

# ScotsFEST

October 8-10, 2021

## SPONSORSHIP FORM

ScotsFest will be Oct. 8-10 and will be combined with our Homecoming. For 40 years, the Arkansas Scottish Festival has attracted thousands of visitors from across the nation to our region, and Homecoming annually draws large crowds of alumni. With the two combined, we anticipate a crowd of more than 5,000, and the digital reach likely will be twice that number.

**Four sponsorship levels** are available for our corporate partners. All sponsors receive: VIP access to the football game and the premiere Scottish events, including the Feast & Ceilidh; reserved parking; and premiere recognition in the festival promotions. This premiere promotional recognition includes logo placement on ARScottishFest.com, a full page, full color ad in the festival program as well as shoutouts on social media and radio promos. In addition to printed copies for on-site attendees, the festival program also will be digitally distributed to approximately 10,000 individuals.

**Title Sponsor - \$5,000**

- VIP access for 8+

**Presenting Sponsor - \$2,000**

- VIP access for 4+

**Sustaining Sponsor - \$1,500**

- VIP access for 4

**Sustaining Sponsor - \$1,000**

- VIP access for 2

**Ad space** is also available for those who choose not to take advantage of the sponsorship opportunities.

Back Cover	8.5 x 11	\$500	+logo on arscottishfest.com
Inside Cover	8.5 x 11	\$500	+logo on arscottishfest.com
Full page	7.5 x 10	\$350	+logo on arscottishfest.com
Half page	7.5 x 5	\$200	+logo on arscottishfest.com
¼ page	3.75 x 5	\$100	+name on arscottishfest.com
⅛ page	3.75 x 2.5	\$75	+name on arscottishfest.com

All ads can be in full color. Camera-ready art must be JPG, 300dpi. Ads must be received by September 1, 2021.

Questions? Contact James Bell at 870.307.7473 or at james.bell@lyon.edu

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## ADVERTISING FORM

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Name \_\_\_\_\_

Email \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_ - \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_ - \_\_\_\_\_

### Cover

Plus website ad 300px x 400px or 800px x 100px and logo on homepage of arscottishfest.com

**Back Cover – 8.5 x 11 – \$500**

**Inside Cover – 8.5 x 11 – \$500**

### Inside

**Full page – 7.5 x 10 – \$350**

**Half page – 7.5 x 5 – \$200**

Plus logo on homepage of arscottishfest.com

**1/4 page – 3.75 x 5 – \$100**

**1/8 page – 3.75 x 2.5 – \$75**

Plus name listed on homepage of arscottishfest.com

All ads can be in full **Color**.

**Use my ad from last year.**

If reformatting is required due to new ad size, a \$50 surcharge will be applied.

**I will provide camera-ready art.**

Email high-res PDF, TIFF, or JPG to [james.bell@lyon.edu](mailto:james.bell@lyon.edu) prior to 5 p.m. on Wednesday, Sept. 1. **All art must be 300dpi.**

**Design an ad for me.**

Provide any required information to [james.bell@lyon.edu](mailto:james.bell@lyon.edu) prior to 5 p.m. on Wednesday, Sept. 1. **A \$100 surcharge will be applied for designing an ad.**

**ALL ORDERS MUST BE RECEIVED BY Sept. 1, 2021.**

**Questions? Contact James Bell at 870-307-7473 or at [james.bell@lyon.edu](mailto:james.bell@lyon.edu)**



[lyon.edu/homecoming](http://lyon.edu/homecoming)

# ScotsFEST

PLEASE KEEP THIS PORTION FOR YOUR RECORDS

Return above form to:

Lyon College  
Attn: James Bell  
P.O. Box 2317  
Batesville, AR 72503

Date: \_\_\_\_\_

Check #: \_\_\_\_\_

Cover

Back Cover – 8.5 x 11 – \$500

Inside Cover – 8.5 x 11 – \$500

Inside

Full page – 7.5 x 10 – \$350

Half page – 7.5 x 5 – \$200

1/4 page – 3.75 x 5 – \$100

1/8 page – 3.75 x 2.5 – \$75

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\$50 charge for reformatting if using new size.

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