

2018 NORTH CAROLINA AZALEA FESTIVAL PATRON SPONSOR

The Patron Sponsorship includes two tickets to our exclusive VIP events, including our signature event, the Airlie Luncheon Garden Party.

OFFICE USE ONLY

COMPANY _____ DATE _____

CONTACT _____ PHONE _____

Please note, only the contact person listed on the Patron application has the authority to purchase extra tickets through the Patron Package. Anyone else will not be permitted to purchase and/or pick up tickets.

ADDRESS _____

CITY/STATE/ZIP _____

EMAIL _____ FAX _____

SOUVENIR BOOK LISTING _____

Individuals and businesses are limited to the purchase of three (3) Patronships each. THE FESTIVAL IS UNABLE TO "GUARANTEE" A PRECISE NUMBER OF "ON-SITE" PARKING FOR THE AIRLIE GARDENS LUNCHEON EVENT. The Festival will strive to provide as much on-site parking for this event as permitted by the Airlie Gardens Foundation and New Hanover County. In order to ensure the best possible chance to receive priority parking at the Airlie Gardens Luncheon, you should purchase your patronship as soon as possible. Parking is allotted in order of your assigned patronship number. Additional ticket purchases through your patronship are available only while supplies last, and do not include priority parking.

PATRON SPONSOR ORDER FORM

_____ Package at \$1,250 Each

2018 PATRON PACKAGE

Mark one option:

\$ _____

 Parade Bleacher Tickets Azalea Festival Decal

Thursday, April 12 th	
2 Tickets	Celebrity Reception
2 Tickets	Headliner Concert A (TBA) with Hospitality Suite & VIP Preferred Parking
Friday, April 13 th	
2 Tickets	Airlie Luncheon Garden Party (with an opportunity to purchase up to 8 additional tickets*)
2 Tickets	Headliner Concert B (TBA) with Hospitality Suite & VIP Preferred Parking
Saturday, April 14 th	
2 Tickets	Parade Bleachers OR 1 Azalea Festival Decal
2 Tickets	Patrons' Party Gala
1 Unframed Limited Edition Commemorative Print	

*A form for purchasing additional tickets to the Airlie Luncheon Garden Party and other Festival events will be sent to your mailing address after all entertainment is announced. At that time you may purchase eight (8) additional Airlie Luncheon Garden Party Tickets at a cost of \$175 (plus tax) without preferred parking. All Festival tickets (including the Airlie Luncheon Garden Party) are only available while supplies last. It is the Festival Office's date of receipt of purchase monies that governs the availability of tickets you desire to purchase.

PLEASE SEE OTHER SIDE

PATRON SPONSOR UPGRADES (OPTIONAL)

SOUVENIR BOOK UPGRADE

The Patron listing is included in the Patron Package; ad space is an upgrade option.

The Souvenir Book is a quality program distributed free to all sponsors and at numerous Festival events. Over 7,500 souvenir books are printed annually. Premium placements are throughout the book on the Queen's page, Festival map, across from the Concert information, and others. *Our Souvenir Book team will connect with you regarding ad size, design, and placement.*

# _____ 1/8 page at \$200 Each	# _____ 1/4 Premium page at \$600 Each	
# _____ 1/4 page at \$400 Each	# _____ 1/2 Premium page at \$1,000 Each	
# _____ 1/2 page at \$800 Each	# _____ Full Premium Page at \$1,500 Each	\$ _____
# _____ Full page at \$1,200 Each	# _____ Inside Front/Inside Back Cover at \$1,800 Each	
	# _____ Outside Back Cover at \$2,000 Each	

DIGITAL MARKETING UPGRADE

Advertise your business on our website, social media, or e-newsletter. *Our staff will connect with you regarding content and design.* If you would like more information on any of the opportunities below, please email Megan Rich at admin@ncazaleafestival.org.

Opportunity	Stats & Platforms
Logo on Website Visitor's Page	703, 676 Website Pageviews (October 1, 2016 - April 30, 2017)
(3) Social Media Mentions	Over 40,000 Combined Audience Choose your preferred platform
E-Newsletter Mention	Our average open rate is 45.26%, compared to the industry average of 21.37%
Digital Billboard	Advertise at the Scholarship Pageant, Street Fair, or Concerts Audience info available

# _____ Logo on Visitor's Page at \$500 Each	
# _____ (3) Social Media Mentions at \$500	\$ _____
# _____ E-Newsletter Mention at \$250 Each	
_____ Contact me about Digital Billboard Opportunities	

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.