



2019 NORTH CAROLINA AZALEA FESTIVAL PARADE PARTNER SPONSOR

OFFICE USE ONLY

COMPANY _____ DATE _____

CONTACT _____ PHONE _____

ADDRESS _____

CITY/STATE/ZIP _____

EMAIL _____ FAX _____

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. All Festival advertising and promotion is subject to approval by the North Carolina Azalea Festival Board of Directors.

PARADE PARTNER SPONSOR ORDER FORM

2019 PARADE PARTNER PACKAGE # _____ Package at \$7,500 Each \$ _____

Thursday, April 4 th	
2 Tickets	Celebrity Reception
2 Tickets	Headliner Concert A with Hospitality Suite & VIP Preferred Parking
Friday, April 5 th	
2 Tickets	Airlie Luncheon Garden Party - Option to purchase 8 additional Airlie Luncheon Garden Party tickets while supplies last. Additional tickets are \$185 (plus tax) without preferred parking
2 Tickets	Headliner Concert B with Hospitality Suite & VIP Preferred Parking
Saturday, April 6 ^h	
4 Tickets	Parade Reviewing Stand
2 Tickets	Patrons' Party Gala

PLEASE SEE OTHER SIDE

PARADE PARTNER SPONSOR CORPORATE RECOGNITION BENEFITS

LISTING ON PRINTED PUBLIC SCHEDULE

FESTIVAL PARADE FLOAT

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

Festival staff will reach out to coordinate Parade Float.

FESTIVAL WEBSITE

- Logo on Parade Event Page on Website
- Name with link to your company's website, email, or contact information

Submit logo file to alison@ncazaleafestival.org.

Link URL _____

FESTIVAL SPONSOR RECOGNITION IN FOLLOW-UP NEWSPAPER AD

SOUVENIR BOOK

Logo on Parade Page in Festival Souvenir Book

FESTIVAL PRESS RELEASES

Name listed on Festival press releases.

SOCIAL MEDIA

- Recognition on Facebook Parade Event Page
- Multiple Sponsor social media posts
- Inclusion in Parade promotion social media posts

LIVE AND TV COVERAGE

- Live Parade announcements with Sponsor mentions
- Speaking opportunity on live broadcast or a pre-done commercial added into Parade broadcast (Due by March 1st)
- Sponsor logo recognition at the beginning and end of Parade broadcast

CORPORATE BANNER AND SPONSOR RECOGNITION

- Name listed on shared banner and/or sponsor boards with other sponsors at major Festival events
- Corporate logo on banners along Parade route

TOTAL ENCLOSED (or bill credit card*) \$ _____

AUTHORIZED SIGNATURE _____ DATE _____

ACCOUNT NUMBER _____ EXP. DATE _____ SECURITY CODE _____

BILLING ADDRESS _____

Or mail check to: North Carolina Azalea Festival, PO Box 3275, Wilmington, NC 28406. It is your responsibility to confirm receipt.