



Sponsorship, partnership and advertising opportunities

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High Life Highland is a company limited by guarantee registered in Scotland No. SC407011
and is a registered Scottish charity No. SC042593.

highlifehighland.com/workwithus

ABOUT US

High Life Highland was established on 1st October 2011 to deliver a suite of Community Learning and Leisure Services on behalf of The Highland Council across 9 key areas:

- Adult Learning [Ionnsachadh inbheach](#)
- Archives [Tasglannan](#)
- Arts [Ealain](#)
- Leisure Facilities [Goireasan cur-seachad](#)
- Libraries [Leabharlannan](#)
- Museums [Taighean-tasgaidh](#)
- Outdoor Education [Foghlam air a' bhlàr a-muigh](#)
- Sport [Spòrs](#)
- Youth Work [Obair òigridh](#)

We are a registered Scottish charity and a Company Limited by Guarantee, wholly owned by The Highland Council.

OUR VISION

High Life Highland aims to be recognised and respected as the leading organisation for developing and promoting opportunities in culture, learning, sport, leisure, health and wellbeing.

WHY WORK WITH US?

With almost 1000 staff and 150 sites across the Highland area, there is no company better placed to help you get your message across to people who live, work and study in the Highlands.

Each year, High Life Highland has more than 2 million customer interactions with people of all ages and social groups in leisure centres and libraries alone.

We are a forward looking organisation keen to work with partners whose aims and ambitions complement ours.

SUPPORTING HIGH LIFE HIGHLAND CAN:

- help align your PR activity with a cause-related issue
- build your reputation amongst your target market.
- help differentiate your brand from your competitors.
- enhance your company's credibility
- get your message to new and existing customers

We can offer a wide variety of individually tailored cash and in kind partnership, sponsorship and advertising opportunities which **WILL** directly benefit your company.

HERE ARE JUST SOME IDEAS ...

EVENT PARTNERSHIP

- Title sponsorship of one of our major local events
- On-site branding
- Opportunities for face-to-face promotion with event participants and audiences
- Pre and post-event PR

PROJECT PARTNERSHIP

- Associate sponsorship of a project
- Opportunities for email, direct mail and face-to-face promotion
- Pre and post-event PR

ACTIVITY, PROGRAMME & PROJECT SPONSORSHIP

- Associate sponsorship of a project
- Opportunities for email, direct mail and face-to-face promotion

ADVERTISING & BRANDING

- Pre and post activity PR
- Opportunities for email, direct mail and face-to-face promotion
- Pre and post activity PR

CONTRA-DEALS

- Your product or service going directly into the hands of our customers