

## MAJOR SPONSOR | \$25,000 LEVEL

The Major Sponsor Package is designed for a company looking to make an impact at the regional level. The Major Sponsorship is identical to the Encore Sponsorship with the exclusion of specific event marketing benefits. Premier marketing opportunities will be tailored to accomplish your organization's needs. Sponsorship includes a Major Sponsor Ticket Package.

### MAJOR SPONSOR BENEFITS:

- **LOGO AND/OR BUSINESS NAME ON FESTIVAL MATERIALS**  
*Your logo included in Festival public communication materials... including but not limited to: Festival letterhead, printed public schedule of events, etc.*
- **LOGO AND/OR BUSINESS NAME ON FESTIVAL MAIN STAGE TICKETS**  
*Your logo included on Festival Main Stage tickets.*
- **LOGO IN FESTIVAL MEDIA BUYS**  
*Annually on average the Festival utilizes approximately \$150,000 in media buys and trades promoting Festival events. Your logo and/or business name to be recognized through: TV (cable and network), Digital, Radio, Print, Outdoor Billboard.*
- **ACCESS TO FESTIVAL LOGO**  
*Permission to use Festival logo (as it applies to our brand standard policy) in your company's advertising materials.*
- **COMPLIMENTARY BOOTH SPACES AT STREET FAIR (TWO 10 X 10 FOOT)**
- **VERBAL RECOGNITION DURING PROGRAMMING AT CERTAIN FESTIVAL EVENTS**
- **FESTIVAL PARADE FLOAT OR SHARED SPONSOR PARADE BALLOON**  
*Annual Parade attendance estimated at more than 100,000 with extensive live and follow-up television coverage.*
- **LOGO WITH LINK ON FESTIVAL WEBSITE**  
*Prominent placement of your logo with link provided to your company's website, email, or contact information. The Festival website exceeds 700,000 page views annually.*
- **LOGO ON FESTIVAL E-NEWSLETTER**  
*Over 200,000 Festival e-Newsletters are OPENED annually.*
- **ONE COLOR AD IN FESTIVAL FUN GUIDE**  
*The Festival Fun Guide is an event map and schedule filled with all the Festival fun! Receive a large, upgraded ad. 10,000 free copies are circulated.*
- **CORPORATE BANNER AND SPONSOR RECOGNITION**  
*Your logo included on banner at the Main Stage, Airlie Luncheon Garden Party, and Street Fair. Your logo included on Main Stage banner scrim. Your logo included on signage at various other Festival events.*

### MAJOR SPONSOR TICKET PACKAGE:

THURSDAY FESTIVAL WEEK	FRIDAY FESTIVAL WEEK	SATURDAY FESTIVAL WEEK	OTHER
<p><b>10 TICKETS</b> <i>Celebrity Reception</i></p> <p><b>10 TICKETS</b> <i>Main Stage Concert A w/ Hospitality Suite, Soundbooth VIP Suite, &amp; VIP Preferred Parking</i></p>	<p><b>20 TICKETS</b> <i>Airlie Luncheon Garden Party (Option to purchase 40 additional Airlie Luncheon Garden Party tickets while supplies last)</i></p> <p><b>10 TICKETS</b> <i>Main Stage Concert B w/ Hospitality Suite, Soundbooth VIP Suite, &amp; VIP Preferred Parking</i></p>	<p><b>4 TICKETS</b> <i>Parade Reviewing Stand with VIP Preferred Parking</i></p> <p><b>12 TICKETS</b> <i>Patrons' Party Gala</i></p>	<p><b>1 FRAMED LIMITED EDITION COMMEMORATIVE PRINT</b></p> <p><b>8 OFFICIAL FESTIVAL T-SHIRTS</b></p> <p><b>6 TICKETS</b> <i>Chefs' Showcase, Pre-Festival Event</i></p>



## BENEFACTOR SPONSOR | \$10,000 LEVEL

The Benefactor Sponsor Package is designed for a company interested primarily in networking opportunities and some marketing benefits as well. The Benefactor Sponsorship is identical to the Glen Dale Sponsorship with the exclusion of specific event marketing benefits. Sponsorship includes a Benefactor Sponsor Ticket Package.

### BENEFACTOR SPONSOR BENEFITS:

- **FESTIVAL PARADE FLOAT SHARED WITH ONE OTHER SPONSOR**  
*Annual Parade attendance estimated at more than 100,000 with extensive live and follow-up television coverage.*
- **LOGO WITH LINK ON FESTIVAL WEBSITE**  
*Your logo with link provided to your company's website, email, or contact information. The Festival website exceeds 700,000 page views annually.*
- **LISTING ON FESTIVAL E-NEWSLETTER**  
*Over 200,000 Festival e-Newsletters are OPENED annually.*
- **ONE COLOR AD IN FESTIVAL FUN GUIDE**  
*The Festival Fun Guide is an event map and schedule filled with all the Festival fun! 10,000 free copies are circulated.*
- **CORPORATE BANNER AND SPONSOR RECOGNITION**  
*Listing on a Street Fair banner and on signage at various other Festival events.*
- **LISTING ON PRINTED PUBLIC SCHEDULE**
- **FESTIVAL SPONSOR RECOGNITION IN FOLLOW-UP THANK YOU AD**

### BENEFACTOR SPONSOR TICKET PACKAGE

THURSDAY FESTIVAL WEEK	FRIDAY FESTIVAL WEEK	SATURDAY FESTIVAL WEEK	OTHER
<p><b>6 TICKETS</b> <i>Celebrity Reception</i></p> <p><b>6 TICKETS</b> <i>Main Stage Concert A w/Hospitality Suite &amp; VIP Preferred Parking</i></p>	<p><b>10 TICKETS</b> <i>Airlie Luncheon Garden Party (Option to purchase 30 additional Airlie Luncheon Garden Party tickets while supplies last)</i></p> <p><b>6 TICKETS</b> <i>Main Stage Concert B w/Hospitality Suite &amp; VIP Preferred Parking</i></p>	<p><b>2 TICKETS</b> <i>Parade Reviewing Stand with VIP Preferred Parking</i></p> <p><b>6 TICKETS</b> <i>Patrons' Party Gala</i></p>	<p><b>1 FRAMED LIMITED EDITION COMMEMORATIVE PRINT</b></p> <p><b>4 TICKETS</b> <i>Chefs' Showcase, Pre-Festival Event</i></p>



## DONOR SPONSOR | \$5,500 LEVEL

The Donor Sponsor Package is designed for a business or individual looking to support a community non-profit, get access to marketing and networking opportunities, and an inclusive ticket package. The Donor Sponsorship is an ideal next step for Patron Sponsors looking for more marketing benefits from their package. Sponsorship includes a Donor Sponsor Ticket Package.

### DONOR SPONSOR BENEFITS:

- **FESTIVAL PARADE FLOAT SHARED WITH THREE OTHER SPONSORS**  
*Annual Parade attendance estimated at more than 100,000 with extensive live and follow-up television coverage.*
- **LOGO WITH LINK ON FESTIVAL WEBSITE**  
*Your logo with link provided to your company's website, email, or contact information. The Festival website exceeds 700,000 page views annually.*
- **LISTING ON FESTIVAL E-NEWSLETTER**  
*Over 200,000 Festival e-Newsletters are OPENED annually.*
- **ONE COLOR AD IN FESTIVAL FUN GUIDE**  
*The Festival Fun Guide is an event map and schedule filled with all the Festival fun! 10,000 free copies are circulated.*
- **CORPORATE BANNER AND SPONSOR RECOGNITION**  
*Listing on a Street Fair banner and on signage at various other Festival events.*
- **LISTING ON PRINTED PUBLIC SCHEDULE**
- **FESTIVAL SPONSOR RECOGNITION IN FOLLOW-UP THANK YOU AD**

### DONOR SPONSOR TICKET PACKAGE:

THURSDAY FESTIVAL WEEK	FRIDAY FESTIVAL WEEK	SATURDAY FESTIVAL WEEK	OTHER
<p><b>4 TICKETS</b> <i>Celebrity Reception</i></p> <p><b>4 TICKETS</b> <i>Main Stage Concert A w/Hospitality Suite &amp; VIP Preferred Parking</i></p>	<p><b>6 TICKETS</b> <i>Airlie Luncheon Garden Party (Option to purchase 30 additional Airlie Luncheon Garden Party tickets while supplies last)</i></p> <p><b>4 TICKETS</b> <i>Main Stage Concert B w/Hospitality Suite &amp; VIP Preferred Parking</i></p>	<p><b>4 TICKETS</b> <i>Parade Bleachers</i></p> <p><b>4 TICKETS</b> <i>Patrons' Party Gala</i></p>	<p><b>1 FRAMED LIMITED EDITION COMMEMORATIVE PRINT</b></p> <p><b>2 TICKETS</b> <i>Chefs' Showcase, Pre-Festival Event</i></p>





**2021 MAJOR SPONSOR | \$25,000 LEVEL**

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 the 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.*

PACKAGE	LEVEL	TOTAL
MAJOR SPONSOR	\$25,000	\$
UPGRADE	UPCHARGE	TOTAL
UPGRADE TO PARADE BALLOON INSTEAD OF PARADE FLOAT	\$2,500	\$

**BILLING INFORMATION**

Please make checks payable to North Carolina Azalea Festival and return to North Carolina Azalea Festival PO Box 3275 Wilmington, NC 28406. Credit Card orders may be faxed to (910) 794-4651. All tickets are non-refundable and non-exchangeable. It is your responsibility to confirm receipt.

**TICKET PACKAGES WILL BE READY MARCH 29, 2021.**

SPONSOR CONTACT NAME \_\_\_\_\_

BUSINESS NAME (IF APPLICABLE) \_\_\_\_\_

PHONE \_\_\_\_\_

**TOTAL ENCLOSED (OR BILL CREDIT CARD\*):** \$ \_\_\_\_\_

AUTHORIZED SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

CREDIT CARD (CIRCLE ONE)      MC      VISA      DISCOVER      AMEX

BILLING ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

ACCOUNT NUMBER \_\_\_\_\_ EXP DATE \_\_\_\_\_ SECURITY CODE \_\_\_\_\_

The North Carolina Azalea Festival at Wilmington, Inc. is a non-profit corporation classified as a 501(C)(3) public charity under the IRS code. Some contributions may be charitable in nature. Please consult a tax professional for advice about your contribution for tax purposes.

PLEASE SEE OTHER SIDE >



## 2021 MAJOR SPONSOR | \$25,000 LEVEL

### MAJOR SPONSOR BENEFITS:

- LOGO AND/OR BUSINESS NAME ON FESTIVAL MATERIALS**  
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 Your logo included on Festival Main Stage tickets.
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 Annually on average the Festival utilizes approximately \$150,000 in media buys and trades promoting Festival events. Your logo and/or business name to be recognized through: TV (cable and network), Digital, Radio, Print, Outdoor Billboard.
- ACCESS TO FESTIVAL LOGO**  
 Permission to use Festival logo (as it applies to our brand standard policy) in your company's advertising materials.
- COMPLIMENTARY BOOTH SPACES AT STREET FAIR (TWO 10 X 10 FOOT)**
- VERBAL RECOGNITION DURING PROGRAMMING AT CERTAIN FESTIVAL EVENTS**
- FESTIVAL PARADE FLOAT OR SHARED SPONSOR PARADE BALLOON**  
 Annual Parade attendance estimated at more than 100,000 with extensive live and follow-up television coverage.
- LOGO WITH LINK ON FESTIVAL WEBSITE**  
 Prominent placement of your logo with link provided to your company's website, email, or contact information. The Festival website exceeds 700,000 page views annually.
- LOGO ON FESTIVAL E-NEWSLETTER**  
 Over 200,000 Festival e-Newsletters are OPENED annually.
- ONE COLOR AD IN FESTIVAL FUN GUIDE**  
 The Festival Fun Guide is an event map and schedule filled with all the Festival fun! Receive a large, upgraded ad. 10,000 free copies are circulated.
- CORPORATE BANNER AND SPONSOR RECOGNITION**  
 Your logo included on banner at the Main Stage, Airlie Luncheon Garden Party, and Street Fair. Your logo included on Main Stage banner scrim. Your logo included on signage at various other Festival events.

## 2021 MAJOR SPONSOR TICKET PACKAGE:

THURSDAY, APRIL 8	FRIDAY, APRIL 9	SATURDAY, APRIL 10	OTHER
<b>10 TICKETS</b> Celebrity Reception	<b>20 TICKETS</b> Airlie Luncheon Garden Party — Option to purchase 40 additional Airlie Luncheon Garden Party tickets while supplies last	<b>4 TICKETS</b> Parade Reviewing Stand with VIP Preferred Parking	<b>FRAMED LIMITED EDITION COMMEMORATIVE PRINT</b>
<b>10 TICKETS</b> Main Stage Concert A w/ Hospitality Suite, Soundbooth VIP Suite, & VIP Preferred Parking	<b>10 TICKETS</b> Main Stage Concert B w/ Hospitality Suite, Soundbooth VIP Suite, & VIP Preferred Parking	<b>12 TICKETS</b> Patrons' Party Gala	<b>8 OFFICIAL FESTIVAL T-SHIRTS</b>
			<b>6 TICKETS</b> Chefs' Showcase, Pre-Festival Event

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 40 additional Airlie Luncheon Garden Party Tickets at a cost of \$185 (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.



**2021 BENEFACTOR SPONSOR | \$10,000 LEVEL**

COMPANY: \_\_\_\_\_ DATE: \_\_\_\_\_

CONTACT: \_\_\_\_\_ PHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

EMAIL: \_\_\_\_\_ FAX: \_\_\_\_\_

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PACKAGE	LEVEL	TOTAL
BENEFACTOR SPONSOR	\$10,000	\$

**BILLING INFORMATION**

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**TICKET PACKAGES WILL BE READY MARCH 29, 2021.**

SPONSOR CONTACT NAME \_\_\_\_\_

BUSINESS NAME (IF APPLICABLE) \_\_\_\_\_

PHONE \_\_\_\_\_

**TOTAL ENCLOSED (OR BILL CREDIT CARD\*):** \$ \_\_\_\_\_

AUTHORIZED SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

CREDIT CARD (CIRCLE ONE)      MC      VISA      DISCOVER      AMEX

BILLING ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

ACCOUNT NUMBER \_\_\_\_\_ EXP DATE \_\_\_\_\_ SECURITY CODE \_\_\_\_\_

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PLEASE SEE OTHER SIDE >



## 2021 BENEFACTOR SPONSOR | \$10,000 LEVEL

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**2021 DONOR SPONSOR | \$5,500 LEVEL**

COMPANY: \_\_\_\_\_ DATE: \_\_\_\_\_

CONTACT: \_\_\_\_\_ PHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

EMAIL: \_\_\_\_\_ FAX: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_ TITLE: \_\_\_\_\_

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PACKAGE	LEVEL	TOTAL
DONOR SPONSOR	\$5,500	\$

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BUSINESS NAME (IF APPLICABLE) \_\_\_\_\_

PHONE \_\_\_\_\_

**TOTAL ENCLOSED (OR BILL CREDIT CARD\*):** \$ \_\_\_\_\_

AUTHORIZED SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

CREDIT CARD (CIRCLE ONE)      MC      VISA      DISCOVER      AMEX

BILLING ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

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## 2021 DONOR SPONSOR | \$5,500 LEVEL

### DONOR SPONSOR BENEFITS:

**• FESTIVAL PARADE FLOAT SHARED WITH THREE OTHER SPONSORS**

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

**• LOGO WITH LINK ON FESTIVAL WEBSITE**

*Your logo with link provided to your company's website, email, or contact information. The Festival website exceeds 700,000 page views annually.*

**• LISTING ON FESTIVAL E-NEWSLETTER**

*Over 200,000 Festival e-Newsletters are OPENED annually.*

**• ONE COLOR AD IN FESTIVAL FUN GUIDE**

*The Festival Fun Guide is an event map and schedule filled with all the Festival fun! 10,000 free copies are circulated.*

**• CORPORATE BANNER AND SPONSOR RECOGNITION**

*Listing on a Street Fair banner and on signage at various other Festival events.*

**• LISTING ON PRINTED PUBLIC SCHEDULE**

**• FESTIVAL SPONSOR RECOGNITION IN FOLLOW-UP THANK YOU AD**

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THURSDAY, APRIL 8	FRIDAY, APRIL 9	SATURDAY, APRIL 10	OTHER
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