



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 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 MAJOR SPONSOR | \$25,000 LEVEL

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.

2021 MAJOR 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 BENEFACTOR SPONSOR | \$10,000 LEVEL

COMPANY: _____ DATE: _____

CONTACT: _____ PHONE: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

EMAIL: _____ FAX: _____

AUTHORIZED SIGNATURE: _____ TITLE: _____

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

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 _____

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PLEASE SEE OTHER SIDE >



2021 BENEFACTOR SPONSOR | \$10,000 LEVEL

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**

2021 BENEFACTOR 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 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	\$

BILLING INFORMATION

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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 _____

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PLEASE SEE OTHER SIDE >



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**
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- LISTING ON PRINTED PUBLIC SCHEDULE**
- FESTIVAL SPONSOR RECOGNITION IN FOLLOW-UP THANK YOU AD**

2021 DONOR 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.