



2020 NORTH CAROLINA AZALEA FESTIVAL ENCORE AZALEA EVENT SPONSOR | \$35,000+

Event opportunities: Parade, Street Fair

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.

*Additional sponsorship opportunities and impressions can be customized following Sponsor/Festival Activation Meeting.

TICKET PACKAGE

Thursday, April 2 nd	
10 Tickets	Celebrity Reception
10 Tickets	Headliner Concert A with Hospitality Suite, Soundbooth VIP Suite, & VIP Preferred Parking
Friday, April 3 rd	
20 Tickets	Airlie Luncheon Garden Party - Option to purchase 40 additional Airlie Luncheon Garden Party tickets while supplies last
10 Tickets	Headliner Concert B with Hospitality Suite, Soundbooth VIP Suite, & VIP Preferred Parking
Saturday, April 4 th	
4 Tickets	Parade Reviewing Stand with VIP Preferred Parking
12 Tickets	Patrons' Party Gala
Other	
Framed Limited Edition Print	
8 Official Festival T-shirts	
Tickets to the Pre-Festival Event	

†More Airlie Luncheon Garden Party Tickets Available!
Option to purchase 40 additional Airlie Luncheon Garden Party tickets while supplies last.
Additional tickets are \$185 (plus tax) without preferred parking.

PLEASE SEE OTHER SIDE

ENCORE AZALEA EVENT SPONSOR BENEFITS

BUSINESS NAME AND/OR LOGO ON FESTIVAL MATERIALS

Your logo used in all Festival public communication materials. (Letterhead, faxes, select tickets, etc.) Includes permission to use Festival logo (as it applies to our brand standard policy) in your company's advertising materials.

LOGO ON DIGITAL AND PRINT ADVERTISEMENTS

Your logo on various regional digital and print ads promoting Azalea Festival events.

TELEVISION/CABLE NEWS, PARADE COVERAGE, AND ADVERTISING AND ANNOUNCEMENTS

Sponsor recognition, live and follow-up news coverage, and commercials and public service announcements reaching more than 1,500,000 viewing households around the state.

RADIO ADVERTISING AND ANNOUNCEMENTS

Both commercials and Public Service Announcement airtime reaching a total market of more than 300,000 households in the Wilmington DMA.

CORPORATE BANNER AND SPONSOR RECOGNITION

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

FESTIVAL PARADE FLOAT OR PARADE BALLOON

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

RECOGNITION AT FESTIVAL EVENTS

SOCIAL MEDIA TARGETED FOR EVENT

SPEAKING OPPORTUNITY AT EVENT

FESTIVAL PRESS RELEASES

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

LOGO WITH LINK ON FESTIVAL WEBSITE

Link provided to your company's website, email, or contact information through your logo. The Festival website exceeds 350,000 page views annually.

FESTIVAL SPONSOR RECOGNITION IN FOLLOW-UP NEWSPAPER AD

TWO 10 FT. X 10 FT. BOOTH SPACES AT STREET FAIR

LOGO ON PRINTED PUBLIC SCHEDULE

I'd prefer to upgrade to a Parade Balloon instead of a Parade Float - Please note that there is a \$2,500 up-charge

EVENT SPECIFIC SPONSOR DETAILS: