



*A non-profit community organization formed in 1937 that celebrates and promotes the Scottish heritage of Embro -Zorra.*

**March 10, 2023**

**Dear Community Supporter:**

As a non-profit organization formed in 1937 that celebrates and promotes the Scottish heritage of Embro-Zorra, the **Zorra Caledonian Society** is excited to be preparing for the **84<sup>th</sup> Embro Highland Games** taking place on **July 1, 2023**. Thanks to the vision of our forefathers and mothers, we are **Ontario's longest-running Highland Games**.

Over the past **nine decades**, the Embro Highland Games has gone through its share of changes; however, the tried-and-true favourites are what keep visitors coming back year after year; **Highland Dance** competitions, **Piper, Pipe Band and Drumming** competitions, **Heavy Events**, live Celtic music and the celebration of all things **Scottish** – be that Scottish Dogs on Parade, Scottish Livestock, Scottish Children's Crafts and Scottish food and drink. The **Massed Bands** are a sight to behold, and visitors gather to witness the pageantry of the majestic sight at mid-day and again at 4:30 pm.

We are also excited for the return of the **Tug-of-War Competition**, the first time since COVID-19 interrupted the sport. It is a special year as well as we will mark the 130<sup>th</sup> anniversary of the **Mighty Men of Zorra** and their championship win at **Chicago World's Fair in 1893**. Our connection with the Taiwanese continues to grow as we together remember **Rev. Dr. George Leslie Mackay** and the profound impact that "**Zorra Boy**" had on women's education, medicine, and religion in Taiwan (a country called "Formosa" when he lived there).

The **Embro Highland Games** is significant in two ways: representing a community keeping its heritage alive and providing economic benefits as **one of the largest public events in Oxford County**. The Games are now attracting almost 4,000 visitors annually, however attracting skilled pipe bands and top-notch competitors from across North America, is expensive. As a result, we are reaching out to request your support. **For 2023, we have five sponsorship levels:**

- Signature Sponsorship of \$1000 or more
- Gold Sponsorship of \$600-\$999
- Silver Sponsorship of \$300-\$599
- Bronze Sponsorship up to \$299
- In Kind donations of products and services





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Specific category details are outlined on the following page. Your sponsorship benefit package provides recognition of your donation in various ways, as noted. We thank our past sponsors (listed on our website [www.embrohighlandgames.ca](http://www.embrohighlandgames.ca)) for the support received and look forward to the support continuing.

Your sponsorship help is valued and appreciated. We thank you for your consideration in helping to support this long-standing community event. We look forward to seeing you at the Games!

Sincerely,

Geoff Innes,  
President, Zorra Caledonian Society  
Host of the Embro Highland Games





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## 84th EMBRO HIGHLAND GAMES SPONSORSHIP OPPORTUNITY

Company Name: \_\_\_\_\_

Name of Contact Person: \_\_\_\_\_

Contact Telephone: \_\_\_\_\_ Contact Email: \_\_\_\_\_

**We appreciate your sponsorship at the following level (please choose one):**

**\$\_\_\_\_\_ Signature Sponsorship (\$1000+ donation)** – includes 8 complimentary passes. A banner (supplied by you) will be displayed at the Games. Your business will be mentioned over the PA system throughout the day, social media co-promotion, posted on the website (business card or logo) at [www.embrohighlandgames.ca](http://www.embrohighlandgames.ca) and listed in the printed program.

**\$\_\_\_\_\_ Gold Sponsorship (\$600-\$999 donation)** – includes 6 complimentary passes. A banner (supplied by you) will be displayed at the Games. Your business will be mentioned over the PA system throughout the day, posted on the website (business card or logo) and listed in the printed program.

**\$\_\_\_\_\_ Silver Sponsorship (\$300-\$599 donation)** – includes 4 complimentary passes. Your business card/logo will be posted on the website and the business name printed in the program

**\$\_\_\_\_\_ Bronze Sponsorship (up to \$299 donation)** – includes 2 complimentary passes. Your business will be listed on the website and in the printed program

**\_\_\_\_\_ In Kind Sponsor** (donation of equipment and/or services) – includes 4 complimentary passes. Your business will be listed on the website and in the printed program

Please complete this form and return it with a **cheque payable to “Zorra Caledonian Society”** to PO Box 258, Embro, Ontario N0J 1J0 OR **etransfer** your donation to [events@embrohighlandgames.ca](mailto:events@embrohighlandgames.ca)

We would also request you send your form and electronic logo to [events@embrohighlandgames.ca](mailto:events@embrohighlandgames.ca) so we can properly recognize your sponsorship on our marketing materials.

**We thank you for your consideration of our request and would appreciate your response by May 15, 2023.**

