saskatoon and area including:

- Customized program ads during the competition
- Customized Facebook ads to our followers (almost 800!)
- Mentions and thank-you posts on social media

Enclosed is a copy of the SHDA competition sponsorship package for your consideration. We will be following up this request with a phone call, if you have any questions and would like to reach me, please do not hesitate to call or email.

We look forward to promoting your business at all our events in return for the support you provide to Scottish culture in Saskatoon.

Thank you,

Randall Keays  
Competition Chairperson

Phone: 306.291.6935  
keaysr@sasktel.net



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## Sponsorship Packages

### Champion Sponsor: \$5,000+

- Full page business advertisement in the competition program
- Social media mentions including:
  - 3 posts/day for 10 days before event
  - 10 'Thank you' posts the week after the event
  - 1 week ad campaign with a customized ad to SHDA followers & their friends (over 20,000 people in Saskatoon & area)

### Premier Sponsor: \$2,500 to \$4,999

- 1/2 page business advertisement in the competition program
- Social media mentions including:
  - 1 post/day for 10 days before event
  - 5 'Thank You' posts the week after the event
  - 1 week ad campaign with a customized ad to SHDA followers (almost 800 people in Saskatoon & area)

### Platform Sponsor: \$1000 to \$2,499

- 1/4 page business advertisement in the competition program
- Your business name on one of the dancing platforms
- Social media mentions including:
  - 1 post/day for 10 days before event
  - 5 'Thank You' posts the week after the event

### Sword Sponsor: \$500 to \$999

- Business card size advertisement in the competition program
- Social media mention

### General Sponsor: \$100 to \$499

- Logo appearing in program
- Participation acknowledgement

## Thank you for your support!

Please include all your information - Name, mailing address, contact email, sponsorship amount. We will contact you further for logos and digital media content including ads, videos, photos, or graphics as required.