

PARADE SPONSORSHIPS | ALL LEVELS

PARADE TITLE SPONSOR | \$35,000

The Azalea Festival Parade continues to be one of southeastern North Carolina's largest annual events, with over 100,000 viewers each year. Our Parade route flows right through the heart of historic downtown Wilmington. As the Presenting Sponsor of the Parade your name will be mentioned when we talk about the Parade. Your logo will be incorporated into the live broadcast, as well as any sponsor-produced commercials. You also will have the most special Parade entry!

Includes an Encore Event Sponsorship marketing and ticketing benefits package!

PARADE PRESENTING SPONSOR | \$15,000

The North Carolina Azalea Festival Parade is televised live each year as well as aired across the state on UNC-TV. As the presenting sponsor you will receive presenting recognition in live and TV broadcasts of Parade with logo at the beginning and end of broadcast, presenting signage on site, speaking opportunity or pre-recorded commercial during broadcast, as well as a special entry in the Parade. Also includes eight Reviewing Stand Tickets.

Includes a Glen Dale Azalea Event Sponsorship marketing and ticketing benefits package!

PARADE DIAMOND PARTNER SPONSOR | \$7,500

The North Carolina Azalea Festival Parade is televised live each year as well as aired across the state on UNC-TV. As a Parade Partner you will receive a special entry in Parade, signage on site, recognition in live and TV broadcasts of Parade with logo at beginning and end of broadcast, and a speaking opportunity or pre-recorded commercial. Also includes six Reviewing Stand Tickets.

Includes a Gable Azalea Event Sponsorship marketing and ticketing benefits package!





PARADE REVIEWING STAND SPONSOR | \$7,500

With over 100,000 viewers each year, the North Carolina Azalea Festival Parade is a community tradition. Celebrity guests and dignitaries (approximately 300 people) of the Festival receive the honor of viewing the Parade from the Reviewing Stand. Partnership opportunities include naming rights, two 3X10 banners, table or display in the area, and eight Reviewing Stand Tickets. *Includes a Gable Azalea Event Sponsorship marketing and ticketing benefits package!*

MARCHING BAND TRAVEL SPONSOR | \$3,500

Marching Bands need help to travel for Parades, even our local bands. Funds are donated or raised for the students to enjoy the opportunity of marching in Parades like the Azalea Festival. This package will provide logo THANK YOU recognition on banners throughout the Parade as well as four Reviewing Stand Tickets at the Parade. Not ready to sponsor all Marching Bands? Support one band for \$500! *Full \$3,500 sponsorship includes an Evergreen Event Sponsorship marketing and ticketing benefits package!*

PARADE PLATINUM PARTNER SPONSOR | \$3,500

The North Carolina Azalea Festival Parade is televised live each year as well as aired across the state on UNC-TV. As a Platinum Partner you will receive a free entry in the parade, signage on site, name recognition in live and TV broadcasts of Parade at beginning and end, pre-planned promotional commentary during the Parade, and six Reviewing Stand Tickets. *Includes an Evergreen Event Sponsorship marketing and ticketing benefits package!*

PARADE MARKETING BOOTH SPONSOR | \$3,500

Sponsors have exclusive access to a prime area on the Parade Route across from the Reviewing Stand to promote or sell in a 10X10 booth space during the Parade. Sponsorship includes a 10X10 tent, two banners with your business name/logo, and an opportunity to distribute information, promotional items, and/or sell products (no open food products allowed.) *Includes an Evergreen Event Sponsorship marketing and ticketing benefits package!*

PARADE BLEACHER SPONSOR | \$3,500

The North Carolina Azalea Festival Parade is televised live each year as well as aired across the state on UNC-TV. As the Parade Bleacher Sponsor you will receive recognition on site at all bleacher locations, logo on all bleacher tickets, name recognition on the Parade web page as well as in live and TV broadcasts of Parade at beginning and end, a 10X10 area on site for marketing, and six Reviewing Stand Tickets. *Includes an Evergreen Event Sponsorship marketing and ticketing benefits package!*

HALF GIANT COLD AIR BALLOON SPONSOR | \$2,000

Be a part of this exciting opportunity and sponsor what has become the biggest hit at the Parade! Partnership includes one 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”) contact megtadlock@ncazaleafestival.org for more details.

FRIEND OF THE PARADE GOLD | \$1,000

Be a part of this historic and exciting event and receive name recognition on event page on website, Facebook, and promotional material, as well as on shared banner at event and social media post. Also receive four Main Stage Tickets to a concert of your choice and two Tickets to the Airlie Luncheon Garden Party.

FRIEND OF THE PARADE SILVER | \$600

Be a part of this historic and exciting event and receive name recognition on event page on website, Facebook, and promotional material, as well as on shared banner at event and social media post. Also receive four Main Stage Tickets to a concert of your choice.

FRIEND OF THE PARADE BRONZE | \$250

Be a part of this historic and exciting event and receive name recognition on event page on website, Facebook, and promotional material, as well as on shared banner at event and social media post.