



2021 ENCORE AZALEA EVENT SPONSOR | \$35,000 LEVEL

- PARADE TITLE SPONSOR
- STREET FAIR TITLE SPONSOR

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 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
ENCORE AZALEA EVENT SPONSOR	\$35,000	\$

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 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.

PLEASE SEE OTHER SIDE >



2021 ENCORE AZALEA EVENT SPONSOR | \$35,000 LEVEL

ENCORE AZALEA EVENT 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.
- SOCIAL MEDIA TARGETED FOR SPONSORED EVENT**
- SPEAKING OPPORTUNITY AT SPONSORED EVENT**

2021 ENCORE AZALEA EVENT SPONSOR TICKET PACKAGE:

EVENT	DATE	INCLUDES
AIRLIE LUNCHEON GARDEN PARTY	FRIDAY, JULY 30	20 TICKETS (Option to purchase 40 additional Airlie Luncheon Garden Party tickets while supplies last)
CONCERT A Sublime with Rome Michael Franti & Spearhead	THURSDAY, AUGUST 19	10 TICKETS with Soundbooth VIP Suite
CONCERT B The Avett Brothers	FRIDAY, AUGUST 20	10 TICKETS with Soundbooth VIP Suite
PARADE	SATURDAY, AUGUST 21	4 TICKETS Parade Reviewing Stand with VIP Preferred Parking
PATRONS' PARTY GALA	SATURDAY, AUGUST 28	12 TICKETS

OTHER

1 FRAMED LIMITED EDITION COMMEMORATIVE PRINT

8 OFFICIAL FESTIVAL T-SHIRTS

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 GLEN DALE AZALEA EVENT SPONSOR | \$15,000 LEVEL

- | | | |
|---|---|--|
| <ul style="list-style-type: none"> • AIRLIE LUNCHEON GARDEN PARTY GUEST SERVICES TENT SPONSOR • CELEBRITY RECEPTION SPONSOR | <ul style="list-style-type: none"> • CHEFS' SHOWCASE EVENT SPONSOR • CHILDREN'S AREA SPONSOR • MAIN STAGE HOSPITALITY AREA SPONSOR | <ul style="list-style-type: none"> • PARADE PRESENTING SPONSOR • PATRONS' GALA SPONSOR |
|---|---|--|

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 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.

PACKAGE	LEVEL	QUANTITY	TOTAL
GLEN DALE AZALEA EVENT SPONSOR	\$15,000 EACH		\$

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.

PLEASE SEE OTHER SIDE >



2021 GLEN DALE AZALEA EVENT SPONSOR | \$15,000 LEVEL

GLEN DALE AZALEA EVENT 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**

2021 GLEN DALE AZALEA EVENT SPONSOR TICKET PACKAGE:

EVENT	DATE	INCLUDES
AIRLIE LUNCHEON GARDEN PARTY	FRIDAY, JULY 30	10 TICKETS <i>(Option to purchase 30 additional Airlie Luncheon Garden Party tickets while supplies last)</i>
CONCERT A <i>Sublime with Rome Michael Franti & Spearhead</i>	THURSDAY, AUGUST 19	6 TICKETS <i>with Hospitality Seats</i>
CONCERT B <i>The Avett Brothers</i>	FRIDAY, AUGUST 20	6 TICKETS <i>with Hospitality Seats</i>
PARADE	SATURDAY, AUGUST 21	2 TICKETS <i>Parade Reviewing Stand with VIP Preferred Parking</i>
PATRONS' PARTY GALA	SATURDAY, AUGUST 28	6 TICKETS

OTHER

1 FRAMED LIMITED EDITION COMMEMORATIVE PRINT

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 30 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 GABLE AZALEA EVENT SPONSOR | \$7,500 LEVEL

- CELEBRITY RECEPTION WELCOME SPONSOR
- CHEFS' SHOWCASE WELCOME SPONSOR
- CHILDREN'S STAGE SPONSOR
- MAIN STAGE ENTRANCE SPONSOR
- MAIN STAGE SOUNDBOOTH SPONSOR
- PARADE DIAMOND PARTNER SPONSOR
- PARADE REVIEWING STAND SPONSOR
- PATRONS' PARTY WELCOME SPONSOR
- PATRONS PROGRAMMING SPONSOR
- QUEEN'S CORONATION SPONSOR
- SCHOLARSHIP PAGEANT SPONSOR
- YOUTH ART CONTEST SPONSOR

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 preexisting national concert tour sponsoring agreements and venue restrictions beyond the control of the Azalea Festival. All Festival advertising and promotion is subject to approval by the North Carolina Azalea Festival Board of Directors.

PACKAGE	LEVEL	QUANTITY	TOTAL
GABLE AZALEA EVENT SPONSOR	\$7,500 EACH		\$

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.

PLEASE SEE OTHER SIDE >



2021 GABLE AZALEA EVENT SPONSOR | \$7,500 LEVEL

GABLE AZALEA EVENT 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 additional signage for sponsored event. Listing included on signage at various other Festival events.
- **LISTING ON PRINTED PUBLIC SCHEDULE**
- **FESTIVAL SPONSOR RECOGNITION IN FOLLOW-UP THANK YOU AD**
- **SOCIAL MEDIA TARGETED FOR SPONSORED EVENT**
- **SPEAKING OPPORTUNITY AT SPONSORED EVENT**
- **RECOGNITION ON SITE AT EVENT**
- **RECOGNITION ON EVENT PAGES (WEBSITE, OTHER)**
- **RECOGNITION IN PROMOTION RELATED TO YOUR SPONSORED EVENT**

2021 GABLE AZALEA EVENT SPONSOR TICKET PACKAGE:

EVENT	DATE	INCLUDES
AIRLIE LUNCHEON GARDEN PARTY	FRIDAY, JULY 30	6 TICKETS <i>(Option to purchase 30 additional Airlie Luncheon Garden Party tickets while supplies last)</i>
CONCERT A <i>Sublime with Rome Michael Franti & Spearhead</i>	THURSDAY, AUGUST 19	4 TICKETS <i>with Hospitality Seats</i>
CONCERT B <i>The Avett Brothers</i>	FRIDAY, AUGUST 20	4 TICKETS <i>with Hospitality Seats</i>
PARADE	SATURDAY, AUGUST 21	4 TICKETS <i>Parade Bleachers</i>
PATRONS' PARTY GALA	SATURDAY, AUGUST 28	4 TICKETS
OTHER		

1 FRAMED LIMITED EDITION COMMEMORATIVE PRINT

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 30 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 EVERGREEN EVENT SPONSOR | \$3,500 LEVEL

- ART UNVEILING SPONSOR
- AZALEA FESTIVAL YOUTH COMMITTEE (AFYC) SPONSOR
- AZALEA SWEEP SPONSOR
- BOXING COMPETITION SPONSOR
- CELEBRITY RECEPTION HOST SPONSOR
- CHEFS' SHOWCASE HOST SPONSOR
- CHEFS' SHOWCASE VACATION RAFFLE SPONSOR
- CONCERT PATRON SPONSOR
- FESTIVAL FUN GUIDE SPONSOR
- FIREWORKS SPONSOR
- HIGH SCHOOL WRITING CONTEST SPONSOR
- MAIN STAGE RELIEF STATION SPONSOR
- MAIN STAGE WRISTBAND SPONSOR
- MARCHING BAND TRAVEL SPONSOR
- MULTICULTURAL STAGE SPONSOR
- OFFICIAL ARTWORK SPONSOR
- PARADE BLEACHER SPONSOR
- PARADE MARKETING BOOTH SPONSOR
- PARADE PLATINUM PARTNER SPONSOR
- PAST PRESIDENTS' PARTY SPONSOR
- PATRONS' PARTY HOST SPONSOR
- QUEEN'S CORONATION HOST SPONSOR
- QUEEN'S COURT SPONSOR
- SANITIZATION SPONSOR
- SCHOLARSHIP PAGEANT HOST SPONSOR
- SCHOLARSHIP PAGEANT PROGRAM BOOK SPONSOR
- STREET FAIR OR CHILDREN'S AREA ACTIVITY SPONSOR
- VOLUNTEER PROGRAM SPONSOR

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 preexisting national concert tour sponsoring agreements and venue restrictions beyond the control of the Azalea Festival. All Festival advertising and promotion is subject to approval by the North Carolina Azalea Festival Board of Directors.

PACKAGE	LEVEL	QUANTITY	TOTAL
EVERGREEN EVENT SPONSOR	\$3,500 EACH		\$

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.

PLEASE SEE OTHER SIDE >



2021 EVERGREEN EVENT SPONSOR | \$3,500 LEVEL

EVERGREEN EVENT SPONSOR BENEFITS:

- **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 additional signage for sponsored event. Listing included on signage at various other Festival events.

- **LISTING ON PRINTED PUBLIC SCHEDULE**

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

- **SOCIAL MEDIA TARGETED FOR SPONSORED EVENT**

- **SPEAKING OPPORTUNITY AT SPONSORED EVENT**

- **RECOGNITION ON SITE AT EVENT**

- **RECOGNITION ON EVENT PAGES (WEBSITE, OTHER)**

- **RECOGNITION IN PROMOTION RELATED TO YOUR SPONSORED EVENT**

2021 EVERGREEN EVENT SPONSOR TICKET PACKAGE:

EVENT	DATE	INCLUDES
AIRLIE LUNCHEON GARDEN PARTY	FRIDAY, JULY 30	2 TICKETS
CONCERT A <i>Sublime with Rome Michael Franti & Spearhead</i>	THURSDAY, AUGUST 19	2 TICKETS <i>with Hospitality Seats</i>
CONCERT B <i>The Avett Brothers</i>	FRIDAY, AUGUST 20	2 TICKETS <i>with Hospitality Seats</i>
PARADE	SATURDAY, AUGUST 21	2 TICKETS <i>Parade Bleachers</i> OR 1 PARKING DECAL <i>Azalea Festival</i>
PATRONS' PARTY GALA	SATURDAY, AUGUST 28	2 TICKETS

OTHER

1 UNFRAMED LIMITED EDITION COMMEMORATIVE PRINT

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 eight 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 CONCERT PATRON SPONSOR | \$3,000 LEVEL

COMPANY: DATE:

CONTACT: PHONE:

ADDRESS:

CITY/STATE/ZIP:

EMAIL: FAX:

AUTHORIZED SIGNATURE: TITLE:

WEBSITE LISTING:

Please note, only the contact person listed on the Patron application has the authority to purchase extra tickets through the Patron Package. Anyone else will not be permitted to purchase and/or pick up tickets.

Table with 3 columns: PACKAGE, LEVEL, TOTAL. Row: CONCERT PATRON SPONSOR, \$3,000, \$

Table with 3 columns: OPTIONAL UPGRADES, LEVEL, TOTAL. Rows: AZALEA FESTIVAL WEBSITE VISITOR'S PAGE (\$500), SOCIAL MEDIA MENTIONS (\$500), FESTIVAL FUN GUIDE AD (\$500), E-NEWSLETTER MENTION (\$250), DIGITAL BILLBOARD AD (\$100-\$4,000)

A Festival representative will reach out to you to confirm your advertising purchase.

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.

PLEASE SEE OTHER SIDE >



2021 CONCERT PATRON SPONSOR TICKET PACKAGE:

EVENT	DATE	INCLUDES
AIRLIE LUNCHEON GARDEN PARTY	FRIDAY, JULY 30	2 TICKETS <i>(Option to purchase eight additional Airlie Luncheon Garden Party tickets while supplies last)</i>
CONCERT A <i>Sublime with Rome Michael Franti & Spearhead</i>	THURSDAY, AUGUST 19	2 TICKETS <i>with Hospitality Seats</i>
CONCERT B <i>The Avett Brothers</i>	FRIDAY, AUGUST 20	2 TICKETS <i>with Hospitality Seats</i>
PARADE	SATURDAY, AUGUST 21	2 TICKETS OR 1 PARKING DECAL <i>Parade Bleachers</i> <i>Azalea Festival</i>
PATRONS' PARTY GALA	SATURDAY, AUGUST 28	2 TICKETS
OTHER		
1 UNFRAMED LIMITED EDITION COMMEMORATIVE PRINT	6 TICKETS <i>Main Stage Concert of choice. All tickets must be to the same show.</i>	2 3X10 BANNERS <i>One Banner Inside Concert Venue - PLUS - One Banner Outside Concert Venue</i>

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 eight 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 PATRON SPONSOR UPGRADES (OPTIONAL):

Upgrade your Patron Package and further market your business with these advertising opportunities.

AZALEA FESTIVAL WEBSITE VISITOR'S PAGE | \$500

This partnership includes your company logo and link on our website.

SOCIAL MEDIA MENTIONS | \$500

This partnership includes three social media mentions to over 40,000 followers on our social media.

FESTIVAL FUN GUIDE AD | \$500

Advertise your business or service in the North Carolina Azalea Festival Fun Guide! This guide is a map and schedule in one which will be available at our office and at numerous Festival events. Promote your company to Wilmington and the surrounding areas with 10,000 copies distributed complimentary prior to and during the Festival. Includes two complimentary Main Stage tickets of your choice.

E-NEWSLETTER MENTION | \$250

Receive a mention in our monthly e-newsletter with a link and/or image of your choice.

DIGITAL BILLBOARD AD | \$100-\$4,000

Advertise your business or service on High Definition LED screens in prime locations at the Festival Main Stage, Garden Party, or Street Fair throughout the North Carolina Azalea Festival. This opportunity is ideal for branding campaigns, special events, and limited time offers. Many ad purchases contain complimentary Festival tickets as thanks for your support! Email info@ncazaleafestival.org for more information on pricing.

TOTAL ADDITIONAL OPPORTUNITIES | \$ _____

A Festival representative will reach out to you to confirm your advertising purchase.



2021 FRIEND OF THE PARADE GOLD SPONSOR | \$1,000 LEVEL

COMPANY: _____ DATE: _____

CONTACT: _____ PHONE: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

EMAIL: _____ FAX: _____

AUTHORIZED SIGNATURE: _____ TITLE: _____

PACKAGE	LEVEL	TOTAL
FRIEND OF THE PARADE GOLD SPONSOR	\$1,000	\$

FRIEND OF THE PARADE GOLD TICKET PACKAGE:

TICKETS		MARKETING BENEFITS	
4 TICKETS <i>Main Stage Concert of choice</i>	2 TICKETS <i>Airlie Luncheon Garden Party (Option to purchase four additional Airlie Luncheon Garden Party tickets while supplies last)</i>	INCLUSION ON BANNER AT PARADE WITH OTHER PARADE PARTNERS 1 SOCIAL MEDIA POST <i>with other Parade Partners</i>	1 LOGO PLACEMENT <i>on Azalea Festival Parade Event Page</i> 1 LISTING <i>in Festival E-Newsletter</i>

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 four 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.

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.

THIS BLOCK OFFICE USE ONLY



2021 PAWS ON PARADE: THE OFFICIAL DOG GARDEN PAW-TY

SPONSOR LEVEL:

COMPANY:

DATE:

CONTACT:

PHONE:

ADDRESS:

CITY/STATE/ZIP:

EMAIL:

FAX:

AUTHORIZED SIGNATURE:

TITLE:

Sponsorship opportunities and exclusivity may vary depending on preexisting national concert tour sponsoring agreements and venue restrictions beyond the control of the Azalea Festival. All Festival advertising and promotion is subject to approval by the North Carolina Azalea Festival Board of Directors.

PACKAGE	LEVEL	TOTAL
PAWS ON PARADE TITLE SPONSOR (ONLY 1 AVAILABLE)	\$7,500	\$
PAWS ON PARADE CANINE COURT PAGEANT TITLE SPONSOR (ONLY 1 AVAILABLE)	\$3,500	\$
PAWS ON PARADE GOLD SIT & STAY/DOGGY BREAK LOUNGE SPONSOR	\$1,000	\$
PAWS ON PARADE GOLD DOGGY BOWL SPONSOR	\$1,000	\$
PAWS ON PARADE GOLD BANDANA SPONSOR	\$1,000	\$
PAWS ON PARADE GOLD BONE SPONSOR	\$1,000	\$
PAWS ON PARADE SILVER	\$500	\$
PAWS ON PARADE BRONZE	\$250	\$
PAWS ON PARADE VENDOR BOOTH SPACE	\$75	\$

Should the 2021 Paws on Parade event be cancelled due to Covid-19 Restrictions sponsorship donations will be credited to the 2022 Paws on Parade event.

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.

PLEASE SEE OTHER SIDE >

2021 PAWS ON PARADE: THE OFFICIAL DOG GARDEN PAW-TY

TITLE SPONSOR | \$7,500

Join the North Carolina Azalea Festival and paws4people® in this dog-friendly celebration; the Official Dog Garden Paw-ty which includes a Canine Court Pageant, a puppy kissing booth, dog-friendly vendors, and more!



PAWS ON PARADE: THE OFFICIAL DOG GARDEN PAW-TY TITLE SPONSOR BENEFITS:

- TITLE SPONSORSHIP OF EVENT
- FESTIVAL PARADE FLOAT SHARED WITH THREE OTHER SPONSORS
- LOGO ON AZALEA FESTIVAL WEBSITE PAWS ON PARADE PAGE
- LISTING ON FESTIVAL E-NEWSLETTER
- ONE COLOR AD IN FESTIVAL FUN GUIDE
- CORPORATE BANNER AND SPONSOR RECOGNITION
- LISTING ON PRINTED PUBLIC SCHEDULE
- FESTIVAL SPONSOR RECOGNITION IN FOLLOW-UP THANK YOU AD
- SOCIAL MEDIA TARGETED FOR SPONSORED EVENT
- SPEAKING OPPORTUNITY AT SPONSORED EVENT
- RECOGNITION ON SITE AT EVENT
- RECOGNITION ON EVENT PAGES (WEBSITE, OTHER)
- RECOGNITION IN PROMOTION RELATED TO YOUR SPONSORED EVENT
- PROMINENT 10X10 SPACE AT EVENT
- NORTH CAROLINA AZALEA FESTIVAL GABLE AZALEA EVENT SPONSOR TICKET PACKAGE (see below)

GABLE AZALEA EVENT SPONSOR TICKET PACKAGE:

EVENT	DATE	INCLUDES
AIRLIE LUNCHEON GARDEN PARTY	FRIDAY, JULY 30	6 TICKETS
CONCERT A <i>Sublime with Rome Michael Franti & Spearhead</i>	THURSDAY, AUGUST 19	4 TICKETS <i>with Hospitality Seats</i>
CONCERT B <i>The Avett Brothers</i>	FRIDAY, AUGUST 20	4 TICKETS <i>with Hospitality Seats</i>
PARADE	SATURDAY, AUGUST 21	4 TICKETS <i>Parade Bleachers</i>
PATRONS' PARTY GALA	SATURDAY, AUGUST 28	4 TICKETS

OTHER

1 UNFRAMED LIMITED EDITION COMMEMORATIVE PRINT

PLEASE SEE NEXT PAGE >



2021 PAWS ON PARADE: THE OFFICIAL DOG GARDEN PAW-TY

TITLE SPONSOR OF THE CANINE COURT PAGEANT | \$3,500

PAWS ON PARADE CANINE COURT PAGEANT TITLE SPONSOR BENEFITS:

- TITLE SPONSORSHIP OF EVENT
- LOGO ON AZALEA FESTIVAL WEBSITE PAWS ON PARADE PAGE
- LISTING ON FESTIVAL E-NEWSLETTER
- ONE COLOR AD IN FESTIVAL FUN GUIDE
- CORPORATE BANNER AND SPONSOR RECOGNITION
- LISTING ON PRINTED PUBLIC SCHEDULE
- FESTIVAL SPONSOR RECOGNITION IN FOLLOW-UP THANK YOU AD
- SOCIAL MEDIA TARGETED FOR SPONSORED EVENT
- SPEAKING OPPORTUNITY AT SPONSORED EVENT
- RECOGNITION ON SITE AT EVENT
- RECOGNITION ON EVENT PAGES (WEBSITE, OTHER)
- RECOGNITION IN PROMOTION RELATED TO YOUR SPONSORED EVENT
- PROMINENT 10X10 SPACE AT EVENT
- NORTH CAROLINA AZALEA FESTIVAL EVERGREEN EVENT SPONSOR TICKET PACKAGE (see below)

EVERGREEN EVENT SPONSOR TICKET PACKAGE:

EVENT	DATE	INCLUDES
AIRLIE LUNCHEON GARDEN PARTY	FRIDAY, JULY 30	2 TICKETS
CONCERT A <i>Sublime with Rome Michael Franti & Spearhead</i>	THURSDAY, AUGUST 19	2 TICKETS <i>with Hospitality Seats</i>
CONCERT B <i>The Avett Brothers</i>	FRIDAY, AUGUST 20	2 TICKETS w/ Hospitality Seats
PARADE	SATURDAY, AUGUST 21	2 TICKETS 1 PARKING DECAL <i>Parade Bleachers Azalea Festival</i>
PATRONS' PARTY GALA	SATURDAY, AUGUST 28	2 TICKETS

OTHER

1 UNFRAMED LIMITED EDITION COMMEMORATIVE PRINT

ADDITIONAL PAWS ON PARADE SPONSOR PACKAGES:

SPONSOR LEVEL	GOLD SPONSOR SIT & STAY/ DOGGY BREAK LOUNGE \$1,000	GOLD SPONSOR DOGGY BOWL \$1,000	GOLD SPONSOR BANDANA \$1,000	SILVER SPONSOR \$500	BRONZE SPONSOR \$250	VENDOR BOOTH SPACE \$75
LOGO/NAME RECOGNITION ON SITE AT THE DOGGY BREAK LOUNGE	*					
PRODUCT/SERVICE PROMOTION BY SPONSOR REPRESENTATIVES IN LOUNGE	*					
LOGO/NAME RECOGNITION ON BOWL		*				
LOGO/NAME RECOGNITION ON BANDANA			*			
PLACEMENT ON AZALEA FESTIVAL WEBSITE PAWS ON PARADE PAGE	LOGO	LOGO	LOGO	LISTING	LISTING	
PLACEMENT ON SIGNAGE AT EVENT	LOGO	LOGO	LOGO	LOGO	LISTING	
10X10 SPACE AT EVENT		*	*	*	*	*
PROMO IN SOCIAL MEDIA POSTS	*	*	*	*	*	
CANINE COURT PAGEANT	2 ENTRIES	2 ENTRIES	2 ENTRIES	1 ENTRY	1 ENTRY	
AIRLIE LUNCHEON GARDEN PARTY TICKETS	2 TICKETS	2 TICKETS	2 TICKETS	2 TICKETS		
MAIN STAGE CONCERT TICKETS	2 TICKETS					

Should the 2021 Paws on Parade event be cancelled due to Covid-19 Restrictions sponsorship donations will be credited to the 2022 Paws on Parade event.