



2021 AZALEA FESTIVAL ADVERTISING OPPORTUNITIES

COMPANY:	DATE:
CONTACT:	PHONE:
ADDRESS:	
CITY/STATE/ZIP:	
EMAIL:	FAX:
AUTHORIZED SIGNATURE:	TITLE:

AUGUST 2021 AZALEA FESTIVAL FUN GUIDE AD | \$500

Advertise your business or service in the August 2021 Azalea Festival Fun Guide (FFG). The FFG is an all encompassing map of Festival events highlighting all the fun to be had during Festival week. Over 10,000 are printed and handed out free at various locations. Each ad comes with 2 General Admission Main Stage concert tickets of your choice.

**AD SIZE:
1.4375" X 1.5208"**

AZALEA FESTIVAL FUN GUIDE AD BENEFIT:

AZALEA FESTIVAL FUN GUIDE AD	PRICE	QUANTITY	TOTAL
1.4375" X 1.5208" AD <i>Festival Fun Guide ads are 4-color process and should be submitted as a print-quality PDF to info@ncazaleafestival.org</i>	\$500		\$
PRINT AD DESIGN (FLAT FEE)	\$50		\$

2021 AZALEA FESTIVAL ONLINE ADVERTISING

ONLINE ADVERTISING OPPORTUNITIES	PRICE	QUANTITY	TOTAL								
WEBSITE: LOGO ON AZALEA FESTIVAL WEBSITE VISITOR'S PAGE 760,000+ PAGE VIEWS 180,000+ USERS (MAY 1, 2019 – AUGUST 1, 2020) <i>Logo will be placed on the website once payment has been received in full.</i>	\$500		\$								
SOCIAL MEDIA: 3 SOCIAL MEDIA MENTIONS OVER 45,000 FOLLOWERS ACROSS FACEBOOK, INSTAGRAM, TWITTER, PINTEREST, & LINKEDIN <i>Ensure that your post(s) meet the requirements and/or dimensions for that social media outlet.</i>	\$500		\$								
<table border="1"> <tr> <td>PREFERRED SOCIAL MEDIA OUTLET:</td> <td>FACEBOOK</td> <td>TWITTER</td> <td>INSTAGRAM</td> </tr> <tr> <td>Number of Mentions per Outlet:</td> <td></td> <td></td> <td></td> </tr> </table>	PREFERRED SOCIAL MEDIA OUTLET:	FACEBOOK	TWITTER	INSTAGRAM	Number of Mentions per Outlet:						
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Number of Mentions per Outlet:											
E-NEWSLETTERS: E-NEWSLETTER MENTION AVERAGE OPEN RATE OF 38% (VS. INDUSTRY AVERAGE OF 20%) 210,515 EMAILS OPENED (MAY 1, 2019 – AUGUST 1, 2020) <i>Images/ads can be up to 800 pixels wide and submitted as JPEG or PNG.</i>	\$250		\$								
ONLINE AD DESIGN (FLAT FEE)	\$100		\$								

The North Carolina Azalea Festival reserves the right to resize, recrop or otherwise alter ads that are supplied incorrectly. Once this form is turned in to the North Carolina Azalea Festival Office, staff will reach out to coordinate content/scheduling.

PLEASE SEE OTHER SIDE >



2021 AZALEA FESTIVAL DIGITAL SPONSOR SCREENS

Advertise your business or service on High Definition LED screen in prime locations throughout the North Carolina Azalea Festival. This opportunity is ideal for branding campaigns, special events, and limited time offers.

DIGITAL ADVERTISING OPPORTUNITIES	PRICE	QUANTITY	TOTAL
DIGITAL BILLBOARD ADS AT STREET FAIR			
AUDIENCE = 100,000 – 200,000 15+ SCREENS AT VENUE 288 TEN-SECOND AD SPOTS			
ADS RUN ONE DAY	\$900		\$
ADS RUN BOTH DAYS	\$1,500		\$
DIGITAL BILLBOARD ADS AT MULTICULTURAL & CHILDREN'S AREA STAGES (SMALLER AREA AT STREET FAIR)			
AUDIENCE = 5,000 LOCAL & VISITING 3+ SCREENS AT VENUE 432 TEN-SECOND AD SPOTS			
ADS RUN ONE DAY	\$250		\$
ADS RUN BOTH DAYS	\$400		\$
DIGITAL BILLBOARD ADS AT MAIN STAGE CONCERTS			
AUDIENCE = 100,000 – 200,000 25+ SCREENS AT VENUE 1,632 TEN-SECOND AD SPOTS			
ADS RUN CONCERT A OR CONCERT B	<input type="checkbox"/> CONCERT A <input type="checkbox"/> CONCERT B	\$500	\$
ADS RUN CONCERT A AND CONCERT B		\$1,250	\$
DIGITAL BILLBOARD ADS AT AIRLIE LUNCHEON GARDEN PARTY			
AUDIENCE = 3,000 7+ SCREENS AT VENUE 72 TEN-SECOND AD SPOTS			
	\$1,000		\$
TOTAL			\$

Payment and ads due by Tuesday, June 1, 2021. All ads should be submitted as a 1920x1080 pixel high resolution JPEG to admin@ncazaleafestival.org. The North Carolina Azalea Festival reserves the right to resize, recrop or otherwise alter ads that are supplied incorrectly. Full payment is due at execution of this contract.

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 JULY 19, 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

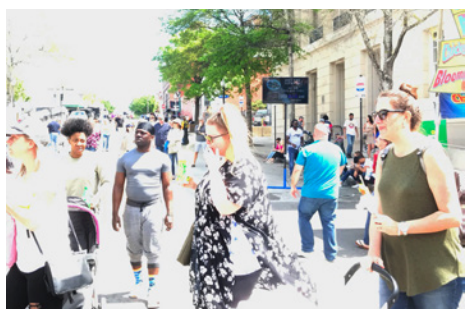
SECURITY CODE

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.



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DIGITAL BILLBOARD ADS AT STREET FAIR (15+ SCREENS AT VENUE)



DIGITAL BILLBOARD ADS AT STREET FAIR MULTICULTURAL & CHILDREN'S AREA STAGES (3+ SCREENS AT VENUE)



DIGITAL BILLBOARD ADS AT MAIN STAGE CONCERTS (25+ SCREENS AT VENUE)

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2021 AZALEA FESTIVAL DIGITAL MARKETING OPPORTUNITIES

DIGITAL ADVERTISING OPPORTUNITIES A LA CARTE				PRICE	QUANTITY	TOTAL
SOCIAL MEDIA ADS						
AUDIENCE = 40,000+						
3 ADS PROMOTED ON FESTIVAL SOCIAL MEDIA SITES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$500		\$
	TWITTER	INSTAGRAM	FACEBOOK			
LOGO WITH LINK ON FESTIVAL WEBSITE VISITOR'S PAGE						
AUDIENCE = 300,000+ PAGE VIEWS ANNUALLY						
E-NEWSLETTER AD/PHOTO WITH LINK				\$250		\$
AUDIENCE = AVERAGE OPEN RATE 32.37% (Industry Average 15.5%)						
DIGITAL ADVERTISING COMBINATION PACKAGES						
DIGITAL BILLBOARD ADS AT AIRLIE LUNCHEON GARDEN PARTY WITH ONLINE DIGITAL MARKETING PACKAGE 7+ SCREENS						
Digital Billboard Ads at Airlie Luncheon Garden Party	3 Ads Promoted on Festival Social Media Sites	Logo with Link on Festival Website Visitor's Page	2 Airlie Luncheon Garden Party Tickets	\$1,500		\$
DIGITAL BILLBOARD ADS AT MAIN STAGE CONCERTS WITH SOCIAL MEDIA PACKAGE 25+ SCREENS						
Digital Billboard Ads at EACH Main Stage Concert	3 Ads Promoted on Festival Social Media Sites	A 10' X 10' Banner at Concert Venue	2 Main Stage Concert Tickets to EACH Main Stage Concert	\$2,000		\$
DIGITAL BILLBOARD ADS AT MAIN STAGE CONCERTS AND STREET FAIR WITH SOCIAL MEDIA PACKAGE 40+ SCREENS						
Digital Billboard Ads at EACH Main Stage Concert, Street Fair and Multicultural & Children's Area Stages	3 Ads Promoted on Festival Social Media Sites	2 Main Stage Concert Tickets to EACH Main Stage Concert		\$2,750		\$
DIGITAL SPONSOR SCREEN PACKAGES (BEST DEAL!)						
DIGITAL BILLBOARD ADS AT MAIN STAGE CONCERTS AND AT AIRLIE LUNCHEON GARDEN PARTY 22+ SCREENS						
Digital Billboard Ads at EACH Main Stage Concert	Digital Billboard Ads at Airlie Luncheon Garden Party	2 Main Stage Concert Tickets to EACH Main Stage Concerts OR 2 Airlie Luncheon Garden Party Tickets		\$2,000		\$
DIGITAL BILLBOARD ADS AT STREET FAIR AND AT AIRLIE LUNCHEON GARDEN PARTY 22+ SCREENS						
Digital Billboard Ads at Both Days of the Street Fair	Digital Billboard Ads at Airlie Luncheon Garden Party	2 Airlie Luncheon Garden Party Tickets		\$2,250		\$
DIGITAL BILLBOARD ADS AT MAIN STAGE CONCERTS AND AT STREET FAIR WITH MULTICULTURAL & CHILDREN'S AREA STAGES 40+ SCREENS						
Digital Billboard Ads at EACH Main Stage Concert	Digital Billboard Ads at Both Days of the Street Fair and the Street Fair Multicultural & Children's Area Stages	2 Main Stage Concert Tickets to EACH Main Stage Concert		\$2,500		\$
ALL DIGITAL BILLBOARDS PACKAGE 50+ SCREENS EXCLUSIVE SPOT						
Digital Billboard Ads at EACH Main Stage Concert, Both Days of the Street Fair and the Street Fair Multicultural & Children's Area Stages, and the Airlie Luncheon Garden Party	A 10' X 10' Banner at Concert Venue, 2 Main Stage Concert Tickets to EACH Main Stage Concert, and 2 Airlie Luncheon Garden Party Tickets (\$1,500 VALUE!)			\$4,000		\$

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

AUTHORIZED SIGNATURE _____

DATE _____

CHECK (made payable to: The North Carolina Azalea Festival)

CASH

CALL FOR PAYMENT (CREDIT CARD)

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