

65th Annual Salado Scottish Gathering and Highland Games

Presented by Salado Museum and College Park

423 South Main Street • Salado, TX 76571

254-947-5232 or 254-718-0820 • director@saladomuseum.org

Date: _____

Dear _____

On behalf of the Salado Museum and College Park, it is our pleasure to invite you to become a sponsor of the 65th Annual Salado Scottish Gathering and Highland Games — the oldest Scottish Festival in the State of Texas and one of the most cherished community traditions in Central Texas.

For 65 years, this remarkable event has brought together families, clans, athletes, musicians, and visitors from across the region to celebrate Scottish heritage and culture in the heart of Salado. What began as a small local gathering has grown into a beloved annual tradition that draws approximately 3,000 visitors to our community each year — providing a meaningful economic boost to Salado's local businesses and reinforcing the unique character of our historic town.

The Salado Scottish Gathering and Highland Games is the primary fundraising event for the Salado Museum, a 501(c)(3) non-profit organization dedicated to preserving the history, culture, and heritage of Salado and the surrounding region. Your sponsorship directly supports our mission and helps ensure this treasured event continues for generations to come.

What Your Sponsorship Provides

- Your name and/or company name (or logo) featured in the official Games Program as the named sponsor of your chosen activity or item
- Prominent signage recognition at the event and on the event tee-shirts
- Recognition on the Salado Museum website and social media as a valued supporter
- The satisfaction of investing in your community and a 65-year Texas tradition

We would love to speak with you personally about how your support can make a difference. Sponsorship opportunities are available at a variety of levels to fit your giving goals, and we are happy to discuss any special considerations.

Please review the enclosed Sponsorship Opportunities list and return your commitment by August 15, 2026. Sponsorships are available on a first-come, first-served basis, and several popular opportunities fill quickly.

Thank you sincerely for considering this opportunity. Your generosity keeps our history alive and our community thriving.

With warm regards,

Lynette Jones, executive director

254-718-0820

Cash donations are always welcome and deeply appreciated.

65th Annual Salado Scottish Gathering and Highland Games

Sponsorship Opportunities

Commitment Deadline: August 15, 2026, • First-Come, First-Served

All Event Sponsors Receive:

- Named sponsorship in the official Games Program for your chosen activity or item
- Signage recognition at the event
- Recognition on the Salado Museum website and social media
- Name on Event Banners and Event Tee Shirts

PREMIER SPONSORSHIPS

Make the greatest impact and receive the highest visibility at the event.

Sponsorship Opportunity	Amount	Availability	Description
Main Event Sponsor	\$3,000	Two available	Premier recognition at all event activities
Celtic Music Entertainers (All)	\$2,000	Taken	Sponsor all Celtic musical entertainment
Piping & Drumming Competition	\$2,000	Available	Scotland's most iconic competitive tradition
Gaelic Singing	\$500	Taken	Gaelic Singing and Language Workshop
Highland Dance Competition	\$1,000	Available	Traditional Highland Dance Competition
Friday Night Ceilidh	\$2,000	Taken	Traditional Scottish social dance
Highland Athletic Games	\$500	Four One Available	Men and Women compete in a 10-round event
Calling of the Clans/Social	\$250	Two Taken Available	Traditional clan gathering ceremony

SUPPORTING SPONSORSHIPS

A meaningful investment that keeps our cherished traditions alive.

Sponsorship Opportunity	Amount	Availability	Description
Tartan Dinner	\$500	Two One Available	Formal Scottish dinner celebration.
Shortbread Contest	\$300	Two available	Serious competition for clans and locals
Bonny Knees Contest	\$500	Two One available	Fan-favorite crowd event
Scottish Country Dance	\$600	Available	Community participation dance lessons Saturday and Sunday
Pet Parade	\$200	Five available	A beloved family-friendly tradition
Professional Athlete	\$300	Three available	Support a Highland Games pro-level competitor

COMMUNITY SPONSORSHIPS

Every contribution matters — join our family of supporters at any level.

Sponsorship Opportunity	Amount	Availability	Description
Hospitality Tent	\$250	Taken	Guest welcome area
Printed Materials	\$250	Two Available	Programs, signage and event publications
Souvenir Merchandise	\$250	Four Available	Official Games merchandise and memorabilia
Trash Service	\$250	Available	Keep our beautiful grounds pristine
Entry Wristbands	\$150	Taken	Sponsor guest entry credentials
Golf Cart Rentals	\$250	Four Available	Guest transportation to and from parking

CASH DONATIONS ARE ALWAYS WELCOME!

To confirm your sponsorship or for more information, please contact us:
423 South Main Street • Salado, TX 76571 • 254-947-5232 or 254-718-0820 •
director@saladomuseum.org

SPONSORSHIP COMMITMENT FORM

Please complete and return by August 1, 2026.

Sponsor Name _____

Contact Person _____

Address _____

Phone _____

Email _____

Sponsorship Selection _____

Amount Enclosed / Pledged _____

Please make checks payable to: Salado Museum

Mail to: 423 South Main Street, Salado, TX 76571

Thank you for your generous support of the Salado Museum and the 65th Annual Salado Scottish Gathering and Highland Games!

Salado Museum and College Park is a 501 (c) 3 non-profit, your sponsorship is tax-deductible. You will be sent a tax deduction receipt when payment is made.

“No goods or services were provided in exchange for this contribution other than intangible recognition benefits.”