



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

**March 15, 2024**

**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 **85<sup>th</sup> Embro Highland Games** taking place on **Monday, July 1, 2024**. Thanks to the vision of our ancestors, 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, **Tug-of-War** and **Heavy Events** (including the very popular caber toss). Added to the mix is the 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 thrilled to be hosting the Games for an unprecedented 85<sup>th</sup> time and are in the midst of finalizing some special plans! One example, is adding Grade 2 pipe bands to our day, these bands are more qualified and travel from further afield. They will come to Embro and join the Grades 3,4 and 5 bands. We are also working with the Royal Canadian Airforce to coordinate a flyover on July 1 and have a surprise guest in the works to officially open the Games.

In addition to our Scottish celebrations, we continue to strengthen our connection with the Taiwanese community 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 now attract between 3,000 to 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 2024, we have five sponsorship levels** with the specific category details outlined on the following page. We thank our past sponsors (listed on our website [www.embrohighlandgames.ca](http://www.embrohighlandgames.ca)) for the support received and look forward to your support continuing. Thank you for helping us maintain and grow this long-standing community event.

**Sincerely,**

**Geoff Innes,  
President - Zorra Caledonian Society**

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P.O. Box 258,  
Embro, Ontario N0J 1J0

[www.embrohighlandgames.ca](http://www.embrohighlandgames.ca)  
[info@embrohighlandgames.ca](mailto:info@embrohighlandgames.ca)

Embro Highland Games  
*Oldest highland games in Ontario*





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## 85th 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 eight 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 six 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 four 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 two 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 four 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, 2024.**

