

## AZALEA FESTIVAL ADVERTISING OPPORTUNITIES

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

## AZALEA FESTIVAL FUN GUIDE AD | \$500

Advertise your business or service in the 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 Festival Concert tickets of your choice.

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

### AZALEA FESTIVAL FUN GUIDE AD BENEFIT:

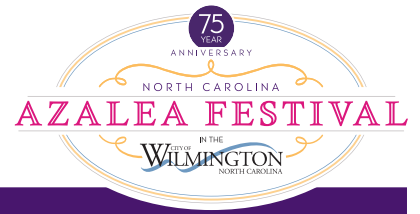
AZALEA FESTIVAL FUN GUIDE AD	PRICE	QUANTITY	TOTAL
1.4375" X 1.5208" AD <i>Festival Fun Guide ads are 4-color process and should be submitted as a print-quality PDF to info@ncazaleafestival.org</i>	\$500		\$
PRINT AD DESIGN (FLAT FEE)	\$50		\$

## AZALEA FESTIVAL ONLINE ADVERTISING

ONLINE ADVERTISING OPPORTUNITIES	PRICE	QUANTITY	TOTAL								
<b>WEBSITE: LOGO ON AZALEA FESTIVAL WEBSITE VISITOR'S PAGE</b> 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		\$								
<b>SOCIAL MEDIA: 3 SOCIAL MEDIA MENTIONS</b> 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> <th>PREFERRED SOCIAL MEDIA OUTLET:</th> <th>FACEBOOK</th> <th>TWITTER</th> <th>INSTAGRAM</th> </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:						
PREFERRED SOCIAL MEDIA OUTLET:	FACEBOOK	TWITTER	INSTAGRAM								
Number of Mentions per Outlet:											
<b>E-NEWSLETTERS: E-NEWSLETTER MENTION</b> 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		\$								
<b>ONLINE AD DESIGN (FLAT FEE)</b>	\$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 >



## 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
<b>DIGITAL BILLBOARD ADS AT STREET FAIR</b>			
AUDIENCE = 100,00 – 200,000   15+ SCREENS AT VENUE   5,400 TEN-SECOND AD SPOTS			
ADS RUN <b>ONE</b> DAY	\$900		\$
ADS RUN <b>BOTH</b> DAYS   10,800 TEN-SECOND AD SPOTS	\$1,500		\$
<b>DIGITAL BILLBOARD ADS AT STREET FAIR MULTICULTURAL &amp; CHILDREN'S AREA STAGES</b>			
AUDIENCE = 5,000 LOCAL & VISITING   2 SCREENS AT VENUE   720 TEN-SECOND AD SPOTS			
ADS RUN <b>ONE</b> DAY	\$250		\$
ADS RUN <b>BOTH</b> DAYS   1,440 TEN-SECOND AD SPOTS	\$400		\$
<b>DIGITAL BILLBOARD ADS AT THE FESTIVAL CONCERTS</b>			
AUDIENCE = 100,00 – 200,000   15 SCREENS AT VENUE   1,620 TEN-SECOND AD SPOTS			
ADS RUN CONCERT A <b>OR</b> CONCERT B   <input type="checkbox"/> CONCERT A   <input type="checkbox"/> CONCERT B	\$500		\$
ADS RUN CONCERT A <b>AND</b> CONCERT B   3,240 TEN-SECOND AD SPOTS	\$1,250		\$
<b>DIGITAL BILLBOARD ADS AT AIRLIE LUNCHEON GARDEN PARTY</b>			
AUDIENCE = 3,000   10 SCREENS AT VENUE   1,440 TEN-SECOND AD SPOTS	\$1,000		\$
<b>TOTAL</b>			\$

Payment and ads due by Tuesday, March 1, 2022. All ads should be submitted as a 1920x1080 pixel high resolution JPEG to [jdavisadd@gmail.com](mailto:jdavisadd@gmail.com). 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.

**TICKET PACKAGES WILL BE READY MARCH 28, 2022.**

### 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.

**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.