

CANBERRA COLLEGE OF PIPING & DRUMMING
SPONSORSHIP
PROPOSAL
2024



ANNUAL
CANBERRA BURNS CLUB

Highland Gathering

SATURDAY 12 OCTOBER 2024



THE CANBERRA COLLEGE OF PIPING & DRUMMING

The Canberra College of Piping & Drumming was established in 1999 to promote and teach bagpipes and Scottish pipe band snare, bass and tenor drumming. Since its inception, the College has taught many hundreds of students and has established itself as one of Australia's foremost piping & drumming instruction institutions.

As part of its charter the College has undertaken a number of initiatives over the years to support and complement its core teaching function.

In 2005 the College held the first of 14 piping and drumming Workshops in Canberra. These Workshops were held over 3 days, were attended by up to 150 pipers and drummers from around Australia, and were led by an instruction team of 10 of the best pipers and drummers from around the world. We built the Workshop into the third largest event of its kind in the world.

In 2011 we made the decision to hold an annual Scottish Highland Gathering in Canberra. The primary motivation was that such an event would provide an opportunity to promote Scottish culture throughout Canberra and the region, and in particular to demonstrate and promote piping and drumming. We have held ten Highland Gatherings to date and built it into the second largest event of its type in Australia.

In 2022, due to the success of our learner program and the impact of the above initiatives, we were able to establish for the first time our own College Pipe Band. We now have a functioning pipe band which is performing at public events in the region and the players are rapidly developing the new skills required to play in a band environment.

The future for the College looks very bright!

THE HIGHLAND GATHERING



A Highland Gathering is a day full of events and activities which sit at the heart of Scottish culture. It is a mix of Scottish sporting and heavy events (eg caber tossing); Scottish music involving pipe bands, solo piping and drumming, and massed pipes and drums displays; highland dancing; Scottish food and produce stalls; Scottish Clan tents; and various community stalls and displays. Highland Gatherings are a fete, a fair, a market and music festival combine into one.

The Canberra Highland Gathering is our effort to replicate this traditional Scottish event. We held our first Highland Gathering in Canberra in 2011. We have now held ten Highland Gatherings. COVID and inclement weather prevented us holding Gatherings in 2020, 2021 and 2022. We have built the event into the second largest of its type in Australia. It typically attracts around 10,000 spectators, 800 individual participants in various events throughout the day, 50 stalls and vendors and clan tents, and significant interest from all forms of media.

To understand in more detail the range of events and participants and the scheduling for the day, please see the program for our most recent 2023 Highland Gathering at: [Highland Gathering Program 2023 \(squarespace.com\)](https://squarespace.com).

The final piece in the traditional Highland Gathering format is to hold a Scottish Ceilidh event in the evening. A Ceilidh (pronounced "kaylee") is a social evening of Scottish culture. Our Ceilidh is held at the Canberra Burns Club, our naming rights sponsor for the day. Entertainment throughout the evening is provided by a local Celtic folk group supported by more piping and highland dancing displays, great camaraderie, and a general celebration of all things Scottish – this includes a wee bit of Scottish haggis accompanied by a nip of fine Scottish whiskey from the Club's very wide selection.

PARTNERSHIP OBJECTIVES



In seeking to partner with other organisations in a sponsorship arrangement, the College has the following objectives:

- To promote the brand and activities of the College and the partner organisation, particularly to people in Canberra and the surrounding region;
- To provide an opportunity for the partner organisation and its staff to promote their business through the Highland Gathering and the associated media, PR activities and networking opportunities which occur as part of the Gathering;
- To provide an opportunity for the partner organisation to host its staff, customers, suppliers and other relevant stakeholders at an event which gives them a taste of Scotland and all dimensions of its culture and traditions;
- To work together to promote Scottish culture, art, sports and music in Canberra and the surrounding region;
- To work collaboratively with all our partners to help build the Highland Gathering into the biggest and most successful event of its kind in Australia.

Objectives 1,2, 3 and 4 are quite self-explanatory. However, objective 5 warrants some further explanation.

The College view is that over recent years Highland Gatherings in Australia have departed significantly from the model and format which is so successful in Scotland and elsewhere (particularly North America & New Zealand). Furthermore, we think there are opportunities to build on the proven Highland Gathering format to attract a wider audience. This means delivering an event which caters to ever changing societal and consumer trends and needs. It means being prepared to think outside the square in the way we deliver and structure the events.

PARTNERSHIP OBJECTIVES



Examples of things we think we could do in the future with the Canberra Highland Gathering include;

- Live streaming of the event to a domestic and global audience. We dipped our toe in the water on this a few years ago with limited success. But we think we know how we can improve in this area;
- Inviting international pipe bands and particularly juvenile pipe bands as part of an education trip to Australia's national capital;
- Extending it into a two or three day event with a range of associated activities across the multiple days. Activities could include whiskey tasting; piping, drumming and dancing workshops; events with appropriate Scottish themes hosted at our national institutions such as The War Memorial, the National Gallery, the National Film and Sound Archives, The Museum of Australian Democracy, The National Press Club and the National Library;
- Engaging with the British Embassy and other Commonwealth country embassies to have a hosted event or events with a Scottish theme or flavour;

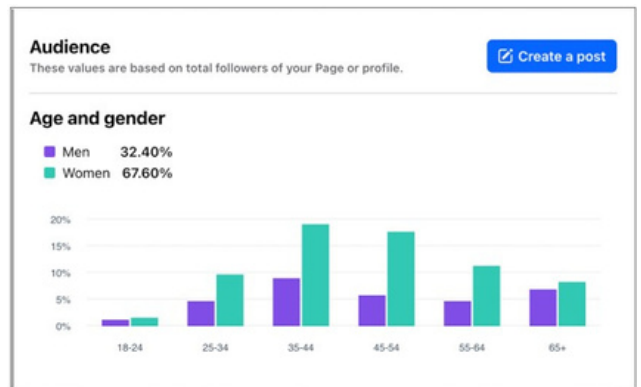
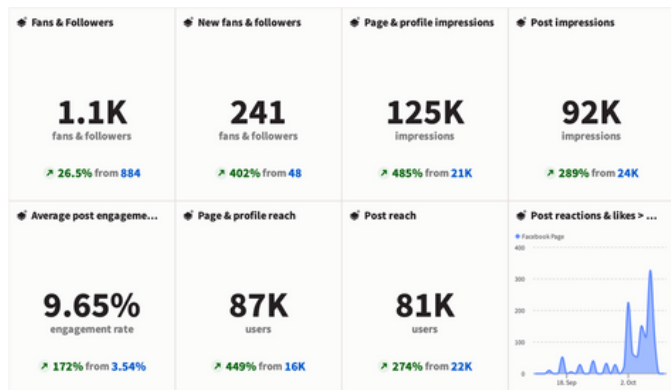
These are just some of the ideas we have. Partner organisations will undoubtedly have others and we would welcome and encourage that. Quite deliberately, many of our ideas play to the strengths and attributes that only Canberra, as the national capital, can offer. We think these Canberra attributes give us a competitive advantage over other cities who host these events and which we must capitalise on. In much the same way as the National Folk Festival has evolved from a small Canberra event into the pre-eminent folk music event in Australia, we think the same opportunity lies ahead for the Canberra Highland Gathering. This opportunity can however only be realised if we are able to partner with local, passionate Canberra organisations who have ideas and ambitions and who share our vision for what this event can become.

MEDIA AND PROMOTION



The College promotes the event through a mix of social, print and electronic media

In terms of social media, here is some Facebook data from our most recent 2023 Highland Gathering, with particular emphasis on trends on the month leading up to the event when we ramped up our Facebook activity.



Note in particular that we had an average engagement rate of 9.65% compared to an industry standard of between 1% to 5%.

In terms of print and electronic media, we get “free” media coverage in the lead up to and on the day of the Gathering via interviews our President does with

- Radio stations - Canberra ABC Radio, 2CC, 2CA, FM 106.3 as well as one or two community radio stations
- TV stations – ABC, WIN and Prime

In terms of print media, the Canberra Times generally does a piece in the lead up as does Canberra Weekly and City News. We also advertise in “The Scottish Banner”, Australia’s only national Scottish publication which comes out every month across all States and Territories. There are 7,000 copies distributed per month via print & digital formats.

We also promote the Highland Gathering through around 10-15 community websites, the Canberra Burns Club and its various communication platforms, and signs on major arterial roads in the 2 weeks prior to the event.

PARTNERSHIP BENEFITS



GOLD PARTNER \$10,000

- One full page advert in the Highland Gathering digital program
- Your company logo and link placed on the Canberra Gathering website
- Your corporate signage placed at the Canberra Highland Gathering (company to provide)
- Acknowledgement as a principal partner of the Canberra Highland Gathering
- A profile of your company included up to 4 times in our Facebook social media campaign
- 15 tickets to the VIP Hospitality tent at the Canberra Highland Gathering
- The College pipe band, or an individual piper or drummer to play at up to 5 of your organisation's events throughout a 12-month period
- Invitation to attend a pre-event networking evening at the Canberra Burns Club

SILVER PARTNER \$5,000

- One half page advert in the Highland Gathering digital program
- Your company logo and link placed on the Canberra Gathering website
- Your corporate signage placed at the Canberra Highland Gathering (company to provide)
- Acknowledgement as a partner of the Canberra Highland Gathering
- A profile of your company included 3 times in our Facebook social media campaign
- 10 tickets to the VIP Hospitality tent at the Canberra Highland Gathering
- The College pipe band, or an individual piper or drummer to play at up to 3 of your organisation's events throughout a 12-month period
- Invitation to attend a pre-event networking evening at the Canberra Burns Club

ASSOCIATE PARTNER \$2,000

- Your company logo and link placed on the Canberra Gathering website
- Acknowledgement as a supporter of the Canberra Highland Gathering
- A profile of your company included in our Facebook social media campaign
- 5 tickets to the VIP Hospitality tent at the Canberra Highland Gathering
- The College pipe band, or an individual piper or drummer to play at one of your organisation's events throughout a 12-month period
- Invitation to attend a pre-event networking evening at the Canberra Burns Club

GET IN TOUCH



Thank you for taking the time to consider this proposal. We are keen to develop a long term, mutually beneficial partnership.

The Chair of the Canberra Highland Gathering committee, Athol Chalmers, will be your direct contact to further develop this proposal.

Athol is available to meet at your convenience to work through any questions or suggestions you may have.

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www.canberragathering.com.au