

# OKLAHOMA'S KILTY PLEASURE

A person in a kilt and sporran is visible in the foreground, partially obscured by the text.The Scotfest logo features a white silhouette of a rampant lion on a dark background.

**SCOTFEST**  
RIVER SPIRIT®  
CASINO RESORT

A BROKEN ARROW SIGNATURE EVENT



An aerial photograph of a large outdoor festival site, likely for the SCOTFEST. The image shows numerous white tents of various sizes, some with striped awnings. There are many people walking around, and some vehicles are parked. The scene is set in a grassy area with trees in the background. The entire image has a blue tint.

# SCOTFEST IS OKLAHOMA'S PREMIER SCOTTISH & IRISH FESTIVAL,

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 five SCOTFEST dates have already been set: September 16-18, 2022; September 15-17, 2023; September 13-15, 2024, September 12-14, 2025 and September 18-20, 2026.

SCOTFEST KEEPS GROWING, with over 40,000 in 2021 from all around coming to enjoy the sights and sounds of Celtic-music professionals who come 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 Scottish, British, regional craft and many of your favorites, as well as 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 165 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.





# SCOTFEST AT A GLANCE

## ATTENDEES

**Over 40,000 people attended SCOTFEST in 2021.** This year we again anticipate an audience over 40,000 (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 of age, and many bring their entire families.

## COST TO ATTEND

### DAILY TICKETS

A variety of advanced ticket options available.

**Children 12 and under FREE admission,** with Ride Pass options available by separate purchase.

### MULTI-DAY & VIP TICKET OPTIONS

Advanced multi-day, group rates & VIP ticket options are available for pre-purchase.

## 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, Scottish Club of Tulsa, City of Tulsa Pipes & Drums, Northeastern State University, Broken Arrow Police Dept., Broken Arrow Fire Dept., Knights of Columbus, Tulsa Metro Pipe Band.

## CONNECT

[www.okscotfest.com](http://www.okscotfest.com), e-mail campaign, YouTube, Facebook, Twitter, Instagram & Targeted Online Marketing Campaigns. **#SCOTFEST #OKSCOTFEST #MCSELFIE #FINDYOURJAMIE #FINDYOURDOUGAL**

## MEDIA

### PLANNED MEDIA INCLUDES

- 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 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
- Extensive and interactive Social Media
- Media press kits, media ads, ad slicks, sound bites, and other media content.



# HIGHLAND GAMES

## **...JUST IN CASE BEING SCOTTISH AND WEARING A KILT ISN'T ENOUGH, I'LL JUST THROW THIS 20FT TREE!**

Scotfest has plenty of incredible sights to keep you entertained all weekend long, but the Scottish Heavy Athletics portion of the Highland Games is one thing you don't want to miss. The feats of strength displayed during the Scottish Heavy Athletics have to be seen to be believed, and Scotfest is the best place to see them.

Scotfest I Oklahoma is host to the International Highland Games Federation (IHGF) Women's Highland Games World Championship, the Men's Lightweight Highland Games National Championship, and the final All-American Men's A-Class Qualifier of the year. You'll truly be witnessing the best of the best live in action!

**The Scottish Heavy Athletics competition also features more than ten other Classes which showcase the best Highlands athletes around from ages 13 to over 70.**

Highland games are held throughout the year all around the world as a way of celebrating Scottish culture and heritage, and the athletic portion of the events is often the first thing that comes to mind when people think of the games. In their original form many centuries ago, the Highland games revolved around athletic and sports competitions that were designed to help the king select the finest athletes to be his personal guard and entourage. Highland games also offered the opportunity for the clans of Scotland to compete against each other and showcase their strength without having to actually go to war. Over the years, the games have changed somewhat, as some of the implements used in the games were created as alternatives to traditional weapons when England forbade any Scotsman from bearing arms. Today, the caber toss is one of the most well known and popular Highland games events, and you can see it right here at Scotfest! Though other activities were always a part of the festivities, many today still consider Highland athletics to be what the games are all about.





## 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.



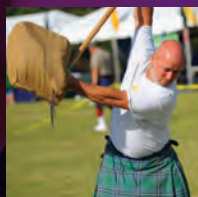
## THE CABER TOSS

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 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.



## 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 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.



## 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.**

Scottish Highland Dancing is a celebration of the Scottish spirit. The dances are a spectacular combination of strength, agility, movement, music, and costume. Unlike other dance mediums, Highland dances are generally danced solo and in competition. Dancers typically dance to traditional Scottish music such as Strathspeys, Reels, Hornpipes and Jigs all played by an accompanying bagpiper. The dances are made up of different parts, called steps and there are usually four or six steps to a dance. The dances are great fun and anyone, not just those with a Scottish heritage, who thrills to the sound of the bagpipe can join in and learn the dances.

Highland dancing was traditionally performed by men but is now performed by men and women. It is one of few arenas where men and women compete equally. In most competitions, the number of women competing far exceeds the number of men.

Highland Dancing is a healthy workout for adults and for children. It is a great way to develop good coordination, posture and overall muscle tone, not to mention aerobic capacity and strength. One study showed that a half hour of dance was equal to a game of soccer.

Ambitious new students develop self-discipline and confidence as they learn to tackle the physical demands of Highland dancing. Indeed, the tremendous strength, stamina, and technical precision that accomplished dancers exhibit on stage comes from years of independent training and collaboration with experienced teachers.

In addition to perpetuating a great cultural tradition, highland dancers appreciate the athletic challenges, competitive goals, performance opportunities as well as the opportunity to meet and become lifelong friends with dancers from other areas, both nationally and internationally, that participation in this ethnic art form/sport affords them.

There are two styles of Highland Dances: the traditional Highland Dances and the graceful National Dances.



# 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!).**

You may have come for the stage shows; you may have come for the athletics or the dancing; or you may have come out to meet friends, shop the vendors, or have some fun. Regardless of your reason, from the moment you approach the entrance gate, you will hear the haunting, soulful sound of the Great Highland bagpipes.

The pipes have a long, long history extending into the distant past. There is evidence it all began in the Middle East thousands of years ago. Perhaps you may be able to still hear that nasal skirl of the snake charmer, calling over the centuries from a forgotten land. Certainly, the Romans picked them up, and they marched with their legions as they pushed their imperial frontiers into, not only the Middle East, but northern Europe and the wilds of the borders of Caledonia, ancient Scotland. There is a figure of a piper carved on Hadrian's Wall. As the centuries past, the pipes became a folk instrument.

Saturday morning kicks off at 9:00 A.M with solo piping and drumming competitions. Massed bands will be the center of attention during the noon ceremonies. The brand new American Grade 5 National Pipe Band Championship, follows, starting at 1:00 P.M. You will be treated to more massed bands during the awards ceremonies, starting at 4:30 P.M.



On Sunday, bands and individual pipers will roam the Festival grounds, providing the sights and sounds that make for a lifetime of memories.





# LIVE MUSIC

THREE STAGES SHOWCASE TRADITIONAL, POP 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.

## 2022 MUSIC LINE UP:

### BUD LIGHT SCOTROCK STAGE:

CELTICA NOVA  
SCREAMING ORPHANS  
FLATFOOT 56  
BLAGGARDS  
KILMAINE SAINTS

### BELHAVEN CELTIC/TRAD STAGE:

TULLAMORE  
THE SELKIE GIRLS  
FLOWERS OF EDINBURGH  
JAMIE MCGEECHAN  
5 SECOND RULE

### CLASSIC MALTS OF SCOTLAND WHISKY STAGE:

6' 10"  
PLUNK MURRAY

## BANDS IN RECENT YEARS:

SCYTHIAN	ED MILLER
CELTICA NOVA	RATHMORE
THE YOUNG DUBLINERS	COLIN GRANT-ADAMS
SEVEN NATIONS	MIKE RICHARDS
OFF KILTER	PLUNK MURRAY
MUDMEN	BLAGGARDS
FLATFOOT 56	5 SECOND RULE
6' 10"	JAMIE MCGEECHAN
KILLDARES	SCOTLAND RISING
THE TOWN PANTS	JIGGERNAUT
CLEGHORN	CAIRDE NA GAEL
KILMAINE SAINTS	THE RUSSELL CLAN
TULLAMORE	WAXIE DARGLES
SELKIE GIRLS	
FLOWERS OF EDINBURGH	









## 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, arts & crafts and carnival rides. Scotfest has something for everyone including amusement rides like Wrecking Ball, Tubs of Fun, Tic Tac Toe, Soccer Darts, King of the Hill, Whip & Skip, Spill the Milk, Drown the Clown, Pop a Balloon, Flap Attack and more.

## 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.

**TO FIND OUT MORE:** Email us at [vendors@okscotfest.com](mailto:vendors@okscotfest.com) to find out how to be part of this fantastic event.





## 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.





# SPONSORSHIP OVERVIEW

WE ARE EXCITED TO BE CELEBRATING **OVER 40 YEARS** IN GREEN COUNTRY. SCOTFEST | OKLAHOMA IS PRODUCED BY SCOTFEST, INC, A 501(C)3 NON-PROFIT PUBLIC CHARITY ORGANIZATION.

**OUR MISSION:** Uniting and enriching our communities through Celtic arts, education and entertainment.

**OUR VISION:** SCOTFEST will be a nationally recognized, financially sustainable premier Celtic music festival and highland games that embraces, celebrates, shares and educates culture through artistic expression, community engagement, collaboration and leadership that intentionally integrates education and performance.

**OUR CORE VALUES:** SCOTFEST believes the Celtic arts revitalize people and communities, and is dedicated to the preservation of cultural heritage and its continued growth and development.

## 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.
- 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](http://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





# BENEFITS & DEMOGRAPHICS

(\*\* Based on 2021 figures)

## WHAT MAKES EVENT SPONSORSHIP UNIQUE?

- REACH** an active and social audience
- SHOWCASE** products to increase purchasing
- INCREASE AND SOLIDIFY** your "cool" factor
- BOLSTER** your brand by partnering with an exemplary organization
- SUPPORT** your consumers community
- DIRECTLY CONNECT** with an engaged audience
- ACTIVATE** marketing initiatives

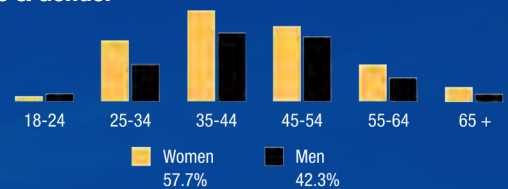
## AREA ECONOMIC IMPACT

**\$1.5M+** **600+** hotel room nights

## ATTENDANCE

**40,000+** attendees

## Age & Gender



## SOCIAL MEDIA

- 18.2K** Facebook Page Likes
- 825,000+** Facebook Reach
- 2K** Instagram Followers
- 22,000+** Instagram reach
- 2.9M+** Impressions

## AVERAGE PRICE COMPARISON (\*\*2 Adults, 2 Children under 12)

- OKLAHOMA AQUARIUM** \$68.00
- MOVIE THEATER** \$54.00
- TULSA ZOO** \$48.00
- SCOTFEST** \$40.00

**TO FIND OUT MORE:** Email us at [partner@okscotfest.com](mailto:partner@okscotfest.com) to find out how to be part of this fantastic event.

## MEDIA PARTNERS





A man with a beard and grey hair, wearing a black tuxedo jacket over a white shirt and black bow tie, is pouring whisky from a bottle into several glasses on a table. He is also wearing a green and black plaid kilt. His jacket is adorned with several medals and pins. In the background, other guests in formal attire are visible, and a vase of white flowers sits on the table.

# BURNS NIGHT

WHO SAID YOUR SUPPER  
HAS TO BE BORING...

**THE BURNS SUPPER IS AN INSTITUTION OF SCOTTISH LIFE: A NIGHT TO CELEBRATE THE LIFE, WORKS AND LEGACY OF THE NATIONAL BARD ROBERT BURNS, THE AUTHOR OF MANY A FINE SCOTS POEM.**

Burns Night is one of the most highly anticipated dates in the Scottish calendar. A cocktail hour, dinner, toasts, live music, a silent auction, poetry and LOTS of frivolity and fun! Yes, it's a black tie affair. By no means is it what you'd expect from a night of poetry... it's a few lines from Scotland's favorite cheeky scoundrel.

Scotfest, Inc is an Oklahoma 501(c)3 not-for-profit organization that believes the Celtic arts revitalize people and communities, and is dedicated to the preservation of cultural heritage and its continued growth and development. Scotfest actively cultivates a wide range of community partnerships by encouraging artistic collaboration, teamwork and volunteerism and encourages the active participation by all ages, in fun, healthy and uniquely cultural physical activities that can help develop positive attributes including healthier lifestyles, self-esteem, fair play and good citizenship.

Get ready for a full night of entertainment for a great cause! Cash bar with your favorite scotch, beers, wine and cocktails. There is limited reserved seating available for this event so don't wait to reserve your table!



# A SCOTTISH HISTORY IN OKLAHOMA

**IT MAY SURPRISE YOU TO DISCOVER THAT THE SCOTTISH PEOPLE HAVE A LENGTHY HISTORY IN OKLAHOMA THAT IS DEEPLY INTERTWINED WITH THE NATIVE AMERICAN PEOPLE WHO INHABITED “INDIAN TERRITORY” BEFORE OKLAHOMA ACHIEVED STATEHOOD.**

Scottish immigrants had established a pattern of marrying Native American women in the southeast prior to the beginning of forced Native migration, so it was not uncommon for tribal leaders to have Scottish surnames, such as McIntosh or McCurtain. As Scottish immigrants and their Native American wives and mixed-blood families moved west, many settled in what is now Oklahoma.

Scottish immigrants and Scottish-Native American men worked as trappers, explorers, soldiers, and traders in the southeast, but after moving west, they began participating in mining activities, ranching, and farming. By the 1920's, 1,120 first-generation Scottish immigrants were living in Oklahoma, while an additional 3,819 people with one or both parents born in Scotland were also living in the state.

## **Why did Scottish men and Native American women partner so frequently?**

Besides the financial incentives that came from improving trade relationships between tribes and Europeans, the two groups had many things in common. Scottish Highlanders and Native Americans are both indigenous people in their homelands and have an ancestral tribal structure, unlike the British monarchy. The Scottish Highlands provided a harsh physical environment that hardened the Scots, much like what the Native Americans experienced in what would become the United States. Additionally, both understood the frustration and pain that comes from forced subjugation to the British.

Many of the Creek, Cherokee, Choctaw, and Chickasaw people who came to Oklahoma in the 1830's had Scots and Scots-Irish ancestry. Later some tribe members married Scottish immigrants who were seeking land in Oklahoma Territory. As a result, Scottish place-names that dot the state include Afton, Glencoe, and McIntosh County. Although some Scottish men did later leave their Native wives to return back across the Atlantic, many stayed and continued to raise their children in mixed Scottish-Native homes.

## **Just how intertwined were the Scottish and the Native Americans?**

Well, in 1964, the principal chief of the Creek Nation of Oklahoma, who had the last name “McIntosh,” wore full Native regalia, including a headdress, beaded shirt, and moccasins, to the annual gathering of his clan in the Scottish Highlands. Standing there amongst the Scots dressed in kilts, sporrans, and dirks, he talked about his pride in his dual Creek-Scottish ancestry and the intertwining of the two cultures.

Commemorating this ancestry, Oklahoma has multiple tartans registered with the Scottish Tartans Society: the Creek Indian Nation tartan was designed in 1973 by Chief Dode MacKintosh, the City of Tulsa tartan was designed in 1978, the Cherokee Nation tartan was recorded in 1996, the official State of Oklahoma tartan was accepted in 1999 and the Oklahoma State University tartan was entered in 1998. In 2000, 52,030 Oklahoman's claimed Scottish ancestry and 58,798 claimed Scots-Irish ancestry, as of the 2010 Census the number of Scottish ancestry had increased to over 67,500.



Creek Indian Nation



City of Tulsa



Cherokee Nation



State of Oklahoma



Oklahoma State University





A BROKEN ARROW SIGNATURE EVENT