



The Calgary United Scottish Games Association

Proud organiser of the

Calgary Highland Games

Held each year on the Saturday of the
Labour Day long weekend

Dear Highland Games Supporters,

The Calgary Highland Games will be held this year on Saturday, September 4th, 2010. Since its inception in 1913, the “Games” have provided those with Scottish roots as well as the general public the opportunity to enjoy the traditions of Scotland and celebrate Calgary’s strong Scottish heritage. Proven to be one of the larger events of its kind in western Canada, the Calgary Highland Games is an event not to be missed!

Each year the skirl of the pipes and swing of the kilts attracts several thousand spectators and competitors to this great cultural event. With such a large captive audience for the day, the opportunity for promoting your products or services is great and can be further increased by submitting an ad for publication in the Calgary Highland Games program. Most competitors as well as many spectators purchase the program as a valued guide to the games. After the event the program also becomes a handy reference connecting you once again to possible new customers.

If you would like to take advantage of this great marketing tool and to show your support of the Calgary Highland Games by way of advertising, please complete the attached form and submit it along with your ad as soon as possible. Advertising space is limited and is offered on a first come, first served basis so please be sure to book your ad as soon as possible.

In order to facilitate layout and publishing of the program
your ad submission must be received no later than

August 10, 2010

(Please note: NO ADS will be accepted after the deadline)

To ensure a great quality ad in the games program, we request that you send your ad as a high resolution PDF file or equivalent. Please make sure all ads are print-ready.

Please complete the attached form and submit it with payment to the address indicated. You may then forward all advertising files to Cindy Eberth at eberth@shaw.ca. Please indicate in your email whether you are placing the ad as a sponsor, vendor or general advertiser.

Thank you in advance for your support and we hope to see you at the Games!

Sincerely

Genevieve Sawchyn
Director of Communications/Advertising





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Program Advertising Opportunity

Company Name: _____

Advertising as a: _____ Sponsor _____ Vendor _____ General Advertiser

Contact: _____

Address: _____

City: _____ Province: _____ PC: _____

Phone: (_____) _____ Email: _____

Specifications:

_____ Full page (7 1/2" x 10")	\$250.00
_____ 1/2 page (7 1/2" x 5")	\$150.00
_____ 1/4 page (3 3/4" x 5")	\$100.00
_____ Business Card (3 1/2" x 2")	\$75.00

Please email all camera-ready artwork by

August 10, 2010

To: eberth@shaw.ca

High resolution PDF or equivalent format.
Please also include all images separately and a list
of all fonts used in the ad.

**Please note: NO ADS will be accepted after the
deadline of August 10, 2010**

Please mail cheque or money order
payable in Canadian funds to:

**Calgary United Scottish
Games Association**

Attn: Winona Haliburton

PO Box 20215

RPO Bow Valley

Calgary AB T2P 4L2

Thank you for your SUPPORT!

Any questions???
Contact Cindy Eberth
eberth@shaw.ca

