

THE *Biggest* CELEBRATION OF SCOTTISH HERITAGE AND CULTURE *This Side of the Atlantic*

For 26 years, **NYC Tartan Week** has been celebrating Scottish-American heritage by providing meaningful connections through the celebration of Scottish culture in New York City. Our organization and events play an integral role each year in marking National Tartan Day (April 6), a day declared by the U.S. Senate in 1998 to officially recognize the “outstanding achievements and contributions made by Scottish Americans to the United States.”

Through concerts, ceilidhs, parties, and our flagship **NYC Tartan Day Parade**, NYC Tartan Week continues to attract the best Scottish and Scottish-American artists, entrepreneurs, organizations, and more to promote, support, and develop deeper personal connections with the Scottish diaspora in America.

Recognized on both sides of the Atlantic and beyond for its unique ability to span multiple transatlantic markets, NYC Tartan Week offers many opportunities at a variety of price points for sponsors to build and advertise their brand, customer base, and business network while gaining exposure to a wide audience passionate about all things Scottish in the heart of NYC.

After a record-breaking 25th Anniversary year in 2023, we will continue to see growth in 2025 along with even more opportunities to get involved. Get in touch and find out how we can work together toward another successful year!



Sponsorship OPPORTUNITIES • 2025 •

Sponsors of
New York City Tartan Week
benefit from an extensive
reach with audiences of
tens of thousands
in person and online!

ADDITIONAL BENEFITS INCLUDE:

- Hands-on business-to-consumer experiences with over **50,000** Scottish enthusiasts and members of the public attending **NYC Tartan Week events**
- Inclusion in NYC Tartan Week's digital marketing including live streaming, website, social media, and eblast communications, plus inclusion in our brand new **NYC Tartan Week App!**
- Direct promotion on our social media channels including **Facebook, Twitter, and Instagram**
- Conditional use of content captured by NYC Tartan Week through event video coverage, feature press articles, and photography
- Exciting association with celebrities, iconic musicians, industry leaders, and prominent social media influencers from both the US and UK

ANTICIPATED AUDIENCE NUMBERS THROUGHOUT NYC TARTAN WEEK 2025 OF OVER 50,000

With target demographics ranging from families to Scottish heritage enthusiasts from the US, UK, and beyond, NYC Tartan Week offers a bustling program filled with events such as family ceilidhs, live cultural performances, music concerts, pop-up food stalls, and more, culminating in our flagship NYC Tartan Day Parade on Saturday, April 5. Set in “the city that never sleeps,” there's guaranteed to be something for everyone during NYC Tartan Week!

\$30K *Title* SPONSOR

1 AVAILABLE

- ✓ Featured brand spot and write up on NYC Tartan Week app and website
- ✓ Banner with printed name to be carried in front of the parade
- ✓ Banner on the Grand Marshal Bus with name
- ✓ 10 barrier jackets at end of the parade with logo
- ✓ Up to 10 free tickets including VIP reserved seats at the Post Parade Party at Sony Hall
- ✓ Dedicated slide on the big screens at the Post Parade Party at Sony Hall
- ✓ Brand name recognition in all press releases and newsletters
- ✓ Dedicated social media post with link to sponsor website

\$20K + PRODUCT

Official Whisky SPONSOR

1 AVAILABLE

- ✓ Inclusion in NYC Tartan Week app and website
- ✓ Dedicated slide on the big screens at the Post Parade Party at Sony Hall
- ✓ Up to 6 free tickets including VIP reserved seats at the Post Parade Party at Sony Hall
- ✓ Brand name recognition in all press releases and newsletters
- ✓ Dedicated social media post with link to sponsor website

“There’s no doubt at all that the exposure of NYC Tartan Week is very good and that it ties Belhaven in perfectly with the Scottish community in New York City and surrounding areas.”

— Tim Coleman, TBS BRANDS

\$15K + PRODUCT

Official Beer SPONSOR

1 AVAILABLE

- ✓ Featured brand spot and write up on NYC Tartan Week app and website
- ✓ Dedicated slide on the big screens at the Post Parade Party at Sony Hall
- ✓ Up to 6 free tickets including VIP reserved seats at the Post Parade Party at Sony Hall
- ✓ Brand name recognition in all press releases and newsletters
- ✓ Dedicated social media post with link to sponsor website

“Our Scotch brands - Laphroaig, Bowmore, and Auchentoshan - are a perfect fit for NYC Tartan Week’s spirit-forward activities. The NYCTW team provided the opportunity and promotional support to optimize the events we participated in, and our guests were excited and delighted to experience the parade as participants.”

— Simon Brooking, BEAM SUNTORY

\$7.5K *Band* SPONSOR

3 AVAILABLE

- ✓ Inclusion in NYC Tartan Week app and website
- ✓ Dedicated slide on the big screens at the Post Parade Party at Sony Hall
- ✓ Up to 6 free tickets including VIP reserved seats at the Post Parade Party at Sony Hall
- ✓ Brand name recognition in all press releases and newsletters
- ✓ Dedicated social media post with link to sponsor website

\$3K *Mòd* SPONSOR

1 AVAILABLE

- ✓ Inclusion in NYC Tartan Week app and website
- ✓ Dedicated branded slide on all the TV monitors at the Mòd
- ✓ Up to 2 free tickets including 2 VIP reserved seats at the Mòd
- ✓ Brand name recognition in all Mòd-related press releases and newsletters
- ✓ Dedicated social media post with link to sponsor website

For VisitScotland, NYC Tartan Week and the NYC Tartan Day Parade offer an excellent platform through which to reach New York City residents, stakeholders, and communities at a time when Scotland is uniquely in the city spotlight. Since the USA remains Scotland’s largest international visitor market - with strong direct air links and connectivity, as well as a large and active diaspora network - NYC Tartan Week is an opportunity for Scottish industry to make new connections and strengthen old ties, identifying new and exciting opportunities.”

— VisitScotland

TAILORED SPONSORSHIP PACKAGES ARE ALSO AVAILABLE

• Donation receipts available •

NYC TARTAN WEEK CELEBRATED A RECORD-BREAKING 2023 EVENT, GENERATING GLOBAL HEADLINES AND SOCIAL CHATTER:

PRESS FEATURES AND MENTIONS IN EDINBURGH REPORTER, DAILY RECORD, SCOTLAND MAGAZINE, PRESS & JOURNAL, THE SCOTSMAN, TIME OUT NEW YORK, NYC CITY GUIDE, AND MORE

PROCLAMATION BY THE OFFICE OF THE MAYOR DECLARING SATURDAY, APRIL 15, 2023 “NEW YORK CITY TARTAN PARADE DAY” IN THE CITY OF NEW YORK IN CELEBRATION OF THE PARADE’S 25TH ANNIVERSARY

Over
34,000
ENGAGED SOCIAL MEDIA FOLLOWERS

Average increase of
500%

IN SOCIAL ENGAGEMENTS DURING NYC TARTAN WEEK

AVERAGE
Facebook reach of almost
1M
DURING NYC TARTAN WEEK

AVERAGE
Twitter reach of over
15,000
DURING NYC TARTAN WEEK

AVERAGE
Instagram reach of over
135,000
DURING NYC TARTAN WEEK



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