



## NUMBERS

### WEBSITE

744,333 Pageviews | 187,775 Users  
May 1, 2016 - May 1, 2017

### MOBILE APP

37,873 New Installs By User  
January 1, 2017 - May 20, 2017

### SOCIAL MEDIA

Over 40,000 followers across Facebook,  
Instagram, Twitter, Pinterest, and LinkedIn

### E-NEWSLETTERS

Over 17% higher average open rate than industry  
average & over 5% higher average click rate than  
industry average

### SOUVENIR BOOK

7,500 copies distributed free

### MEDIA IMPRESSIONS

Outdoor Digital Boards: 319,665

Newspapers: 59,625

Cable & Network TV: 332,844

Radio: 211,606

Digital: 349,210

**Total Impressions: 1,272,950**

## PARTNER WITH A SUCCESSFUL COMMUNITY EVENT

The North Carolina Azalea Festival has seen tremendous growth since its inception in 1948. The community of Wilmington, NC has been supporting this community event for over 70 years, and we want to highlight key program successes from the past few years:

1

In May 2017, our volunteers were honored by the State of North Carolina with the Governor's Volunteer Service Award. The Governor's Volunteer Service Award honors the true spirit of volunteerism by recognizing individuals, groups and businesses that make a significant contribution to their community through volunteer service.

2

In 2017, the North Carolina Azalea Festival introduced the High School Writing Contest. This opportunity enabled high school students to get involved with the Azalea Festival, and promoted our mission of showcasing our community's artwork and culture through educational and family-oriented events.

3

Each year, the North Carolina Azalea Festival has awards over \$12,000 in scholarship money through the North Carolina Azalea Festival Scholarship Pageant. These scholarships enable young women to continue their education at top universities nationwide.

4

In 2016, we expanded our youth development program, the Azalea Festival Youth Committee (AFYC) to focus on supporting the Festival's mission and to promote volunteerism. AFYC members earned over 60 volunteer hours and raised \$18,670 through ad sales and fundraising opportunities.

5

With the support of sponsors and community partners, we were able to make key program enhancements to our largest free public events, the Parade and Street Fair. Parade Balloons were introduced to the Parade in 2015 and have grown in quantity each year since. We added several new components to the Street Fair in 2017, such as the Wine & Design Community Art Project, the Geico Lounge with charging stations, and increased opportunities for local performers and organizations to showcase their talent at the Street Fair.

“The North Carolina Azalea Festival has been in my life for 26 years and within my family for 50 years. I have been honored to see how the Festival has evolved into an economic driver for Wilmington and has prompted volunteerism in all ages...I find nothing more satisfying in investing my time and support into helping mold them into leaders.”

- Morgan Carson, AFYC Volunteer

With your help as a sponsor of the North Carolina Azalea Festival, we'd like to continue to be an economic stimulus for Wilmington. As we are successful, the community benefits and local business see the profit. Partner with us today to support OUR river-to-sea home and YOUR community festival.



MARKETING OPPORTUNITIES

The following Sponsorship opportunities are for businesses that are not interested in ticket packages, but more interested in marketing their company by supporting a community event.



MAIN STAGE CONCERT SERIES

MAIN STAGE HOSPITALITY AREA SPONSOR | \$15,000

Ideal for marketing, this partnership includes (2) 3x10 banners outside the Main Stage Hospitality tent and (2) banners inside of the tent. In addition, the sponsor will receive 6 tickets to each show, a reserved table in the Hospitality tent, and product sampling ability within the concert grounds.

STAGE PRODUCTION SPONSOR | \$15,000

This marketing opportunity includes (2) 3x10 banners at the Main Stage, (2) 3x10 banners at the Street Fair Stage, (2) 3x10 banners at the Queen’s Coronation, (2) 3x10 banners at the Children’s Area Stage, 4 tickets to our Main Stage Concert Series with Hospitality and Parking passes. In addition, there is an option for product sampling ability at one of the above mentioned events.

MAIN STAGE RESTROOM AREA SPONSOR | \$10,000

The Main Stage Concert Series attracts thousands of people for nationally headlining performers. Be a part of this experience by sponsoring the Restroom Area: partnership includes (2) 3x10 banners outside the Restroom Area and 2 banners in the Restroom Area with product sampling ability within the concert grounds. Additionally, this partnership includes 4 tickets to each Main Stage Concert Series show with Hospitality tickets and VIP Parking.

HARMONY CONCERT SPONSOR | \$7,500

Sponsorship includes (1) 15’x15’ company booth outside the venue (to be run by your staff); (1) 4’x10’ banner on stage front, (4) 3’x10’ banners inside venue, (1) 3’x10’ banner at entrance to venue, (2) 3’x10’ banners outside venue, 6 concert tickets with hospitality passes, 6 Festival t-shirts, and 6 Festival Freakers.

CONCERT BANNER PACKAGE | \$500

Sponsorship includes (1) 3’x10’ banner outside the venue and (2) concert tickets with hospitality tent passes. *Concert of your choice, while supplies last. All tickets must be to the same show.*

VIP EVENTS

AIRLIE LUNCHEON TROLLEY SPONSOR | \$7,500

The Airlie Luncheon Garden Party hosts 3,000 big hats, bow ties, and seersucker suits annually - and all need a ride to the largest networking event of the year! Guests can park at one of four locations and take a complimentary trolley over to the Garden Party. Partnership opportunity includes 4 trolleys with a 3x10 banner on each side (total of 8 branded banners).

AIRLIE SHUTTLE RELIEF STATIONS SPONSOR | \$7,500

Guests attending the Airlie Luncheon Garden Party can park at one of four shuttle locations, and this partnership opportunity would include a 10x10 tent, table, chairs, 3x10 banner, and sampling ability at all locations.

VIP CELEBRITY EXPERIENCE | \$7,500

For a more personal experience with our Celebrity Guests, partner with us to receive an exclusive VIP Celebrity Experience. This includes 6 tickets to the Celebrity Reception and a reserved table with the celebrity of your choice.

STREET FAIR

STREET FAIR STAGE SPONSOR (2 NIGHTS) | \$10,000

The Street Fair Stage is located in Historic Downtown Wilmington and is a popular Street Fair attraction. Partnership includes naming rights, (1) 3x10 banner on the stage, your company logo on marketing materials, a speaking opportunity between acts, and a 10x10 tent for sampling. Sponsorship at this level includes two nights.

STREET FAIR STAGE SPONSOR (1 NIGHT) | \$7,500

The Street Fair Stage is located in Historic Downtown Wilmington and is a popular Street Fair attraction. Partnership includes banner on the stage, company logo on marketing materials, speaking opportunity between acts, and a 10x10 tent for sampling. Sponsorship at this level includes one night.

CHILDREN’S STAGE SPONSOR | \$7,500

The Children’s Stage is part of the three-day Street Fair in Historic Downtown Wilmington. Children enjoy entertainment composed of local performers. This partnership includes naming rights, a 3x10 banner on the stage, company logo on marketing materials, speaking opportunity between acts, and a 10x10 tent for sampling.

CELEBRITY MEET AND GREET SPONSOR | \$5,000

The Celebrity Meet and Greet takes place at the Street Fair where attendees have the opportunity to meet a well-known child star. Partnership includes your company logo on celebrity headshots, exclusive access to private Meet and Greet, branding and sampling opportunities at event, and premiere logo placement on our website as well as marketing materials announcing the event.

CHILDREN’S AREA ACTIVITY SPONSOR | \$3,500

The Children’s Area is part of the three-day Street Fair in Historic Downtown Wilmington, and it’s all FREE for children and their families. At our largest public event, children enjoy activities, craft projects, and entertainment. We’d love to partner with local businesses and organizations to provide a family-friendly environment with bounce-houses, slides, the Choo-Choo train, the aerial acrobatics gym, a licensed character, or any of the other great activities we will be bringing in 2018! Sponsorship includes marketing benefits and either 6 tickets to the Main Stage OR 4 tickets to the Airlie Luncheon Garden Party. Be part of the fun and promote your business here!

SPONSOR A CHARACTER | \$1,000

This partnership involves a unique opportunity to walk with a Festival character of your choice through the Street Fair handing out company materials for a total of 4 hours - broken down into 30 minute increments, several times a day.





PARADE

**PARADE BALLOON SPONSOR | \$3,500**  
Be a part of this exciting opportunity and sponsor what has become the biggest hit at the Parade! Partnership includes (1) 3x10 banner with your company logo in front of the cold air balloon, as well as a product sampling opportunity along the Parade route. Four credentials to the Parade Reviewing Stand and two Airlie Luncheon Garden Party tickets are included. For a Helium Parade Balloon (think “Macy’s Day Parade”) with more character options and a larger impact, contact [parade@ncazaleafestival.org](mailto:parade@ncazaleafestival.org) for more details.

**PARADE COFFEE BAR SPONSOR | \$3,000**  
Sponsors have exclusive access to a Coffee Bar during the Parade with complimentary coffee provided. Sponsorship includes a 10x10 tent, (2) banners with your business name/logo, and an opportunity to distribute information and promotional items. This partnership also includes 8 Parade Bleacher tickets and a Patron Package.

LOGO PLACEMENT & ADVERTISING

**WEBSITE VISITOR’S PAGE | \$500**  
This partnership includes your company listing and link on our website’s Visitor Page.

**SOCIAL MEDIA MENTIONS | \$500**  
This partnership includes 3 social media mentions to over 40,000 followers on our social media.

**E-NEWSLETTER MENTION | \$250**  
Receive a mention in our monthly e-newsletter with a link and/or image of your choice.

**DIGITAL BILLBOARD AD | \$100-\$2,500**  
Advertise your business or service on High Definition LED screens in prime locations throughout the North Carolina Azalea Festival. This opportunity is ideal for branding campaigns, special events, and limited time offers.

**SOUVENIR BOOK AD | \$250-\$2,000**  
Advertise your business or service in the North Carolina Azalea Festival Souvenir Book! This quality program is delivered free to all sponsors and at numerous Festival events. As a wonderful keepsake, take advantage of this to promote your company to Wilmington and the surrounding areas to over 7,500 guests.

VOLUNTEERS & HOSPITALITY

**VOLUNTEER PROGRAM SPONSOR | \$10,000**  
Over 15,000 volunteer hours are logged by community members supporting the Azalea Festival. As a Volunteer Program Sponsor, your logo will be included on volunteer t-shirts and your ad or logo will be included in our monthly newsletter. Additional benefits include: opportunity to speak at 2 Operational Committee Meetings, speaking opportunity at our Volunteer Appreciation Event, a banner at Volunteer Appreciation Event, a table at event check-in, product sampling at event, (1) 3x10 banner at the Street Fair Command Center, Parade Volunteer check-in, and Azalea Sweep check-in.

**HOSPITALITY SUITE SPONSOR | \$5,000**  
The Azalea Festival Celebrity Guests enjoy amenities and a place to relax at the Hospitality Suite. Sponsorship of this suite include naming rights with exclusive brand loyalty (if applicable) and product sampling opportunities in the Celebrity Hospitality Suite.

**AZALEA FESTIVAL YOUTH COMMITTEE (AFYC) SPONSOR | \$4,500**  
The Azalea Festival Youth Committee (AFYC) mission is to develop future leaders of the community by supporting the mission of the North Carolina Azalea Festival. AFYC members are local high school students who fundraise and volunteer for the Festival - As their sponsor, you will receive a Patron Package, your logo on AFYC T-shirts, one half-page ad in the Souvenir Book, and your logo in the Scholarship Pageant Program. Additionally, you will receive social media mentions relating to AFYC and a speaking opportunity at AFYC meetings.