



Melbourne Highland Games & Celtic Festival Inc.

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[www.melbournehighlandgames.org.au](http://www.melbournehighlandgames.org.au) [@MelbourneHighlandGames](https://Facebook.com/MelbourneHighlandGames)

**President: Wayne Makin**

**Secretary: Alistair McInnes**

November 2025

To whom it may concern

### **Sponsorship of the Melbourne Highland Games and Celtic Festival 2026**

On behalf of the committee of the Melbourne Highland Games & Celtic Festival, I would like to sincerely thank you for your interest in supporting our 2026 event, to be held on Sunday, 29 March 2026.

As one of Victoria's longest-running cultural festivals, the Melbourne Highland Games has proudly operated for over 50 years, celebrating the rich traditions, music, sport and heritage of Scotland and the Celtic nations. Over this time, it has grown into a vibrant community gathering that attracts a diverse audience of all ages, from families and cultural enthusiasts to athletes, musicians, interstate visitors and international guests.

We value our sponsors highly, and your branding and visibility will be one of our top priorities throughout the festival. Sponsorship inclusion may feature:

- Prominent signage and branding around the festival grounds
- Branding opportunities at any sponsored event or activity
- Regular acknowledgements and announcements over the public address system during the Games
- Hosted access to our exclusive VIP marquee, where sponsors can enjoy hospitality and network with special guests and community leaders

Following the success of our International Highland Games in March 2025, we anticipate an attendance of approximately 5,000 visitors in 2026, drawing guests from interstate, regional Victoria, and metropolitan Melbourne. This provides a valuable opportunity for strong brand exposure and community engagement.

Thank you again for your interest in partnering with us. We look forward to the opportunity to work together and to showcase your organisation at one of Victoria's most cherished community festivals.

Please don't hesitate to contact us at [sponsorship@melbournehighlandgames.org.au](mailto:sponsorship@melbournehighlandgames.org.au) If you require any further information.

Warm regards,

**Melissa Ventre**

Sponsorship Coordinator, for the President  
Melbourne Highland Games & Celtic Festival

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