



## Sponsorship Opportunities 2006

20 January 2006 Hotel Kampa Prague 1

### About the event:

Burns Night Prague is an annual event organised by the Friends of Scotland. The event follows a traditional programme in celebration of the life and work of Scotland's national poet, Robert Burns. Please refer to the full programme for more details. We print a book of poetry (Czech and English) specifically for the event, and this year will include last years' first ever Czech translation of 'Address to a Haggis'. There will also be a charity auction with all prizes donated and all proceeds going to charity as administered by Maltese Pomoc. The event is not for profit and financed and underwritten by Friends of Scotland. Any surplus from the event goes to supporting future FOS activities.

In 2005 the event drew 120 guests from all walks and nationalities. The guest of honour was HM Ambassador to the Czech Republic, the Hon Linda Duffield. Other guests included board directors of Czech Airlines, Czech Tourism, directors/CEOs of a number of Czech companies and/or branch offices, and people from private and public sector. The event was highly successful, and drew high praise from all involved. We even had a marriage proposal!

In 2006 we expect to draw 150 guests of similar profile. In addition to the guests, exposure for all sponsors will be on our two web sites: [burnsnightprague.com](http://burnsnightprague.com) (estimated 10,000 unique visits) and [skotsko.net](http://skotsko.net) (9000 unique visits per month), and of course literature associated with event.

### About Friends of Scotland

Friends of Scotland is a not-for-profit organisation bringing together people who share an interest in Scottish culture. FOS operates several Scottish branded events in Czech Republic:

- Burns Night, in January
- The Highland Games, in August (the largest Highland Games in Europe outside Scotland. 9000 in 2005)
- The St Andrews Ball, last run in 2003, to be resumed in November 2006

As well as several ad-hoc events and activities and a central 'clearing house' for people interested in organising Scottish themed events, food, music, drink, etc. FOS is also a sponsoring founder of the Single Malt Whisky Club of Czech Republic which will be formally launched at the 2006 Burns Night, together with a speciality whisky tasting.

### About the Organisers

Vaclav Rout is the founder and chairman of Friends of Scotland. He is a Scots expert and recognised internationally as a top bag piper and informal 'ambassador' between Czech Republic and Scotland. He operates Kilt sro which specialises in production and sales of Scottish traditional clothing, jewellery, music and more.

Gordon Howell moved to Prague from Scotland (where he lived 17 years) in 2004. He runs the tourism business development company EC1 Ventures as well as a tourism event company Pole Position Travel.

Both have long experience in event management and production.

### Sponsorship packages

Headline Sponsor	Supporting Sponsor	Contributing Sponsor
2 tickets for event and whisky tasting	1 ticket for event and whisky tasting	Minor position of branding on
Discounted tickets for guests	Discounted tickets for guests	web site and promotional
Any reasonable signage at event	Minor position of branding on web site	material
Logo on web sites and all promotional	and promotional material	Any acceptable provision of
material	May provide Gift in guest bag	goods or services 'in kind' of value
Logo and acknowledgement on book		less than supporting sponsor.
May provide Gift in guest bag		
<b>£1,000 or 40,000 Kč</b>	<b>£500 or 20,000 Kč</b>	

We will not accept competing sponsors, in doubt first to sign up in a category has right to reject.

In addition we are soliciting for charity auction donations. This is independent of sponsorship, but all donors will be gratefully acknowledged.

Contact: [www.burnsnightprague.com](http://www.burnsnightprague.com), [sponsor@burnsnightprague.com](mailto:sponsor@burnsnightprague.com) Vaclav: +420 608 077322 Gordon: 603 154447