



## 2020 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 2 <sup>nd</sup>	
6 Tickets	Celebrity Reception
6 Tickets	Headliner Concert A with Hospitality Suite & VIP Preferred Parking
Friday, April 3 <sup>rd</sup>	
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 4 <sup>th</sup>	
2 Tickets	Parade Reviewing Stand with VIP Preferred Parking
6 Tickets	Patrons' Party Gala
Other	
Framed Limited Edition Print	
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

### 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: