



75
YEAR

ANNIVERSARY

NORTH CAROLINA

AZALEA FESTIVAL

IN THE
CITY OF
WILMINGTON
NORTH CAROLINA

2022 • 75TH ANNIVERSARY
SPONSORSHIP KIT





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EXCLUSIVE EXPERIENCES

These BEHIND THE SCENE opportunities are ways to experience the Festival in a special, VIP way.

CELEBRITY RECEPTION TABLE | \$1,000

Secure a reserved table at the Celebrity Reception. Table sponsorship comes with eight tickets to the event as well as an introduction to Queen Azalea and Invited Guests. The table host will receive two Garden Party tickets as well as recognition in the program speech.

CHEFS' SHOWCASE TABLE | \$1,000

Enjoy a table at the Chefs' Showcase. Table sponsorship comes with eight tickets to the event, as well as two Garden Party tickets for the table host. Table sponsors (all eight guests), also get to enjoy a private meet and greet with the chefs preceding the Chefs' Showcase Event with other Table Sponsors and Festival Sponsors. Table hosts are recognized in the introduction speech.

AZALEA SWEEP TEAMS | \$250

Are you TEAM EARTH?! Sponsor an Azalea Sweep Team to help clean up Wilmington the weekend prior to the Azalea Festival. Receive one Festival Concert ticket of choice for up to 10 team members who volunteer at Azalea Sweep. Team sponsor receives recognition at Check-In as well as at the volunteer luncheon after the Sweep. Sponsor logo is also listed on the Sweep T-shirt and promoted through social media and Festival e-Newsletters.

PARADE REVIEWING STAND EXPERIENCE | \$25

Watch the Parade from the best seat in town — on the Parade Reviewing Stand! Enjoy children's activities, continental breakfast, and lunch all from your incredible seat along the Parade route. Includes access to indoor restrooms.

FOR OUR EXISTING SPONSORS ONLY:

PATRONS' GALA VIP TABLE UPGRADE | \$300

Secure your own private table for four at the Patrons' Gala. Includes a server. Note: tickets to the Patrons' Gala not included. All table guests must already have Patrons' Party Gala tickets to enjoy this upgrade.

CELEBRITY RECEPTION VIP TABLE UPGRADE | \$300

Secure your own private table for four at the Celebrity Reception. Includes a server. Note: tickets to the Celebrity Reception are not included. All table guests must already have Celebrity Reception tickets to enjoy this upgrade.

PRESENTING FESTIVAL SPONSOR | \$100,000

Enjoy the highest level of visibility throughout the entire Festival, and be prominently recognized for supporting North Carolina's premiere event. The Presenting Sponsor has naming rights to the Festival, the highest level of Festival-wide saturation across all events, industry exclusivity at this level, and a custom ticket and marketing package.

Complete Festival incorporation, inclusion at all Festival events, leading logo branding in all marketing. Festival staff at disposal to design memorable one-of-a-kind branding experiences and brand touch points to attendees. Sponsor brand messaging sent to Festival email distribution lists. Bulk ticket packages to events.

PRESENTING FESTIVAL SPONSOR VIP PERKS:

- **TWO HOTEL ROOMS**
Rooms at host hotel for four (4) nights during the Festival (Wednesday–Saturday).
- **TRAVEL WITH OFFICIAL PARTY MOTORCADE TO ALL FESTIVAL EVENTS**
Four (4) passes to travel with the Official Party Motorcade to all Festival events; escort vehicle and driver included.
- **MEET FESTIVAL CONCERT ENTERTAINERS BACKSTAGE**
Four (4) passes to meet Festival Concert entertainers backstage for each show. Subject to Artist availability.
- **PRE-FESTIVAL VISIT FROM FESTIVAL PRINCESS**
- **CUSTOMIZABLE TICKET PACKAGE**
- **VISIT FROM QUEEN AZALEA**
Enjoy a 45 minute visit with Queen Azalea during Festival Week.
- **SLOGAN CAMPAIGN CREATION**
- **FESTIVAL BLOG**
Five (5) articles about your brand posted on the Festival blog.
- **SOCIAL MEDIA**
Three (3) social media videos created.

FESTIVAL CONCERT SERIES SPONSOR | \$75,000

Be a part of the most rockin' event of the Azalea Festival — the Festival Concert Series! Sponsorship includes naming rights to the Concert Series, countless activations inside the Concerts, and a Festival-wide custom ticket package and marketing benefits higher than an Encore Sponsorship.

FESTIVAL CONCERT SERIES SPONSOR VIP PERKS:

- **MEET FESTIVAL CONCERT ENTERTAINERS BACKSTAGE**
Ten (10) passes to meet Festival Concert entertainers backstage for each show. Subject to Artist availability.
- **VIP AREA PASSES FOR 20 PEOPLE FOR EACH SHOW**
- **LOGO BRANDED FLAGS AT ENTRANCE**
- **LOGO ON ALL TICKETS**
- **BANNER RECOGNITION**
- **CUSTOMIZABLE TICKET PACKAGE**
- **MARKETING AND PROMOTION**
Special customized booth for marketing and promotion purposes to attendees.
Your team members to serve as greeters at event, handling out pre-approved sponsor swag.





AIRLIE LUNCHEON GARDEN PARTY SPONSOR | \$50,000

THE signature Azalea Festival and Wilmington event of the year! Full integration into this prime market, targeting your business goals. This package includes naming rights, extensive logo usage, extensive on-site activations, and more. Also includes a Festival-wide custom ticket package and marketing benefits higher than an Encore Sponsorship.

AIRLIE LUNCHEON GARDEN PARTY SPONSOR VIP PERKS:

- **LIMO BUS FOR TRANSPORTATION**

Limo bus for transportation to and from the event. Limo bus will pick up at one location and take you to the Cape Fear Garden Club Azalea Garden Tour Ribbon Cutting, where you will then travel in the Official Party Entourage to the Garden Party. Limo bus will be at your disposal until 5:00 PM.

- **PRIVATE SPONSOR TENT**

Special private sponsor tent with seating at the event.

- **BRANDED CUPS**

Branded cups at the event for all attendees.

- **BRANDING AND MARKETING**

Customized display design or tent with special features to accomplish your branding and marketing goals within this event.

- **FLAG SIGNAGE AT ENTRANCE OF EVENT AND INSIDE**

- **VIP CHECK-IN**

VIP check-in at event with welcome cocktail and special lapel flower pin for all your guests.

- **CUSTOMIZABLE TICKET PACKAGE**

ENCORE AZALEA EVENT SPONSOR | \$35,000 LEVEL

The Encore Azalea Event Sponsorship Package is designed for a company looking to make an impact at the regional level. Marketing benefits and an inclusive ticket package provide a unique and organic way to reach target markets in Wilmington and southeastern North Carolina. Premier marketing opportunities will be tailored to accomplish your organization's needs. Sponsorship includes an Encore Azalea Event Sponsor Ticket Package and title naming rights to your event. The following opportunities are available at the Encore Azalea Event Sponsorship Level.

PARADE TITLE SPONSOR

The Azalea Festival Parade continues to be one of southeastern North Carolina's largest annual event, with over 100,000 viewers each year. Our Parade route flows right through the heart of historic downtown Wilmington. As the Presenting Sponsor of the Parade your name will be mentioned when we talk about the Parade. Your logo will be incorporated into the live broadcast, as well as any sponsor-produced commercials. You also will have the most special Parade entry!

STREET FAIR TITLE SPONSOR

It is estimated that 200,000 people attend the weekend Street Fair in historic downtown Wilmington. The Festival draws vendors, artisans, and performers from all over; crowds enjoy a show rich with history, culture, and entertainment. As the Presenting Sponsor of the Street Fair you will receive recognition on all materials intended for public and vendor consumption, signage and inclusion on site, and in any media or marketing material created for the Street Fair, not to mention the cool flags that go on the light posts downtown!

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 CONCERT TICKETS**
Your logo included on Festival Concert 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 may 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.
- **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 Festival Concerts, Airlie Luncheon Garden Party, and Street Fair. Your logo included on signage at various other Festival events.
- **SOCIAL MEDIA TARGETED FOR SPONSORED EVENT**
- **SPEAKING OPPORTUNITY AT SPONSORED EVENT**

ENCORE AZALEA EVENT SPONSOR TICKET PACKAGE:

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

MAJOR SPONSOR | \$25,000 LEVEL

The Major Sponsor Package is designed for a company looking to make an impact at the regional level. 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 CONCERT TICKETS**
Your logo included on Festival Concert 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 may 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.
- 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 Festival Concerts, Airlie Luncheon Garden Party, and Street Fair. Your logo included on signage at various other Festival events.

MAJOR SPONSOR TICKET PACKAGE:

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



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

The Glen Dale Azalea Event Sponsorship Package is designed for a company interested in sponsoring an event with a specific target market. Premier marketing opportunities will be tailored to accomplish your organization's needs. Sponsorship includes a Glen Dale Azalea Event Sponsor Ticket Package. The following opportunities are available at the Glen Dale Azalea Event Sponsorship Level.

AIRLIE LUNCHEON GARDEN PARTY GUEST SERVICES TENT SPONSOR

Be a part of the success of the signature Festival event, the Garden Party. The Guest Services tent is right beside the traffic circle at Airlie, where the majority of Garden Party guests get ID'd and wrist banded. Opportunity to have branded business representatives on site in this tent, welcoming guests. Branded give aways are permitted with prior Festival approval (mini sunscreens, band aids, lip balm, mints, etc.). Guest Services tent branded in your colors, logo, etc.

CELEBRITY RECEPTION SPONSOR

The Celebrity Reception provides sponsors of the Festival a close and personal opportunity to see and meet Queen Azalea, Invited Guests, and other Festival Dignitaries. A relaxing luncheon on sprawling country club grounds, this event is the first VIP event of Azalea Festival weekend. Sponsorship includes naming rights to this event, product placement, VIP reserved tables, speaking opportunity, and your logo on event tickets.

CHEFS' SHOWCASE EVENT SPONSOR

This Pre-Festival Event is an annual event to kick-off the North Carolina Azalea Festival. Sponsorship includes naming rights to this event, product placement, VIP reserved tables, and speaking opportunity.

CHILDREN'S AREA SPONSOR

The Children's Area is part of the weekend Street Fair in historic downtown Wilmington. Children enjoy activities, children's craft projects, and entertainment. Sponsorship includes naming rights to this area, designated, branded area to showcase your business, tailored children's activity tied to your business, and speaking opportunities.

PARADE HOST SPONSOR

The North Carolina Azalea Festival Parade is televised live each year as well as aired across the state on UNC-TV. As the Presenting Sponsor you will receive presenting recognition in live and TV broadcasts of Parade with logo at beginning and end of the broadcast, presenting signage on site, speaking opportunity or pre-recorded commercial during broadcast, as well as a special entry in Parade with commentary. Includes eight Reviewing Stand Tickets.

PATRONS' GALA SPONSOR

The Patrons' Gala is the grand finale for sponsors of the Azalea Festival... a black-tie event filled with wonderful food displays and dancing to the sounds of the hottest party bands. Sponsorship includes naming rights to this event, product placement, VIP reserved tables, speaking opportunity, and your logo on event tickets.

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 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





GLEN DALE AZALEA EVENT SPONSOR TICKET PACKAGE:

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



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. 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
6 TICKETS <i>Celebrity Reception</i>	10 TICKETS <i>Airlie Luncheon Garden Party</i> <i>(Option to purchase 30 additional Airlie Luncheon Garden Party tickets while supplies last)</i>	2 TICKETS <i>Parade Reviewing Stand with VIP Preferred Parking</i>	1 FRAMED LIMITED EDITION COMMEMORATIVE PRINT
6 TICKETS <i>Concert A in the Seated Section</i>	6 TICKETS <i>Concert B in the Seated Section</i>	6 TICKETS <i>Patrons' Party Gala</i>	4 TICKETS <i>Chefs' Showcase, Pre-Festival Event</i>



GABLE AZALEA EVENT SPONSOR | \$7,500 LEVEL

The Gable Azalea Event Sponsorship Package is designed for a company interested in sponsoring an event with a specific target market. Sponsorship includes a Gable Azalea Event Sponsor Ticket Package. The following opportunities are available at the Gable Azalea Event Sponsorship Level.

CELEBRITY RECEPTION WELCOME SPONSOR

The Celebrity Reception is a luncheon at the Cape Fear Country Club to honor our invited guests. This Welcome Sponsorship has special recognition with design at entry of event. Sponsor also receives logo at the photo area as well as on stage, website, event page, and social media. Opportunity to provide a take home gift to attendees or place something special on tables at sponsor expense. Special features include one table with Invited Guest of choice, professional group photo with Queen Azalea, and custom table display. It also includes logo recognition at event entry photo area, and on formal invitations to Sponsors.

CHEFS' SHOWCASE WELCOME SPONSOR

This Welcome Sponsorship has special recognition with design at entry of event and "branded" welcome cocktail. Sponsor also receives logo at the photo area as well as on stage, on brochure, website, event page, e-invites, and social media. Opportunity to provide a take home gift to attendees or place something special on tables at sponsor expense. Receives one table with eight seats and access to Chef Meet and Greet prior to the event.

CHILDREN'S STAGE SPONSOR

The Children's Stage is part of the weekend Street Fair. Children enjoy complimentary activities and entertainment composed of local performers. This partnership includes naming rights, a 3X10 banner on the stage, company logo on marketing materials, speaking opportunity between acts, and a 10X10 tent for product sampling/business promo.

FESTIVAL CONCERT ENTRANCE SPONSOR

Have your logo be the first thing all concert guests see when they arrive. Feathered flags at the entrance, uplighting in your brand's colors and more. Hand out welcome swag and have your team in branded gear saying hello to approximately 15,000 people over the three-day Festival Concert Series.

FESTIVAL CONCERT VIP AREA SPONSOR

Advertise to the Festival's VIPs/Major Sponsors in this private concert viewing area. Provide sponsor handouts for our high-profile guests (approximately 120 people each night). Includes 10 VIP passes for your team to each show.

PATRONS PROGRAMMING SPONSOR

Market to the exclusive group of Patron Sponsors with the opportunity to place promotional items in Patron Sponsor swag bag; and be on site during Patron package and ticket pick up for networking opportunities. Sponsor logo will be included on swag bag. Recognition at Patrons' Party with display, signage, and a reserved table.

PARADE DIAMOND PARTNER SPONSOR

The North Carolina Azalea Festival Parade is televised live each year as well as aired across the state on UNC-TV. As a Parade Partner you will receive a special entry in Parade, signage on site, recognition in live and TV broadcasts of Parade with logo at beginning and end of broadcast and a speaking opportunity or pre-recorded commercial. Also includes six Reviewing Stand Tickets.

PARADE REVIEWING STAND SPONSOR

With over 100,000 viewers each year, the North Carolina Azalea Festival Parade is a community tradition. Celebrity guests and dignitaries (approximately 300 people) of the Festival receive the honor of viewing the Parade from the Reviewing Stand. Partnership opportunities include naming rights, two 3X10 banners, table or display in the area, and eight Reviewing Stand Tickets.



PATRONS' PARTY WELCOME SPONSOR

The Patrons' Party is a black-tie formal celebration on Saturday night of the Festival. This Welcome Sponsorship has special recognition with design at entry of event. Sponsor also receives logo at the photo area as well as on stage, website, event page, and social media. Opportunity to provide a take home gift to attendees or place something special on tables at sponsor expense. Special features include one reserved table in area of choice and a special entry design with sponsor representation. Sponsorship also includes logo recognition at photo area and on formal invitations to Sponsors.

PAWS ON PARADE SPONSOR

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!

QUEEN'S CORONATION SPONSOR

The Queen's Coronation is an annual event where the Queen is officially crowned the North Carolina Azalea Festival Queen Azalea. In attendance are Festival Invited Guests and Board Members. After the Coronation there is an exclusive free Meet and Greet with all of our celebrities and the Queen. Sponsorship includes naming rights to this event, product placement, VIP reserved seats, and speaking opportunity on stage. This event is televised LIVE on TV.

SCHOLARSHIP PAGEANT SPONSOR

Junior high school students from area high schools compete in this annual Scholarship Pageant based on a private interview with judges, evening gown competition and on-stage presentation. The winner is the recipient of the Beverly Anne Jurgensen scholarship award. Sponsorship includes naming rights to this event, product placement, and speaking opportunity.

YOUTH ART CONTEST SPONSOR

The Youth Art Contest is an annual contest showcasing the amazing artistic talents of the youth in our community. Over 300 students register their artwork in the contest annually. Sponsorship includes naming rights to this contest, sponsor logo on contest applications, and speaking opportunities.

GABLE AZALEA EVENT SPONSOR BENEFITS:

- | | | |
|---|---|--|
| <ul style="list-style-type: none"> • FESTIVAL PARADE FLOAT SHARED WITH THREE OTHER SPONSORS
<i>Annual Parade attendance estimated at more than 100,000 with extensive live and follow-up television coverage.</i> • LOGO WITH LINK ON FESTIVAL WEBSITE
<i>Your logo with link provided to your company's website, email, or contact information. The Festival website exceeds 700,000 page views annually.</i> • LISTING ON FESTIVAL E-NEWSLETTER
<i>Over 200,000 Festival e-Newsletters are OPENED annually.</i> | <ul style="list-style-type: none"> • ONE COLOR AD IN FESTIVAL FUN GUIDE
<i>The Festival Fun Guide is an event map and schedule filled with all the Festival fun! 10,000 free copies are circulated.</i> • CORPORATE BANNER AND SPONSOR RECOGNITION
<i>Listing on a Street Fair banner and additional signage for sponsored event. Listing included on signage at various other Festival events.</i> • LISTING ON PRINTED PUBLIC SCHEDULE • FESTIVAL SPONSOR RECOGNITION IN FOLLOW-UP THANK YOU AD | <ul style="list-style-type: none"> • 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 |
|---|---|--|

GABLE AZALEA EVENT SPONSOR TICKET PACKAGE:

THURSDAY FESTIVAL WEEK	FRIDAY FESTIVAL WEEK	SATURDAY FESTIVAL WEEK	OTHER
4 TICKETS <i>Celebrity Reception</i>	6 TICKETS <i>Airlie Luncheon Garden Party</i> <i>(Option to purchase 30 additional Airlie Luncheon Garden Party tickets while supplies last)</i>	4 TICKETS <i>Parade Bleachers</i>	1 FRAMED LIMITED EDITION COMMEMORATIVE PRINT
4 TICKETS <i>Concert A in the Seated Section</i>	4 TICKETS <i>Concert B in the Seated Section</i>	4 TICKETS <i>Patrons' Party Gala</i>	2 TICKETS <i>Chefs' Showcase, Pre-Festival Event</i>

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
4 TICKETS <i>Celebrity Reception</i>	6 TICKETS <i>Airlie Luncheon Garden Party</i> <i>(Option to purchase 30 additional Airlie Luncheon Garden Party tickets while supplies last)</i>	4 TICKETS <i>Parade Bleachers</i>	1 FRAMED LIMITED EDITION COMMEMORATIVE PRINT
4 TICKETS <i>Concert A in the Seated Section</i>	4 TICKETS <i>Concert B in the Seated Section</i>	4 TICKETS <i>Patrons' Party Gala</i>	2 TICKETS <i>Chefs' Showcase, Pre-Festival Event</i>





EVERGREEN EVENT SPONSOR | \$3,500 LEVEL

The Evergreen Sponsor Package is our introductory event marketing sponsorship 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 Evergreen Sponsorship is an ideal next step for Patron Sponsors looking for more benefits from their package, specifically marketing benefits.

ART UNVEILING SPONSOR

The annual Art Unveiling is held prior to Festival week and serves as a showcase for the Official North Carolina Azalea Festival artwork. Sponsorship includes naming rights to this event, product placement, and speaking opportunity.

AZALEA FESTIVAL YOUTH COMMITTEE (AFYC) SPONSOR

The Azalea Festival Youth Committee (AFYC) mission is to develop future leaders of the community by supporting the mission of the North Carolina Azalea Festival. AFYC members are local high school students who fundraise and volunteer for the Festival. Sponsorship includes presenting rights of this group and speaking opportunities/business promotion at select events where AFYC volunteers.

AZALEA SWEEP SPONSOR

The Azalea Sweep is one of our largest volunteer-driven events that takes place a week before the Festival. Community volunteers join together to “spring clean” downtown before all of our guests arrive. After the Azalea Sweep, all of the volunteers enjoy a party with refreshments. Sponsorship includes naming rights to this event, product placement, and speaking opportunity.

BOXING COMPETITION SPONSOR

The Boxing Tournament is a free, 2-day event showcasing some of the finest boxers from high-level competition and the military. Sponsorship includes naming rights to this event, product placement, and speaking opportunity.

CELEBRITY RECEPTION HOST SPONSOR

A luncheon at the Cape Fear Country Club to honor our invited guests. Special features include one table, professional group photo, and name recognition at entry, photo area, and on formal invitations to Sponsors.

CHEFS' SHOWCASE HOST SPONSOR

The Chefs' Showcase is an epicurean adventure at the Hotel Ballast with special guest chefs. Sponsor receives recognition of Hosting Sponsor at entry way and on stage as well as in welcome speech. Sponsor also receives recognition on brochure, website, event page, and e-invites, as well as social media. Sponsor also receives one table with eight seats as well as access to the pre-event meet and greet with the chefs.

CHEFS' SHOWCASE VACATION RAFFLE SPONSOR

The Chefs' Showcase is an epicurean adventure at the Hotel Ballast with special guest chefs. Sponsor receives recognition of providing the Vacation Raffle on site at raffle table as well as in brochure. Sponsor also receives recognition on website, event page, and e-invites, as well as social media about the raffle. Sponsor has the opportunity to speak and announce the winner of the drawing on stage. Sponsor receives one table with eight seats as well as access to the pre-event meet and greet with the chefs.

FESTIVAL CONCERT PATRON SPONSOR

A slight upgrade from the Patron's Package; the Festival Concert Patron Sponsorship includes (2) 10x3 banners hung at the Festival Concert Series. Additionally, this partnership includes four extra tickets to each concert in the seated section.

FESTIVAL FUN GUIDE SPONSOR

The Festival Fun Guide is our newest marketing tool. It is a giant fold out map showing locations and times of Festival Events as well as other important Festival info, schedule of events, and advertising. Sponsorship of the Festival Fun Guide will give you Presenting Sponsor logo placement on the front of the guide and the largest ad in the guide.

FIREWORKS SPONSOR

The Festival Fireworks are presented over the majestic Cape Fear River on Saturday night of the Festival. A Fireworks partnership would include naming rights and company logo on marketing pieces mentioning the fireworks.

HIGH SCHOOL WRITING CONTEST SPONSOR

High School students from across the state are invited to submit either a descriptive essay or poem using a prompt. Sponsorship includes naming rights to this contest, logo placement on the contest application, and speaking opportunity.

MARCHING BAND TRAVEL SPONSOR

Marching Bands need help to travel for Parades, even our local bands. Funds are donated or raised for the students to enjoy the opportunity of marching in Parades like the Azalea Festival. This package will provide logo THANK YOU recognition on banners throughout the Parade as well as four Reviewing Stand Tickets at the Parade. *Not ready to sponsor all Marching Bands? Support one band for \$500!*



MULTICULTURAL STAGE SPONSOR

The Street Fair Multicultural Stage is a 2-day family-friendly celebration where you can experience the best in contemporary and traditional music, dance, and ethnic pageantry from around the world! The Festival of Cultures highlights the rich diversity of cultures that make the Greater Cape Fear Region a delightful place to live. Sponsorship includes naming rights to this event, product placement, and speaking opportunity.

OFFICIAL ARTWORK SPONSOR

The Official Artwork is commissioned each year by the Festival. This special piece of art is then printed and sold to the public as well as given as a gift to all of our sponsors and volunteers. As the Official Artwork Sponsor you will have recognition on all promotion of the artwork as well as on site at the art unveiling. Sponsor is also able to place in each print sleeve a promotional flyer or other type of printed marketing item giving you access to all who receive a print.

PARADE BLEACHER SPONSOR

The North Carolina Azalea Festival Parade is televised live each year as well as aired across the state on UNC-TV. As the Parade Bleacher Sponsor you will receive recognition on site at all bleacher locations, logo on all bleacher tickets, name recognition on the Parade web page as well as in live and TV broadcasts of Parade at beginning and end, a 10X10 area on site for marketing, and six Reviewing Stand Tickets.

PARADE MARKETING BOOTH SPONSOR

Sponsors have exclusive access to a prime area on the Parade Route across from the Reviewing Stand to promote or sell in a 10X10 booth space during the Parade. Sponsorship includes a 10X10 tent, two banners with your business name/logo, and an opportunity to distribute information, promotional items, and/or sell products (no open food products allowed.)

PARADE PLATINUM PARTNER SPONSOR

The North Carolina Azalea Festival Parade is televised live each year as well as aired across the state on UNC-TV. As a Platinum Partner you will receive free entry in the parade, signage on site, name recognition in live and TV broadcasts of Parade at beginning and end, pre-planned promotional commentary during the Parade, and six Reviewing Stand Tickets.

PAST PRESIDENTS' PARTY SPONSOR

The Past Presidents' Party Sponsor is able to promote to Past Presidents and Invited Guests of the Festival. Sponsor-produced swag/gift will be handed out. The sponsor will be recognized on the invitation to the party as well as at the event with a special display/signage as well as included in the President's remarks. Sponsorship includes naming rights to this event.

PATRONS' PARTY HOST SPONSOR

The Patrons' Party is a black tie formal celebration on Saturday night of the Festival to celebrate our Festival sponsors and patrons. Special sponsor features include one reserved table with name recognition at the entry photo area and on formal invitations to Sponsors.

PAWS ON PARADE CANINE COURT TITLE SPONSOR

Be the title sponsor of the Canine Court Pageant; the Festival's way to honor and showcase all the paws-itively perfect dogs of the Cape Fear! Sponsorship includes naming rights to the Pageant, logo and name inclusion in event marketing, speaking opportunity, and prominent booth space at the event.

QUEEN'S CORONATION HOST SPONSOR

The Queen's Coronation is a televised event by WWAY. As the Queen's Coronation Host Sponsor, you will be recognized on site at the Coronation as well as recognized in programming.

QUEEN'S COURT SPONSOR

The Queen's Court Sponsor will receive recognition of the court through our website, social media, and e-newsletter. Sponsor will also receive recognition at special events such as the Parade with logo inclusion on the Queen's Float and short commentary during the broadcast, as well as at the Celebrity Reception with signage, recognition in speech, and a reserved table with six seats.

SANITIZATION SPONSOR

The Sanitization Sponsor will be included in all promotion of sanitization steps taken by the Festival to ensure the additional safety of our guests. Sponsors will be recognized on sanitization stations as well as on hand washing stations at events. The sponsor will be included in promotion done on our website, social media, and e-newsletters promoting safety measures.

EVERGREEN EVENT SPONSOR | \$3,500 LEVEL

CONTINUED ...

SCHOLARSHIP PAGEANT HOST SPONSOR

The Scholarship Pageant is an annual event for high school juniors where we give away over \$12,000 in scholarships and the title of Azalea Festival Princess. The Scholarship Pageant Host Sponsor is recognized at the entrance of the Scholarship Pageant in the lobby with special signage or table for opportunity to promote. You will also be recognized in the Scholarship Pageant booklet and in Scholarship Pageant programming.

SCHOLARSHIP PAGEANT PROGRAM BOOK SPONSOR

The Scholarship Pageant is an annual event for high school juniors where we give away over \$12,000 in scholarships and the title of Azalea Festival Princess. The Scholarship Pageant Program highlights all of the contestants as well as the pageant schedule and other information pertaining to the event and advertising. Sponsorship of this program will give you brand recognition on the cover and premiere ad space. You will also be recognized by the MC in the introduction with a special thanks.

STREET FAIR OR CHILDREN'S AREA ACTIVITY SPONSOR

The Street Fair is our largest public event and includes many areas such as our Children's Area with FREE activities for children including craft projects, educational demos, and entertainment like bounce-houses, train rides, and more! Sponsor one of our activities in the Street Fair; please reach out to learn more on what we are doing this year and how we can integrate your brand whether in the Children's Area or in the main area of the Street Fair.

VOLUNTEER PROGRAM SPONSOR

Over 1,000 volunteers plan and execute Festival events. Your logo will be included on volunteer T-shirts and an ad or logo included in our volunteer newsletters. Sponsor also receives special recognition at our Volunteer Appreciation Event (catered party with music, food, and drinks for all volunteers after the Festival), including logo on signage, table at event check-in, and speaking opportunity. Sponsor has the opportunity to speak at two pre-Festival Operational Committee Meetings. Also included is recognition at Street Fair Command Center, Parade Volunteer check-in, and Azalea Sweep check-in in the form of one 3x10 banner.

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

EVERGREEN EVENT SPONSOR TICKET PACKAGE:

THURSDAY FESTIVAL WEEK	FRIDAY FESTIVAL WEEK	SATURDAY FESTIVAL WEEK	OTHER
2 TICKETS <i>Celebrity Reception</i> 2 TICKETS <i>Concert A in the Seated Section</i>	2 TICKETS <i>Airlie Luncheon Garden Party</i> <i>(Option to purchase eight additional</i> <i>Airlie Luncheon Garden Party</i> <i>tickets while supplies last)</i> 2 TICKETS <i>Concert B in the Seated Section</i>	2 TICKETS <i>Parade Bleachers</i> 2 TICKETS <i>Patrons' Party Gala</i>	1 UNFRAMED LIMITED EDITION COMMEMORATIVE PRINT



PATRON SPONSOR | \$1,500 LEVEL

As the ideal introduction to the best of the North Carolina Azalea Festival, the Patron Package includes two tickets to exclusive VIP events such as the Celebrity Reception and Airlie Luncheon Garden Party. Patrons are also listed on our website.

PATRON SPONSOR TICKET PACKAGE:

THURSDAY FESTIVAL WEEK	FRIDAY FESTIVAL WEEK	SATURDAY FESTIVAL WEEK	OTHER
2 TICKETS <i>Celebrity Reception</i>	2 TICKETS <i>Airlie Luncheon Garden Party</i> <i>(Option to purchase eight additional</i> <i>Airlie Luncheon Garden Party</i> <i>tickets while supplies last)</i>	2 TICKETS <i>Parade Bleachers</i>	1 UNFRAMED LIMITED EDITION COMMEMORATIVE PRINT
2 TICKETS <i>Concert A in the Seated Section</i>	2 TICKETS <i>Concert B in the Seated Section</i>	2 TICKETS <i>Patrons' Party Gala</i>	

NON-SPONSORSHIP ADVERTISING OPPORTUNITIES

The following opportunities are for businesses that are not interested in full ticket packages, but more interested in marketing their company by supporting a community event through logo placement and advertising.

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 | \$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 Festival Concert 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 Concerts, 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!

FESTIVAL CONCERT SERIES SPONSORSHIPS | ALL LEVELS

FESTIVAL CONCERT SERIES SPONSOR | \$75,000

Be the Signature Sponsor of the most rockin' event of the Azalea Festival — the Festival Concert Series. Sponsorship includes naming rights to the Festival Concert Series, countless activations inside the venue, and a Festival-wide ticket package and marketing benefits higher than an Encore Sponsorship.

This package is for the major players who want to saturate our market and truly integrate your brand into the Azalea Festival and our community. As a top supporter of the Festival, marketing and ticketing packages are fully customizable. We will work 1:1 with your organization to showcase your brand and orchestrate key activations for maximum ROI.

FESTIVAL CONCERT ENTRANCE SPONSOR | \$7,500

Have your logo be the first thing all concert guests see when they arrive. Logo on feathered flags at the entrance, uplighting in your brand's colors and more. Hand out welcome swag and have your team in branded gear saying hello to approximately 15,000 people.

Includes a Gable Azalea Event Sponsorship marketing and ticketing benefits package!

FESTIVAL CONCERT VIP AREA SPONSOR | \$7,500

Advertise to the Festival's VIPs/Major Sponsors in this private concert viewing area. Provide a special, interactive experience for our high-profile guests. Includes 10 VIP passes for your team to each show.

Includes a Gable Azalea Event Sponsorship marketing and ticketing benefits package!

FESTIVAL CONCERT BANNER PACKAGE | \$750

Sponsorship includes one 3x10 banner and two concert tickets in the seated section. Concert of your choice, while supplies last. Both tickets must be to the same show.





STREET FAIR SPONSORSHIPS | ALL LEVELS

STREET FAIR TITLE SPONSOR | \$35,000

It is estimated that 200,000 people attend the weekend Street Fair in historic downtown Wilmington. The Festival draws vendors, artisans, and performers from all over, and the crowds enjoy a show rich with history, culture, and entertainment. As the Presenting Sponsor of the Street Fair you will receive recognition on all materials for both the public and the participants, signage and inclusion on site, and in any media or marketing material created for the Street Fair, not to mention the cool flags that go on the light posts downtown!

Includes an Encore Event Sponsorship marketing and ticketing benefits package!

CHILDREN'S AREA SPONSOR | \$15,000

The Children's Area is part of the weekend Street Fair in historic downtown Wilmington. Children enjoy activities, children's craft projects, and entertainment. Sponsorship includes naming rights to this area, designated, branded area to showcase your business, tailored children's activity tied to your business, and speaking opportunities.

STREET FAIR STAGE SPONSOR (TWO NIGHTS) | \$10,000

The Street Fair Stage is located in historic downtown Wilmington and is a popular Street Fair attraction. Partnership includes naming rights, one 3X10 banner on the stage, your company logo on marketing materials, a speaking opportunity between acts, and a 10X10 tent for sampling.

Includes a Gable Azalea Event Sponsorship marketing and ticketing benefits package!

CHILDREN'S STAGE SPONSOR | \$7,500

The Children's Stage is part of the weekend Street Fair. Children enjoy complimentary activities and entertainment composed of local performers. This partnership includes naming rights, a 3X10 banner on the stage, company logo on marketing materials, speaking opportunity between acts, and a 10X10 tent for product sampling/business promo.

STREET FAIR ACTIVATION SPONSOR | \$3,500

The Street Fair is our largest public event held in historic downtown Wilmington. As an Activation Sponsor you will receive recognition with other sponsors on the Sponsor Page on the Festival website. Sponsors are also included in the Street Fair press release, are listed with link on Street Fair web page, listed on the Street Fair Facebook Event page, receive a 10X10 booth with preferred placement at Street Fair, and receive a social media post.

Includes an Evergreen Event Sponsorship marketing and ticketing benefits package!

STREET FAIR CHILDREN'S AREA ACTIVITY SPONSOR | \$3,500

The Street Fair is our largest public event held in historic downtown Wilmington and includes many areas such as our Children's Area with FREE activities for children including, craft projects, educational demos, and entertainment like bounce-houses, train rides, and more! Sponsor one of our activities in the Children's Area; please reach out to learn more on what we are doing this year and how we can integrate your brand.

Includes an Evergreen Event Sponsorship marketing and ticketing benefits package!

PARADE SPONSORSHIPS | ALL LEVELS

PARADE TITLE SPONSOR | \$35,000

The Azalea Festival Parade continues to be one of southeastern North Carolina's largest annual event, with over 100,000 viewers each year. Our Parade route flows right through the heart of historic downtown Wilmington. As the Title Sponsor of the Parade your name will be mentioned when we talk about the Parade. Your logo will be incorporated into the live broadcast, as well as any sponsor-produced commercials. You also will have the most special Parade entry!

Includes an Encore Event Sponsorship marketing and ticketing benefits package!

PARADE HOST SPONSOR | \$15,000

The North Carolina Azalea Festival Parade is televised live each year as well as aired across the state on UNC-TV. As the Parade Host you will receive presenting recognition in live and TV broadcasts of Parade with logo at the beginning and end of broadcast, host signage on site, speaking opportunity or pre-recorded commercial during broadcast, as well as a special entry in the Parade. Also includes eight Reviewing Stand Tickets.

Includes a Glen Dale Azalea Event Sponsorship marketing and ticketing benefits package!

PARADE DIAMOND PARTNER SPONSOR | \$7,500

The North Carolina Azalea Festival Parade is televised live each year as well as aired across the state on UNC-TV. As a Parade Partner you will receive a special entry in Parade, signage on site, recognition in live and TV broadcasts of Parade with logo at beginning and end of broadcast, and a speaking opportunity or pre-recorded commercial. Also includes six Reviewing Stand Tickets.

Includes a Gable Azalea Event Sponsorship marketing and ticketing benefits package!





PARADE REVIEWING STAND SPONSOR | \$7,500

With over 100,000 viewers each year, the North Carolina Azalea Festival Parade is a community tradition. Celebrity guests and dignitaries (approximately 300 people) of the Festival receive the honor of viewing the Parade from the Reviewing Stand. Partnership opportunities include naming rights, two 3X10 banners, table or display in the area, and eight Reviewing Stand Tickets. *Includes a Gable Azalea Event Sponsorship marketing and ticketing benefits package!*

MARCHING BAND TRAVEL SPONSOR | \$3,500

Marching Bands need help to travel for Parades, even our local bands. Funds are donated or raised for the students to enjoy the opportunity of marching in Parades like the Azalea Festival. This package will provide logo THANK YOU recognition on banners throughout the Parade as well as four Reviewing Stand Tickets at the Parade. Not ready to sponsor all Marching Bands? Support one band for \$500! *Full \$3,500 sponsorship includes an Evergreen Event Sponsorship marketing and ticketing benefits package!*

PARADE PLATINUM PARTNER SPONSOR | \$3,500

The North Carolina Azalea Festival Parade is televised live each year as well as aired across the state on UNC-TV. As a Platinum Partner you will receive a free entry in the parade, signage on site, name recognition in live and TV broadcasts of Parade at beginning and end, pre-planned promotional commentary during the Parade, and six Reviewing Stand Tickets. *Includes an Evergreen Event Sponsorship marketing and ticketing benefits package!*

PARADE MARKETING BOOTH SPONSOR | \$3,500

Sponsors have exclusive access to a prime area on the Parade Route across from the Reviewing Stand to promote or sell in a 10X10 booth space during the Parade. Sponsorship includes a 10X10 tent, two banners with your business name/logo, and an opportunity to distribute information, promotional items, and/or sell products (no open food products allowed.) *Includes an Evergreen Event Sponsorship marketing and ticketing benefits package!*

PARADE BLEACHER SPONSOR | \$3,500

The North Carolina Azalea Festival Parade is televised live each year as well as aired across the state on UNC-TV. As the Parade Bleacher Sponsor you will receive recognition on site at all bleacher locations, logo on all bleacher tickets, name recognition on the Parade web page as well as in live and TV broadcasts of Parade at beginning and end, a 10X10 area on site for marketing, and six Reviewing Stand Tickets. *Includes an Evergreen Event Sponsorship marketing and ticketing benefits package!*

HALF GIANT COLD AIR BALLOON SPONSOR | \$2,000

Be a part of this exciting opportunity and sponsor what has become the biggest hit at the Parade! Partnership includes one 3X10 shared banner with your company logo in front of the cold air balloon, as well as a product sampling opportunity along the Parade route. Each Parade balloon may be shared by two different sponsors. Two tickets to the Parade Reviewing Stand and two Airlie Luncheon Garden Party tickets are included. For a Helium Parade Balloon (think "Macy's Day Parade") contact megtadlock@ncazaleafestival.org for more details.

FRIEND OF THE PARADE GOLD | \$1,000

Be a part of this historic and exciting event and receive name recognition on event page on website, Facebook, and promotional material, as well as on shared banner at event and social media post. Also receive four Festival Concert tickets to a concert of your choice and two tickets to the Airlie Luncheon Garden Party.

FRIEND OF THE PARADE SILVER | \$600

Be a part of this historic and exciting event and receive name recognition on event page on website, Facebook, and promotional material, as well as on shared banner at event and social media post. Also receive four Festival Concert tickets to a concert of your choice.

FRIEND OF THE PARADE BRONZE | \$250

Be a part of this historic and exciting event and receive name recognition on event page on website, Facebook, and promotional material, as well as on shared banner at event and social media post.



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:

- | | | |
|---|--|--|
| <ul style="list-style-type: none"> • 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 | <ul style="list-style-type: none"> • 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 | <ul style="list-style-type: none"> • RECOGNITION ON EVENT PAGES (WEBSITE, OTHER) • RECOGNITION IN PROMOTION RELATED TO YOUR SPONSORED EVENT • PROMINENT 10X10 SPACE AT EVENT • 4 paws4people® DERBY4DOGS TICKETS • NORTH CAROLINA AZALEA FESTIVAL GABLE AZALEA EVENT SPONSOR TICKET PACKAGE (see below) |
|---|--|--|

GABLE AZALEA EVENT SPONSOR TICKET PACKAGE:

THURSDAY FESTIVAL WEEK	FRIDAY FESTIVAL WEEK	SATURDAY FESTIVAL WEEK	OTHER
4 TICKETS <i>Celebrity Reception</i>	6 TICKETS <i>Airlie Luncheon Garden Party</i> <i>(Option to purchase 30 additional Airlie Luncheon Garden Party tickets while supplies last)</i>	4 TICKETS <i>Parade Bleachers</i>	1 FRAMED LIMITED EDITION COMMEMORATIVE PRINT
4 TICKETS <i>Concert A in the Seated Section</i>	4 TICKETS <i>Concert B in the Seated Section</i>	4 TICKETS <i>Patrons' Party Gala</i>	2 TICKETS <i>Chefs' Showcase, Pre-Festival Event</i>

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:

- | | | |
|---|---|--|
| <ul style="list-style-type: none"> • 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 | <ul style="list-style-type: none"> • 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) | <ul style="list-style-type: none"> • RECOGNITION IN PROMOTION RELATED TO YOUR SPONSORED EVENT • PROMINENT 10X10 SPACE AT EVENT • 2 paws4people® DERBY4DOGS TICKETS • NORTH CAROLINA AZALEA FESTIVAL EVERGREEN EVENT SPONSOR TICKET PACKAGE (see below) |
|---|---|--|

EVERGREEN EVENT SPONSOR TICKET PACKAGE:

THURSDAY FESTIVAL WEEK	FRIDAY FESTIVAL WEEK	SATURDAY FESTIVAL WEEK	OTHER
2 TICKETS <i>Celebrity Reception</i> 2 TICKETS <i>Concert A in the Seated Section</i>	2 TICKETS <i>Airlie Luncheon Garden Party</i> <i>(Option to purchase eight additional Airlie Luncheon Garden Party tickets while supplies last)</i> 2 TICKETS <i>Concert B in the Seated Section</i>	2 TICKETS <i>Parade Bleachers</i> 2 TICKETS <i>Patrons' Party Gala</i>	1 UNFRAMED LIMITED EDITION COMMEMORATIVE PRINT

ADDITIONAL PAWS ON PARADE SPONSOR PACKAGES:

SPONSOR LEVEL	GOLD SIT & STAY/ DOGGY BREAK LOUNGE SPONSOR \$1,000	GOLD DOGGY BOWL SPONSOR \$1,000	GOLD BANDANA SPONSOR \$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	
paws4people® DERBY4DOGS	2 TICKETS	2 TICKETS	2 TICKETS	2 TICKETS		
AIRLIE LUNCHEON GARDEN PARTY TICKETS	2 TICKETS	2 TICKETS	2 TICKETS	2 TICKETS		
FESTIVAL CONCERT TICKETS	2 TICKETS					

RIVERWALK SHAG CONTEST SPONSORSHIPS

The Riverwalk Shag Contest is held on Saturday of the Azalea Festival. The event features a competition, open dancing, line dancing, a silent auction and a 50/50 raffle! Come enjoy the fun and promote your business at this truly southern event.

RIVERWALK SHAG CONTEST PRESENTING SPONSOR | \$7,500:

- RECOGNITION AT ENTRANCE TO VENUE
- 3+ SOCIAL MEDIA MENTIONS
- LOGO ON AZALEA FESTIVAL WEBSITE RIVERWALK SHAG CONTEST PAGE
- BIG SCREEN DIGITAL PROMOTIONAL DISPLAY
- MENTIONS BY DJS ON LIVE RADIO SHOW
- 4 OFFICIAL CONTEST T-SHIRTS
- 12 RESERVED SEATS FOR SPONSOR & GUESTS
- NORTH CAROLINA AZALEA FESTIVAL GABLE AZALEA EVENT SPONSOR PACKAGE (*see below*)

GABLE AZALEA EVENT SPONSOR TICKET PACKAGE:

THURSDAY FESTIVAL WEEK	FRIDAY FESTIVAL WEEK	SATURDAY FESTIVAL WEEK	OTHER
4 TICKETS <i>Celebrity Reception</i>	6 TICKETS <i>Airlie Luncheon Garden Party</i> <i>(Option to purchase 30 additional</i> <i>Airlie Luncheon Garden Party</i> <i>tickets while supplies last)</i>	4 TICKETS <i>Parade Bleachers</i>	FRAMED LIMITED EDITION COMMEMORATIVE PRINT
4 TICKETS <i>Concert A in the Seated Section</i>	4 TICKETS <i>Concert B in the Seated Section</i>	4 TICKETS <i>Patrons' Party Gala</i>	2 TICKETS <i>Chefs' Showcase, Pre-Festival Event</i>

ADDITIONAL RIVERWALK SHAG CONTEST SPONSOR PACKAGES:

SPONSOR LEVEL	CAROLINA SHAG SPONSOR \$2,000	BEACH MUSIC SPONSOR \$1,000	SHAGGIN' SPONSOR \$500	HALL OF FAME SPONSOR \$75
RECOGNITION AT ENTRANCE TO VENUE				
SOCIAL MEDIA MENTIONS	3			
PLACEMENT ON AZALEA FESTIVAL WEBSITE SHAG CONTEST PAGE	LOGO	LOGO	LISTING	LISTING
BIG SCREEN DIGITAL PROMOTIONAL DISPLAY	*	*	*	LISTING
MENTIONS BY DJS ON LIVE RADIO SHOW	*	*		
OFFICIAL CONTEST T-SHIRTS	4	2		
RESERVED SEATS FOR SPONSOR & GUESTS	12	6	4	2
AIRLIE LUNCHEON GARDEN PARTY TICKETS	4 TICKETS			
CELEBRITY RECEPTION TICKETS		2 TICKETS		

BOXING COMPETITION TITLE SPONSOR | \$3,500

The Boxing Competition Title Sponsor Package is an opportunity for a business or individual looking to support this community event, get access to marketing and networking opportunities, and an inclusive ticket package. Additional sponsorship packages are available for businesses or individuals that are not interested in full ticket packages, but more interested in marketing their company by supporting a community event through logo placement and advertising.

BOXING COMPETITION TITLE SPONSOR BENEFITS:

- | | | |
|---|--|---|
| • TITLE SPONSORSHIP OF EVENT | • PROMINENT LOGO ON SHARED BANNER AT EVENT | • QUOTE IN PRESS RELEASE |
| • LOGO ON AZALEA FESTIVAL WEBSITE BOXING COMPETITION PAGE | • PROMINENT TABLE AT EVENT | • NORTH CAROLINA AZALEA FESTIVAL EVERGREEN EVENT SPONSOR PACKAGE (<i>see below</i>) |
| • LISTING IN FESTIVAL E-NEWSLETTER | • PROMINENT LOGO ON T-SHIRT | |
| • SOCIAL MEDIA EXCLUSIVE POSTS FOR EVENT | • SPEAKING OPPORTUNITY AT EVENT | |
| | • RECOGNITION ON SITE AT EVENT | |

EVERGREEN EVENT SPONSOR TICKET PACKAGE:

THURSDAY FESTIVAL WEEK	FRIDAY FESTIVAL WEEK	SATURDAY FESTIVAL WEEK	OTHER
2 TICKETS <i>Celebrity Reception</i> 2 TICKETS <i>Concert A in the Seated Section</i>	2 TICKETS <i>Airlie Luncheon Garden Party</i> <i>(Option to purchase eight additional</i> <i>Airlie Luncheon Garden Party</i> <i>tickets while supplies last)</i> 2 TICKETS <i>Concert B in the Seated Section</i>	2 TICKETS <i>Parade Bleachers</i> 2 TICKETS <i>Patrons' Party Gala</i>	1 UNFRAMED LIMITED EDITION COMMEMORATIVE PRINT

ADDITIONAL BOXING COMPETITION SPONSOR PACKAGES:

SPONSOR LEVEL	DIAMOND GLOVES SPONSOR \$2,000	PLATINUM GLOVES SPONSOR \$1,000	GOLD GLOVES SPONSOR \$750	SILVER GLOVES SPONSOR \$500	BRONZE GLOVES SPONSOR \$250
10X10 TABLE AT EVENT	*	*			
LISTING IN FESTIVAL E-NEWSLETTER <i>Over 200,000 Festival e-Newsletters are OPENED annually.</i>	*	*			
LOGO ON AZALEA FESTIVAL WEBSITE BOXING COMPETITION PAGE	*	*	*	*	*
SOCIAL MEDIA SHARED POST FOR EVENT	*	*	*	*	*
LOGO ON SHARED BANNER AT EVENT	*	*	*	*	*
LOGO ON T-SHIRT	*	*	*	*	*
FESTIVAL CONCERT TICKETS <i>One Concert of Your Choice in the Seated Section</i>	8 TICKETS	6 TICKETS	6 TICKETS	4 TICKETS	2 TICKETS
AIRLIE LUNCHEON GARDEN PARTY TICKETS	2 TICKETS	2 TICKETS			

SCHOLARSHIP PAGEANT SPONSORSHIPS

The Scholarship Pageant is an annual event for high school juniors where over \$12,000 is given out in scholarships and one lady receives the title of Azalea Festival Princess.

SCHOLARSHIP PAGEANT GABLE SPONSOR | \$7,500

SCHOLARSHIP PAGEANT GABLE SPONSOR BENEFITS:

- TITLE SPONSORSHIP OF EVENT
- LOGO ON AZALEA FESTIVAL WEBSITE SCHOLARSHIP PAGEANT PAGE
- PROMINENT LOGO ON SHARED BANNER AT EVENT
- PROMINENT 10X10 SPACE AT EVENT
- SOCIAL MEDIA EXCLUSIVE POSTS FOR EVENT
- LISTING IN FESTIVAL E-NEWSLETTER
- SPEAKING OPPORTUNITY AT EVENT
- QUOTE IN PRESS RELEASE
- NORTH CAROLINA AZALEA FESTIVAL GABLE AZALEA EVENT SPONSOR PACKAGE (see below)

GABLE AZALEA EVENT SPONSOR TICKET PACKAGE:

THURSDAY FESTIVAL WEEK	FRIDAY FESTIVAL WEEK	SATURDAY FESTIVAL WEEK	OTHER
4 TICKETS <i>Celebrity Reception</i>	6 TICKETS <i>Airlie Luncheon Garden Party</i> <i>(Option to purchase 30 additional Airlie Luncheon Garden Party tickets while supplies last)</i>	4 TICKETS <i>Parade Bleachers</i>	FRAMED LIMITED EDITION COMMEMORATIVE PRINT
4 TICKETS <i>Concert A in the Seated Section</i>	4 TICKETS <i>Concert B in the Seated Section</i>	4 TICKETS <i>Patrons' Party Gala</i>	2 TICKETS <i>Chefs' Showcase, Pre-Festival Event</i>



SCHOLARSHIP PAGEANT HOST EVERGREEN SPONSOR | \$3,500

—OR—

SCHOLARSHIP PAGEANT PROGRAM BOOK EVERGREEN SPONSOR | \$3,500

SCHOLARSHIP PAGEANT HOST EVERGREEN SPONSOR AND SCHOLARSHIP PAGEANT PROGRAM BOOK EVERGREEN SPONSOR BENEFITS:

- | | | |
|--|--|--|
| <ul style="list-style-type: none"> • LOGO ON AZALEA FESTIVAL WEBSITE SCHOLARSHIP PAGEANT PAGE • LISTING IN FESTIVAL E-NEWSLETTER • SOCIAL MEDIA EXCLUSIVE POSTS FOR EVENT • PROMINENT LOGO ON SHARED BANNER AT EVENT | <ul style="list-style-type: none"> • PROMINENT TABLE AT EVENT • PROMINENT LOGO ON T-SHIRT • SPEAKING OPPORTUNITY AT EVENT • RECOGNITION ON SITE AT EVENT • QUOTE IN PRESS RELEASE | <ul style="list-style-type: none"> • NORTH CAROLINA AZALEA FESTIVAL EVERGREEN EVENT SPONSOR PACKAGE (see below) |
|--|--|--|

EVERGREEN EVENT SPONSOR TICKET PACKAGE:

THURSDAY FESTIVAL WEEK	FRIDAY FESTIVAL WEEK	SATURDAY FESTIVAL WEEK	OTHER
2 TICKETS <i>Celebrity Reception</i> 2 TICKETS <i>Concert A in the Seated Section</i>	2 TICKETS <i>Airlie Luncheon Garden Party</i> <i>(Option to purchase eight additional Airlie Luncheon Garden Party tickets while supplies last)</i> 2 TICKETS <i>Concert B in the Seated Section</i>	2 TICKETS <i>Parade Bleachers</i> 2 TICKETS <i>Patrons' Party Gala</i>	1 UNFRAMED LIMITED EDITION COMMEMORATIVE PRINT

ADDITIONAL SCHOLARSHIP PAGEANT SPONSOR PACKAGES:

SPONSOR LEVEL	PLATINUM CROWN SPONSOR \$2,000	GOLD CROWN SPONSOR \$1,000	SILVER CROWN SPONSOR \$600	BRONZE CROWN SPONSOR \$250
LOGO ON AZALEA FESTIVAL WEBSITE SCHOLARSHIP PAGEANT PAGE	*	*	*	*
LOGO ON SHARED BANNER AT EVENT	*	*	*	*
SOCIAL MEDIA SHARED POST FOR EVENT	*	*	*	*
SCHOLARSHIP PAGEANT PROGRAM AD	FULL PAGE (\$200)	HALF PAGE (\$100)	QUARTER PAGE (\$75)	EIGHTH PAGE (\$50)
LISTING IN FESTIVAL E-NEWSLETTER	*			
LOGO ON PRINCESS AUTOGRAPH PAD	*			
SCHOLARSHIP PAGEANT TICKETS	8 TICKETS	6 TICKETS	4 TICKETS	2 TICKETS
FESTIVAL CONCERT TICKETS	4 TICKETS	4 TICKETS	2 TICKETS	
<i>One Concert of Your Choice in the Seated Section</i>				
AIRLIE LUNCHEON GARDEN PARTY TICKETS	4 TICKETS	2 TICKETS		

75
YEAR

ANNIVERSARY

NORTH CAROLINA

AZALEA FESTIVAL

IN THE
CITY OF
WILMINGTON
NORTH CAROLINA

