



40
SCOTFEST
BROKEN ARROW
OKLAHOMA
9.13-15.19

Celebrating Over 40 Years
of Celtic Music & Heritage

SCOTFEST IS OKLAHOMA'S PREMIER CELTIC MUSIC FESTIVAL AND HIGHLAND GAMES,

the region's biggest and best celebration of Celtic history, music and heritage. This three-day festival offers attractions for the entire family and is a much-loved Green Country September tradition. In fact, the next three SCOTFEST dates have already been set: September 13-15, 2019; September 18-20, 2020; and September 17-19, 2021” .

At SCOTFEST, over 25,000 attend and growing every year, where they enjoy the sounds of Celtic-music professionals who come to Tulsa from nearby, across the US and overseas. They play everything from rowdy “bagrock” to more traditional folk tunes. SCOTFEST also features a great selection of British and other international beers, as well as whisky tastings and lots of delicious Scottish and American food.

Scottish and Irish dance competitions are also a big part of SCOTFEST, along with piping and drumming performances and competitions (solo and band). In addition, Scottish heavy-athletic competitions take place each year, with over 150 national and international athletes taking part. Topping it all off are vendors of Celtic crafts and products, demonstrations of traditional Scottish domestic and farming skills as well as workshops on topics such as genealogy and clan/family history.



ATTENDEES

Over 25,000 people attended SCOTFEST in 2018. For 2019, we anticipate an audience of at least 25,000 to 30,000 (the numbers keep growing each year). Attendees include all ages, levels of education, socioeconomic status, as well as a dedicated team of volunteers and staff, competitors, bands and vendors. The majority of people who come to SCOTFEST are between 25 and 55 years old, and many bring their entire families.



COST TO ATTEND

DAILY TICKETS

Advanced tickets are \$10 plus surcharge. Children 6 & under are free, 7-12 inclusive are \$5.00. A special school pass for FREE ADMISSION is distributed to Tulsa and surrounding area schools for K-8th grade children.

MULTI-DAY & VIP TICKET OPTIONS AVAILABLE

Advanced multi-day & VIP ticket options are available for pre-purchase and at the festival.

SUPPORT

Scotfest, Inc., City of Broken Arrow, Broken Arrow Chamber of Commerce, Broken Arrow CVB, Broken Arrow Public Schools, Tulsa County Commissioners, Tulsa Convention & Visitors Bureau, STAAR Solutions, ScotRock Productions, Adroit Event Solutions, Scottish Club of Tulsa, City of Tulsa Pipes & Drums, Northeastern State University, Broken Arrow Police, Knights of Columbus, Tulsa Metro Pipe Band.



#SCOTFEST #OKSCOTFEST #MCSELFIE

CONNECT

www.okscotfest.com, e-mail campaign, YouTube, Facebook, Twitter, Instagram & SCOTFEST mobile App.

MEDIA

PLANNED MEDIA INCLUDES

The media plan is currently being developed

- Local and regional full across the board radio station promo, live liners, DJ chatter, Twitter and Facebook, and interactive social media, on-air contests, interviews and pre-remote promotions
- Local and state periodical ad coverage
- Targeted stories in lifestyle magazines
- Feature story, artist and competitor interview coverage for select news stations
- Partner cross promotions
- Market penetration throughout NE Oklahoma,
- Oklahoma City, Stillwater, Ponca City, Ft. Smith, Wichita, Kansas City & Dallas
- Outdoor advertising on up to 20 billboards
- Extensive and interactive Social Media
- Media press kits, media ads, ad slicks, sound bites, and other media content.

**IN SPRING
ST. PATRICK'S DAY
BRINGS THE LUCK
OF THE IRISH.**



**OKTOBERFEST
CELEBRATES
OUR GERMAN
HERITAGE.**

A photograph of two musicians performing on stage. On the left, a woman with curly hair, wearing a blue and white patterned jacket over a black top and a red and green plaid kilt, is smiling while playing a violin. On the right, a man with a beard, wearing a dark blue t-shirt and jeans, is playing bagpipes. The background shows stage equipment like microphones and stands. A large blue circle is overlaid in the center, containing white text.

**IN SEPTEMBER
GREEN COUNTRY IS
SCOTTISH!**



HIGHLAND GAMES

Highland Games are events normally held throughout the year in Scotland and other countries as a way of celebrating Scottish and Celtic culture and heritage, especially that of the Scottish Highlands. Certain aspects of the games are so well known as to have become emblematic of Scotland, such as the bagpipes, the kilt and the heavy events, especially the caber toss. While centered on competitions in piping and drumming, dancing and Scottish heavy athletics, the games also include entertainment and exhibits related to other aspects of Scottish and Celtic culture.





THE CABER TOSS

The caber toss involves tossing a wooden pole called a caber, which is typically 19 feet tall and can weigh 175 pounds. It is said to have developed from the need to lay logs across narrow chasms to cross them. The caber is tossed for accuracy, with it falling directly away from the athlete being the perfect score.



WEIGHT FOR DISTANCE

The weight for distance involves throwing similar weights, as in the Weight Over Bar (WOB), and is judged by the maximum distance thrown. The weight is also thrown one handed and the competitor must stay inside the Trig, or rectangle that defines the allowed area to throw from.

THE SCOTTISH HAMMER THROW

The Scottish hammer throw involves throwing a heavy metal ball attached to a wooden handle farther than the other competitors. Regulation hammers are just over 4 feet in length. The men's heavy hammer weighs 16 or 22 pounds and the women's heavy hammer weighs 12 or 16 pounds. The athlete must keep their feet still while winding the hammer around their body and releasing over their shoulder.



THE SHEAF TOSS

In the sheaf toss, a pitchfork is used to hurl a 20 pound (for men), 10 pound (for women) burlap sack stuffed with straw over a horizontal bar above the competitor's head to see who can pitch it the highest. Three chances are given to each competitor to cleanly throw the bag over the bar without touching it. After all challengers have made their attempts, the bar is raised and all successful competitors move on to the new height. This continues until all but one athlete is eliminated.



WEIGHT OVER BAR (WOB)

The weight for height involves a steel or lead weight being thrown one-handed over a bar set at increasing heights above the thrower. The weight must pass over the bar used for measuring height. The size of the weight varies by competition class. Advanced male athletes throw a four stone (56 pound) weight, and female athletes throw a two stone (28 pound) weight.



STONE PUT

Similar to the Olympic shot put. Competitors throw stones weighing a minimum of 16 pounds for the Open Stone Put and 22 pounds for the Braemar (standing) stone put.

DANCING

The best of Scottish Highland and Irish dance, from traditional warrior dances to modern choreographies, to graceful ladies' dances. These dances embody the history, culture, and energy of Scotland and Ireland, telling a story through powerful rhythm and movement.





PIPES AND DRUMS

Throughout the weekend you will hear pipers and drummers performing as full bands, small groups, and soloists with spectacular Massed Bands around the noon hour each day. (All the bands performing as one!) We are hosting not only the groups to play, but to compete for glory in our very own coveted competition.



**WELCOME TO
BAGROCK!**

CLEGHORN

LIVE MUSIC

Two stages showcase both folk and Celtic rock bands throughout the festival. This isn't your average festival musical entertainment; these bands will have you in the proper Scottish state of mind as you sing and dance along with some of the finest music makers of their genre. The traditional folk stage will have local and regional artists playing to your heart strings, while the SCOTROCK stage will be a rowdy and robust rock sound to traditional Celtic tunes.



KIDS GLEN

We have cabers for the younger athletes to try their hand at the Caber Toss, as well as the Stone Throw & the Haggis Hurl. Just to round out the athletics there will be sack races, 3 legged races, Egg & Spoon Races & the Ring Fling held in the Kids Glen throughout the day in addition to inflatable playhouses and arts & crafts.



VENDORS

ScotFest has limited vendor spaces available. ScotFest is not a renaissance fair, but some similar vendors may apply as found at a large renaissance or medieval fair. Also, at ScotFest, we do our best not to overlap vendors of the same type of merchandise, offering a unique product that fits within the Celtic genre or is suitable for this festival.

CLANS

A Scottish clan is a kinship group among the Scottish people. Clans give a sense of shared identity and descent to members, and in modern times have an official structure recognized by the Court of the Lord Lyon, which regulates Scottish heraldry and coats of arms. Come find out if YOUR Clan is represented and learn more about your ancestry.





WHISKY TASTING

Whisky tastings by Rubright & Hardagain, feature Will Rubright and Dick Hardagain, often referred to as the Scottish Abbott & Costello of whisky educators, collectors and connoisseurs of fine single malt Scotch. Rubright & Hardagain's whisky tastings are educational and highly entertaining, a unique opportunity to learn about and enjoy single malt Scotch whiskies.

They break away from the more traditional stoic take on whisky, and are much more contemporary and hilarious in their ability to share their love of the Water of Life; this dynamic duo is also perfect for corporate and fundraising events.

YOUTH ATHLETICS

SCOTFEST is proud to support the next generation of Highland Games athletes with dedicated competition classes for all ages including special training sessions for the kids, teenagers and young adults.



COMEDY

Scottish comedians to delight you with Celtic humor during the day as our stage MC's hosting a variety of fun contests such as the Best Beard, Beer Drinking, or porridge eating competition as well as fan favorite, the "Bonniest Knees" competition. Each night our comedians also put on a rowdy and robust adult comedy show in the Whisky tent.

SPONSORSHIP OVERVIEW

We are excited to share in celebrating our over 40 years. SCOTFEST is produced by Scotfest, Inc., a 501(c)(3) non-profit charitable organization whose mission is to support the Scottish way of life in NE Oklahoma, and to support Oklahoma competitors in all aspects of competition, as well as produce the SCOTFEST Celtic Music Festival and Highland Games. Sponsors may use their partnership funding in part or whole as a tax deductible benefit. Multiple sponsorship opportunities are available that can be custom made to fit your business or organization to maximize your brand exposure.

SPONSOR BENEFITS MAY INCLUDE:

- Presenting Level Partnerships for each major facet of the festival including Title Sponsor for all of SCOTFEST
- Category exclusivity for select presenting sponsors
- Stage branding, shout outs, MC opportunities, crowd recognition – Music and competition areas
- Select sponsor tents, VIP accommodations, and public opportunities
- Exclusive sponsor logo placement on various festival-branded products
- Exhibit space and opportunities to sell and showcase products and services or to distribute coupons or promotional items to a captured audience. Audience engagement, and data capture
- VIP and general admission ticket packages, select parking, and whisky tasting packages
- Sponsor recognition on select print, broadcast and social media outlets
- Sponsor created branding opportunities, cross promotions, pre-promotions and post reports
- Engagement on festival website, www.okscotfest.com
- Sponsor recognition in signage, advertising, and media to be determined by level of partnership
- Cross promotional opportunities
- Corporate volunteer opportunities and possible corporate games



A close-up photograph of a person's arm and hand playing a banjo. The person is wearing a blue, red, and white plaid shirt. On their forearm, there is a black tattoo of a Celtic knot. They are wearing a beaded bracelet and a ring. The background is blurred, showing what appears to be a stage or festival setting.

MISSION

Uniting and enriching our communities through Celtic arts, education, and entertainment.

VISION

Scotfest will be a nationally recognized, financially sustainable Celtic music festival and Highland Games that embraces, celebrates, shares and educates Celtic culture through artistic expression and local community engagement integrating education and performance.





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