



Exciting Sponsorship Opportunities

EDINBURGH TARTAN PARADE

2026

WELCOME!

Tartan Parade Scotland aims to celebrate Scottish culture, foster community engagement. The event's vision is to unite people in the appreciation of the beauty of tartan, from Scotland and around the world.

Edinburgh Tartan Parade 2026 will attract a large audience, both in person and online. This is a fantastic opportunity for sponsors to connect with Scottish and Edinburgh- specific brands and organisations, as well as our wonderful residents, but also visitors and tourists. Sponsoring such a vibrant event will offer great visibility and exposure to a diverse range of people, helping to showcase your brand and/or products to potential customers on a significant scale.

Your support will help towards the running of this wonderful event, and we would like to thank you for your consideration!

Thank you!



Why Partner with Us?

- Connect with thousands of attendees, including tourists, locals, and media.
- Align your brand with Scottish heritage, tradition, and community pride.
- Secure premium, long-term sponsorship visibility for three consecutive years.





EDINBURGH TARTAN PARADE 2026



KEY SPONSORSHIP

£10,000

Be part of Scotland's iconic celebration of heritage, culture, and pride. As the Key Sponsor, your brand will enjoy premium visibility, exclusive benefits, and a unique association with one of Edinburgh's most vibrant annual events.

The possibilities are infinite!

EXCLUSIVE BENEFITS

- **Exclusive Sponsorship** – Lock in first right of refusal for the next three years, cementing long-term alignment with Edinburgh's premier cultural Tartan Parade with your possible bespoke sponsorship package.
- **Maximum Exposure** – Lead the parade with premium placement and dominant logo visibility across banners, posters, social and other media, be visible in global coverage. Ability to host your own events using Tartan Parade Scotland branding and connections!
- **Digital Amplification** – Drive traffic and visibility through your official website with access to our photo albums and sponsor webpage features, hyperlinks, and editorial spotlights.
- **VIP & Spotlight Access** – Enjoy VIP tickets to the exclusive Ceilidh - plus other planned events with live onstage moments to platform your brand and connect directly with attendees as customers.

CEILIDH IN THE GARDENS

£5,000

Be part of Scotland's iconic celebration with an unforgettable evening of music and dance. As a sponsor of the exclusive Ceilidh in Princes Street Gardens, your brand will enjoy prime exposure, VIP experiences, and recognition at one of Edinburgh's most lively events.

EXCLUSIVE BENEFITS

- **Prime position** at the front of the parade.
- **6 VIP tickets to the exclusive Ceilidh event** in Princes Street Gardens.
- **Your banner displayed** on the Ross Bandstand stage.
- **Sponsor recognition** during the Ceilidh, with mentions from the stage.
- **Sponsor stall** at the Ceilidh for showcasing your information and merchandise.
- **Brand logo and hyperlink** on the 'Thank You to Sponsors' webpage.

DUAL SPONSORSHIP PACKAGE

£15,000

Sponsors supporting both the Edinburgh Tartan Parade and the Ceilidh in the Gardens receive exclusive additional benefits.

EXCLUSIVE ADDITIONAL BENEFITS

- **8 VIP tickets in the Grand Circle at the Usher Hall** for the evening Tartan Parade afterparty concert.
- **Sponsor recognition during the Usher Hall** concert, with mentions from the stage by presenter (to be confirmed).
- **Sponsor stall at the event, Usher Hall**, for showcasing your information and merchandise.

@tartanparadescotland



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This event organised by **Tartan Parade Scotland**, created and supported by **Hand Up Events**