

**9th Annual Sherman
2026**



Celtic Festival

Sponsorship Opportunities

The Sherman Celtic Festival and Highland Games is one of the most highly anticipated annual events in Sherman, Texas and is the premier Celtic cultural and Highland Games event in North Texas! With attendance at over 10,000 in 2022, 2023, 2024, and 2025, the festival continues to grow in size and influence with exciting new events added each year. Attendees come from the North Texas area as well as surrounding states each year to participate and enjoy all that the festival offers. The Sherman Celtic Festival is hosted by the Texoma Society of CELTS (501-C organization) which exists to promote, educate, and celebrate Celtic culture/history and its influence on modern American culture and life. Each year, a portion of the proceeds from our festival are donated to the Scottish Rite Hospital for Children to aid in the amazing work their organization does! Don't miss this great opportunity to join in on the fun and excitement. Sponsorship of the Sherman Celtic Festival is a great way to promote your business or organization to a large and diverse crowd of potential new customers and supporters!

***VIP Pass:** Includes admission to the Sherman Celtic Festival, access to the festival's exclusive VIP area (private seating in front of our main stage, access to private bathrooms, a private bar, and food service) official 2026 festival t-shirt, VIP parking pass, VIP shuttle service to and from parking, drink tokens for the VIP pub, as well as opportunities to meet the entertainers and other special guests.

Title Sponsorship available:

Highland Games title sponsor (exclusive) \$2500: Includes banner at Highland Games field, 8 VIP passes, company or personal name on 2026 event t-shirt (must commit before March 1, 2026), social media and SCF website recognition with link to your website, recognition in festival promotional advertising, acknowledgment from Highland Games MC, a 12' x 12' booth spaces at games field, you or your representative may present Highland Games awards (both days).

-OR-

Highland Games Co-Sponsor (2 available) \$1000: Includes 4 VIP passes, social media and SCF website recognition, company link on SCF website, signage at Highland Games field, company or personal name on 2026 event t-shirt (must commit before March 1, 2026), acknowledgment throughout the day from Highland Games MC, one 12' x 12' booth space, and shared trophy presentation duties.

-OR-

Friend of the Highland Games sponsor (5 available) \$500: Includes 2 VIP passes, social media and SCF website recognition, recognition from Highland Games announcer, and signage at Highland Games field.

Highland Dance Sponsorship

Celtic Dance lead sponsor (exclusive) \$2000: Includes banner on dance stage, 8 VIP passes, company or personal name on 2026 event t-shirt (must commit before March 1, 2026), social media and SCF website recognition with link to your website, acknowledgment from MC, and one 12' x 12' booth space.

-OR-

Celtic Dance co-sponsor (2 available) \$1000: Includes 4 VIP passes, social media and SCF website recognition, company link on SCF website, signage at dance stage, company or personal name on 2026 event t-shirt (must commit before March 1, 2026), and one 12' x 12' booth space.

-OR-

Friend of Highland Dance sponsor \$500: Includes 2 VIP passes, social media and SCF website recognition, and signage at dance stage.

Baking Contests Sponsorship

Shortbread Baking Contest / Scone Baking Contest sponsor (exclusive) \$1000: Includes 4 VIP passes, social media and SCF website recognition, signage at event site, award presentations opportunity, company or personal name on 2026 event t-shirt (must commit before March 1, 2026), one 12' x 12' booth space.

Main Stage Sponsorship:

Main Stage Lead Sponsor (exclusive) \$2500: Includes top banner of main stage (40' x 4'), 8 VIP passes, company or personal name on 2026 event t-shirt (must commit before March 1, 2026), social media and SCF website recognition with link to your website, acknowledgment from main stage MC, and one 12' x 12' booth space.

Main Stage Support Sponsor (2 available) \$1500: Includes 4 VIP passes, one of two main stage side banners (6' x 16'), company or personal name on 2026 event t-shirt (must commit before March 1, 2026), acknowledgment from main stage MC, social media and SCF website recognition with link to your website, one 12' x 12' booth space.

-OR-

Band Sponsor (6 available) \$500: Includes 2 VIP passes, one 5' x 5' ad on main stage side banner (one side), personal or company name on 2026 event t-shirt (must commit before March 1, 2026), six festival t-shirts, social media and SCF website recognition with link to your website, and acknowledgment from main stage MC.



General

Sponsorship opportunities:

Gold Thistle sponsorship \$1500: Includes 8 VIP passes, social media and SCF website recognition, company link on SCF website, signage at front gate, company or personal name on 2026 event t-shirt (must commit before March 1, 2026), acknowledgment throughout the day from main stage MC, and one 12' x 12' booth space.

Silver Shamrock sponsorship \$750: Includes 4 VIP passes, social media and SCF website recognition, Company link on SCF website, signage at front gate, company or personal name on 2026 event t-shirt (must commit before March 1, 2026), and one 12' x 12' booth space.

Bronze Laird sponsorship \$500: Includes 2 VIP passes, social media and SCF website recognition, signage at front gate.

Festival Shuttle Sponsorship (exclusive per cart, 8 available) \$350: Includes and 2 VIP passes, signage on sponsored shuttle, social media and SCF website recognition.

Festival Program Sponsor \$300: Includes 2 VIP passes, social media and SCF website recognition, Company link on SCF website, ad-recognition on all printed festival programs.

Celtic Animal sponsor (exclusive) \$300: Includes 2 VIP passes, social media and SCF website recognition, signage at front gate and animal corral.

Tug of War Sponsor (exclusive) \$300: Includes 2 VIP passes, social media and SCF website recognition, signage at event site, opportunity to present prizes to winning teams.

Redhead Contest sponsor \$100: Includes two adult admission tickets, two 2026 event t-shirts, social media and SCF website recognition, recognition by MC at event.

Bonniest Knee Contest sponsor \$100: Includes two adult admission tickets, two 2026 event t-shirts, social media and SCF website recognition, recognition by MC at event.

To become a sponsor, please contact festival director Rob Ballew at shermancelticfest@gmail.com. Thank you for your support!

