



ABOUT US

The Melbourne Highland Games & Celtic Festival (previously known as Ringwood Highland Games) has been held in the Maroondah area for over 50 years, since April 1967.

The event has grown over the years and we anticipate welcoming up to 5,000 visitors.

Our goal is to showcase a traditional Highland Games and to celebrate the diverse cultures of the many Celtic nations. There will be events and displays to view with food and drink vendors, dancing, pipe bands, music, Clans, strength and athletic events.

SPONSORSHIP OPPORTUNITIES 2026





SPONSORSHIP

Partnering with us will allow your organisation to be a part of maintaining the Melbourne Scottish and Celtic culture. The rich tapestry of heritage needs support to keep the event affordable and allow for maximum community participation.

All sponsors and partners will receive the following based on the level of sponsorship:

1. Acknowledgement in the printed Programme
2. Acknowledgement on the website and social media platforms
3. Public address announcements
4. Complimentary admission tickets for all sponsors
5. Complimentary access to the Hospitality Tent for higher levels of sponsorship



Tartan Naming Rights Partner

Tartan sponsorship gives the highest exposure for the sponsor with pride of place as the naming rights for the entire Games Festival.

This includes printed Programme advertisement, website and social media, ground announcements, plus four large banners at the Entry, Main Stage, Heavy Events and

Diamond Level Partner

The 5 main event areas each have one sponsor with a large banner in the area:

- Main Stage—Celtic Dancing
- Stage 2—VSDMAI Highland Dancing
- Stage 3—Glenbrae VSU Highland Dancing
- Folk Music Tent
- Heavy Events



SPONSORSHIP



Platinum Level Partner

The 5 main event areas each have one sponsor with a large banner in the area:

- Main Stage—Celtic Dancing
- Stage 2—VSDMAI Highland Dancing
- Stage 3—Glenbrae VSU Highland Dancing
- Folk Music Tent
- Heavy Events



Gold Level Partner

The many displays on the field can also be sponsored and these include:

- Massed Pipe Bands
- Wee Scots Games
- Scottish Martial Arts
- Heilan Coo
- Kilted Dash
- Clan Tents
- Medieval Celtic Village
- and many more...

Highland Promoters

Sponsorship to promote a specific element of main events or displays such as a single dancing group, Pipe Band or performer

Celtic Supporters

Sponsorship to provide general support of the entire Festival

Advertisers

Advertisement of your business in the printed Programme booklet





MELBOURNE HIGHLAND GAMES & CELTIC FESTIVAL

MHG&CF 2026 Sponsorship & Partnership Opportunities

Sponsorship Level

Sponsorship Level	CELTIC	HIGHLAND	GOLD	PLATINUM	DIAMOND	TARTAN
	Supporter	Promoter	Display Sponsor	Event Sponsor	Games Sponsor	Games Naming Rights
	\$250	\$750	\$2,000	\$5,000	\$10,000	\$20,000
Number of Sponsorships Offered	Unlimited	Unlimited	15	5	2	1
Naming Rights to MHG&CF <i>(includes four banners 2400 x 760: one at main stage, one at heavy events, one at entry and one at Hospitality Tent)</i>						✓
Games Sponsor to MHG&CF <i>(includes two banners 2400 x 760: one at entry and one at Hospitality Tent)</i>					✓	
Event Sponsor for Main Stage, Stage 2, Stage 3, Folk Music Tent or Heavy Events <i>(includes one banner 2400 x 760 at Event)</i>				✓		
Banner 2400 x 760				1	2	4
Banner 910 x 520		1	2	2	2	2
Ground Announcements - Own 50 word script					✓	✓
Ground Announcements - Own 25 word script			✓	✓		
Ground Announcements - Shout outs	✓	✓				
Logo and link on website	✓	✓	✓	✓	✓	✓
Logo in printed Programme on Sponsors page with sponsorship level	✓	✓	✓	✓	✓	✓
Programme booklet advertisement	Business Card	Quarter page	Half page	Half page	Full page	Full page
Complimentary Stall site		✓	✓	✓	✓	✓
Complimentary Tickets	2 General Admission	2 General Admission	4 General Admission	6 General Admission	8 General Admission	10 General Admission
		2 Hospitality Tent	4 Hospitality Tent	6 Hospitality Tent	8 Hospitality Tent	10 Hospitality Tent
Certificate of Appreciation	✓	✓	✓	✓	✓	✓
Advertising Only in Programme booklet		Quarter page \$100	Half page \$200	Full page \$400		

