



Sponsorship/Funding opportunity

The Royal National Mòd

An Comunn Gàidhealach (ACG) was founded in Oban in 1891 and since then it has supported the teaching, learning and use of the Gaelic language and the study and cultivation of Gaelic literature, history, music and art. ACG operates with a very small team of full-time staff and a board of unpaid directors of which a majority are elected from its membership, and with some co-opted to represent sponsor bodies.

Through the organisation and running of the Royal National Mòd (RNM), and supporting a network of 18 provincial Mòds across Scotland, An Comunn Gàidhealach continues to support and develop all aspects of the Gaelic language, culture, history and heritage at local, national and international level, and it is immensely proud to have HM The Queen as its Patron.

An Comunn Gàidhealach is Registered as a Charity in Scotland. The Charity number is SC001282.

The Royal National Mòd is the world's largest Scottish Gaelic language festival, and regularly attracts participant and visitor numbers of around 10,000. Communities across Scotland compete to "host" this vibrant and colourful annual celebration of one of Scotland's oldest indigenous languages which is now being actively promoted and developed. Through the *Gaelic Language (Scotland) Act 2005* the Scottish Parliament seeks to *secure the status of the Gaelic language as an official language of Scotland* commanding equal respect to the *English language*.

Independent analysis of each National Mòd indicates an economic benefit to the host areas of between £2.5 million and £3.5 million, and publicity and media coverage of The RNM reaches worldwide audiences.

In 2016 when The RNM took place in the Western Isles, and was principally centred on Stornoway, analysis of media coverage reported millions of potential viewers and an advertising value equivalent of over £4.5 million.

The RNM runs for eight days in mid-October but thousands of community volunteers work tirelessly for over 3 years fund-raising and helping prepare for each event. The fact that annual running costs for this major festival are still being maintained below £500,000 is testament to the extraordinary voluntary support which it enjoys, and the local organising committee for each RNM is tasked with raising around 6.5% of this total over a three year run-up to the event. With the host local authority providing core event funding, The RNM is also currently supported by the Scottish Government; Bord na Gaidhlig; Event Scotland; and Highlands and Islands Enterprise when the event is within its area. Box office and commercial income is supplemented by valuable event sponsorship from Caledonian MacBrayne; the Scottish Qualifications Agency; and BBC Alba.

The funding pattern for each RNM varies from year to year but as things currently stand private sector sponsorship accounts for just under 14% of annual costs.

ACG would like to increase this support to 20% / 25% of annual running costs, and it is actively seeking new 3 year sponsorship/funding agreements. It will be delighted to consider any offer of support!

AM MÒD NÀISEANTA RÌOGHAIL

THE ROYAL NATIONAL MOD

Sponsorship Categories

- **Mòd Principal Sponsor:**

This category of sponsorship enables Sponsors or Funders to support The Royal National Mòd ideally on a long-term basis.

Principal Sponsors support every aspect of the Mòd and take an active part in planning and staging the event. Principal Sponsors have an entitlement to receive maximum exposure whenever operations allow. This extends from Press Conference participation each morning of the Mòd to the presentation of prizes and awards throughout the week of the Mòd. Principal Sponsors are given opportunities by our PR/Media team to feed content into press releases where practicable. They will be credited as a Principal Sponsor on the front cover and throughout the official Mòd programme and their logo will feature on the back cover of the Music Booklets. Receptions are hosted throughout the week in the name of the Principal Sponsors. One representative of the Mòd sponsorship community – normally the main commercial sponsor – will be invited to deliver a Sponsors welcome at the Opening Ceremony.

➤ **Principal Sponsors of the Mòd normally provide support greater than £10,000 annually.**

- **Mòd Partner:**

This category of sponsorship enables partnership Sponsors or Funders to support specific events at The Royal National Mòd.

In previous years we have received partnership support from organisations such as the National Trust for Scotland, the Royal Mail and the Scottish Qualifications Authority. This has allowed us to develop specific partnerships for the Opening Ceremony; for the instrumental competitions on the first Saturday of each Mòd and for the Literature Day on the Wednesday of each Mòd. Prominence is given to partner organisations at these events and staff or Directors from the partner organisations support us to prepare and stage these key events. Partners will be credited on the front cover and throughout the official Mòd programme and their logo will feature on the back cover of the Music Booklets. In previous years we have also sought Fringe Partnership support to allow us to host a range of events such as Sports events (Football and Camanachd on Mòd Saturday afternoon); Fiddlers Rally (Saturday evening); Children's Mòd Disco/Dance (Monday evening) and Drama (Wednesday evening). Other ceilidhs and concerts are also programmed in the fringe if resources allow.

➤ **Partners of the Mòd normally provide support between £3,000 and £9,999 annually.**

➤

- **Friends of the Mòd:**

This category of sponsorship enables Sponsors, Funders or Individuals to support specific events at The Royal National Mòd.

The Mòd stages approximately 200 competitive events. From children's competitions to adult and choral competitions each has a range of prizes to reward competitors. Friends are encouraged to offer prizes – often financial although residencies and work experience have also been offered – and we provide recognition of the support in the Mòd Programme which records the name of the Friend(s) with logos or names listed on a Friends page. We encourage them to attend the event and present the prizes being supported. The Mòd programme shows every competition and Friends can choose whichever competition(s) they wish to support.

➤ **Friends of the Mòd normally provide support between £1,000 and £2,999 annually.**

SPONSORSHIP BENEFIT PACKAGES

In return for sponsorship investment from PRINCIPAL SPONSOR/PARTNER/FRIEND of the Mod we offer the following benefits: (level A includes all level B + level C benefits, Level B includes all Level C benefits	Ref.:	Principal Sponsor	Partner	Friend
Recognition as a Principal Sponsor of the Royal National Mod	A			
You will be credited as a Principal Sponsor throughout the Official Mod Programme	A			
Passes will be issued to all nominated NAME representatives and guests for the duration of the Mod (entry to all events including sporting events)	B	8	4	
You will be offered use of the daily media conferences to distribute press releases	B			
Your logo will feature on the Front Cover of the Official Mod Programme	B			
Your logo will feature on the back cover of the Music Booklets	B			
Your logo will feature on the official Mod website with links to your official website	B			
You will be credited as a Sponsor of Provincial Mods which take place throughout Scotland.	B			
Provincial Mod organisers will recognise the support in promotional material and media activity undertaken locally	B			
Your logo will appear on promotional material displayed by the Royal National Mod at the following events: The International Pan Celtic Festival; The Washington Provincial Mod; National Eisteddfod of Wales	B			
You will be provided with a free, colour advert in the Official Mod Programme	C	Full page	Half page	Quarter page
You will be issued with invitations to attend the pre-opening reception of the Mod.	C	8	4	2

You will be credited throughout the official Mod Programme	C			
Your name or logo will be listed on a Friends page in the Official Mod Programme	C			
Nominated representatives will be invited to attend the Official Opening of the Mod	C			
Your representatives will be invited to participate in an awards ceremony for one of the major competitions at the Mod.	C			
You will be linked to specific Mod competitions within the official Mod programme	C			
Your display stands and promotional banners will feature prominently at the main competition and concert venues at the Mod.	C			
Unprecedented television coverage with BBC Alba showing many live events during the Mòd. Your branding may feature in these broadcasts subject to BBC Policy guidelines.	C			
Recorded highlights of the day's events will be broadcast on BBC Alba. NAME branding may feature in these broadcasts subject to BBC Policy guidelines.	C			
Am Mòd Nàiseanta Rìoghail will liaise with your staff at national and local level re local activities in the build up to and during the Mod. This may include the provision of Gaelic musicians and singers for events at local and national events.	C			

END

CONTACT DETAILS:

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