



2019 NORTH CAROLINA AZALEA FESTIVAL

GLEN DALE AZALEA EVENT SPONSOR | \$15,000

Event opportunities: Celebrity Reception, Children's Area, Pre-Festival Event, Queen's Coronation, Patrons' Party Gala, Main Stage Hospitality Area, Airlie Luncheon Garden Party Guest Services Tent

OFFICE USE ONLY

EVENT TO BE SPONSORED _____

COMPANY _____ DATE _____

CONTACT _____ PHONE _____

ADDRESS _____

CITY/STATE/ZIP _____

EMAIL _____ FAX _____

AUTHORIZED SIGNATURE _____ TITLE _____

Sponsorship opportunities and exclusivity may vary depending on pre-existing national concert tour sponsoring agreements and venue restrictions beyond the control of the Azalea Festival. If exclusivity applies, it will be defined as any product or service your company provides east of I-95. All Festival advertising and promotion is subject to approval by the North Carolina Azalea Festival Board of Directors.

TICKET PACKAGE

Thursday, April 4 th	
6 Tickets	Celebrity Reception
6 Tickets	Headliner Concert A with Hospitality Suite & VIP Preferred Parking
Friday, April 5 th	
10 Tickets	Airlie Luncheon Garden Party - Option to purchase 30 additional Airlie Luncheon Garden Party tickets while supplies last
6 Tickets	Headliner Concert B with Hospitality Suite & VIP Preferred Parking
Saturday, April 6 th	
2 Tickets	Parade Reviewing Stand with VIP Preferred Parking
6 Tickets	Patrons' Party Gala
Other	
Framed Limited Edition Print	
1 Case of Festival Souvenir Books	
Tickets to the Pre-Festival Event	

***More Airlie Luncheon Garden Party Tickets Available!**
 Option to purchase 30 additional Airlie Luncheon Garden Party tickets while supplies last.
 Additional tickets are \$185 (plus tax) without preferred parking.

PLEASE SEE OTHER SIDE

GLEN DALE AZALEA EVENT SPONSOR BENEFITS

LISTING ON PRINTED PUBLIC SCHEDULE

FESTIVAL PARADE FLOAT

Float shared with one other Sponsor. Annual parade attendance estimated at more than 100,000 with extensive live and follow-up television coverage.

LISTING ON FESTIVAL WEBSITE

Link provided to your company's website, email, or contact information.

SOCIAL MEDIA TARGETED FOR EVENT

SPEAKING OPPORTUNITY AT EVENT

FESTIVAL SPONSOR RECOGNITION IN FOLLOW-UP NEWSPAPER AD

ONE HALF-PAGE, FULL COLOR AD IN FESTIVAL SOUVENIR BOOK
7,500 Festival Souvenir Books, circulated free

CORPORATE BANNER AND SPONSOR RECOGNITION

At major venues and events, attended by over 300,000 people during the five-day Festival.

FESTIVAL PRESS RELEASES

Distributed to print and broadcast outlets in 100+ regional media markets in the Southeast.

EVENT SPECIFIC SPONSOR DETAILS: