

MARKETING OPPORTUNITIES

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



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.*

HALF PARADE BALLOON SPONSOR | \$1,750

Be a part of this exciting opportunity and sponsor what has become the biggest hit at the Parade! Partnership includes (1) 3x10 shared banner with your company logo in front of the cold air balloon, as well as a product sampling opportunity along the Parade route. Each Parade balloon may be shared by two different sponsors. Two 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 megdadlock@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 4 Parade Reviewing Stand tickets and a Patron Package.

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!

CUSTOMIZABLE MAIN STAGE CONCERT CABANA SPONSOR | \$3,500+

Enjoy the Main Stage Concerts like a rockstar! Concert Cabanas are sectioned off, open-air platforms with lounge seating and great views of the stage. Sponsorship is for one concert night only, of your choice. Sponsorship includes 20 concert tickets with access for 20 people to the cabana. Sponsorship also includes a \$500 bar tab, good for that night only. This package is customizable in that you can add additional tickets to other Festival events and/or marketing benefits along with the Cabana purchase for additional funds..

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.

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.

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. A Donor Sponsor ticket and marketing

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-\$4,000

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 commemorative 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.