



The  
SCOTTISH  
SOCIETY  
OF OTTAWA

New Years Eve, Scottish Style!  
**Hogman-eh!**

The Scottish Society of Ottawa (SSO) is a volunteer-led, not for profit organization that celebrates and promotes Scottish Culture in Ottawa and throughout Canada. Our Culture and entertainment is vibrant and fun and we showcase it through festive events and the signature event Hogman-eh! We are looking for sponsors to support the society and our very special Canadian Hogman-eh! celebration.

## HOGMAN-EH!

### NEW YEARS EVE SCOTTISH STYLE! THE OTTSCOT FESTIVAL: GREAT CANADIAN KILT SKATE

The word "Hogmanay" means lost in the past, but the SSO has brought it to life in Canada with our very own Hogman-eh! It is the biggest New Year's Eve parties in Ottawa and the largest celebration outside of Scotland! Hogman-eh! has something for people of all ages. Family friendly with lively Celtic Ceilidh style entertainment including piping and drumming, fiddlers, highland dancing (with a few wee ones!) culminating a balloon drop at 7 pm (midnight in Scotland)

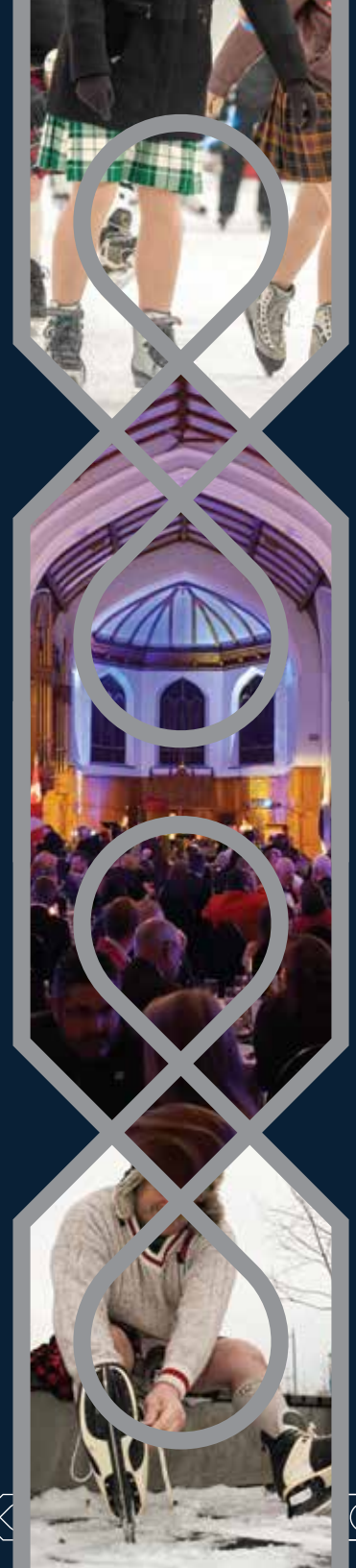
Guests can also enjoy the Scotch whisky bar and a VIP section. The party continues into the wee hours with music by the Mudmen, Anna Ludlow, MacIsaac-Mackenzie and Glengarry's favourite Brigadoons. We are introducing Piper Ally an amazing and cool kilted young piper who is setting concert stages and social media on fire. Finally what Scottish Hogman-eh! would be complete with the singing of Auld Lang Syne to ring in the New Year.

The Scottish Society of Ottawa further embraces Scottish culture, folklore and history, through the "OttScot" Festival. Kicked off with Hogman-eh! It also features the Great Canadian Kilt Skate currently being held in 12 cities across Canada and the USA. We host a wonderful Gala Burns Supper & Ceilidh, whisky tastings and other special fun events like Kilt up and Kurl, and even Gaelic lessons!

## SPONSORSHIP OPPORTUNITIES

Hogman-eh! and the OttScot festival will provide sponsors with significant benefits to drive brand awareness and reputation in Ottawa and nationally. Last years Hogman-eh event had an estimated 4,000 attendees and over 2000 viewers on-line. Photos from the event are featured here: [Ottscot.ca](http://Ottscot.ca) Our Social media and newsletter reaches many thousands. Additional exposure will be received in the other OttScot events.

We are looking for one Platinum, three Gold and Bronze sponsors to help us with Hogman-eh! and the festival. Contact us and we can tailor one of our sponsorships to your needs and budget. Our sponsorships are named after the great Scottish landscape.





New Years Eve, Scottish Style!  
**Hogman-eh!**



PLATINUM  
(EXCLUSIVE)  
**MUNROES**  
\$ 5,000 - \$ 15,000

As our signature sponsor of Hogman-eh! and the Ottscot Festival we will work with you to provide as much profile and support as possible. This will include the following:

- Corporate logo on promotional material and signage prior to and at Hogman-eh!
- Recognition on print, website, digital and social media and other local media
- Use of the SSO logo as primary sponsor of Hogman-eh! and the Ottscot Festival
- Public acknowledgement of your key role by Master of Ceremonies
- Support at other SSO events and any other requests or ideas
- Private table with 8 VIP tickets with complimentary drinks and refreshments and 8 tickets to Hogman-eh!



GOLD (MAXIMUM  
OF TWO)  
**DONALDS**  
\$ 3,000 - \$ 5,000

As one of the two Gold sponsors of Hogman-eh! and the Ottscot Festival we will work with you to provide and support. This will include the following:

- Corporate logo on promotional material and signage prior to and at Hogman-eh!
- Recognition on SSO website and social media
- Use of the SSO logo as a primary sponsor of Hogman-eh! and the Ottscot Festival
- Public acknowledgement of your key role by Master of Ceremonies
- Support at other SSO events and any other requests or ideas
- 4 VIP tickets and 4 general admission tickets to Hogman-eh!



BRONZE  
(MAXIMUM OF  
THREE)  
**GLENS**  
\$ 500 - \$ 3,000

As one of three Bronze sponsors of Hogman-eh! we will work with you to provide as profile and support. This will include the following:

- Corporate logo on promotional material and signage prior to and at Hogman-eh!
- Recognition on SSO website and social media
- Use of the SSO and Hogman-eh! logo as sponsor
- Public acknowledgement of your role by Master of Ceremonies
- 4 VIP tickets to Hogman-eh!

