

PIN PALS PROGRAM



PIN PALS PROGRAM PIN PARTNER BENEFITS*:

- THE NORTH CAROLINA AZALEA FESTIVAL WILL PROVIDE DIGITAL MARKETING FOR THE PIN PALS PROGRAM
- YOUR LOGO ON AZALEA FESTIVAL WEBSITE ON PIN PALS PROGRAM PAGE
- YOUR COMPANY LISTED IN AT LEAST ONE SOCIAL MEDIA POST ADVERTISING YOUR DISCOUNT
Over 40,000 followers on NCAF social media
- LISTING OF EACH BUSINESS AND THEIR DISCOUNT PROVIDED TO ALL SPONSORS IN THEIR SPONSOR PACKAGE
Sponsorship Packages are provided to Sponsors one week prior to the Festival
- PIN PALS PROGRAM POSTERS ADVERTISING YOUR BUSINESS'S PARTICIPATION TO SHOW YOUR FESTIVAL SUPPORT
- INCLUSION IN AN EMAIL NEWSLETTER SENT TO OVER 19,000 FESTIVAL EMAIL SUBSCRIBERS
- ONE UNFRAMED LIMITED EDITION COMMEMORATIVE PRINT
- 20% OFF AN AD IN THE AZALEA FESTIVAL FUN GUIDE
The Azalea Festival Fun Guide is a free map and schedule passed out Festival week to 10,000 attendees
- INCREASED BUSINESS TRAFFIC AND BUSINESS PROMOTION THROUGH FESTIVAL PARTNERSHIP
- ENTRY INTO FIVE DRAWINGS FOR AN OPPORTUNITY TO WIN ONE OF THE FOLLOWING AZALEA FESTIVAL EVENT TICKET PACKAGES:
 - 2 Drawings for 2 Garden Party Tickets (a value of \$370)
 - 3 Drawings for 2 Main Stage Tickets (a value of \$100)

* Benefits subject to modification.

SIGN UP TO BE A PIN PALS PROGRAM PIN PARTNER

COMPANY:

DATE:

CONTACT:

PHONE:

ADDRESS:

CITY/STATE/ZIP:

EMAIL:

FAX:

AUTHORIZED SIGNATURE:

TITLE:

YOUR PLEDGED DISCOUNT COMMITMENT:

EXAMPLE DISCOUNTS:

- 20% Off Your Purchase
- Buy One Sandwich Get One Free (or Half Off)
- \$1 Off Your Purchase
- Free Glass of Wine with Appetizer/ Dinner Purchase
- Free Cookie with Dinner Purchase
- Three Bottles of Wine To Go for \$50
- 10% Off Any Tours
- Kids Eat Free with Purchase
- Free Hotel Upgrade with Purchase
- Free Parking

UPGRADE TO PRIZE SPONSOR

"Prize Sponsor" will be a business that signs up for our Pin Program; offers a discount for all customers as well as a high-value prize (\$250) for winner's packages as determined by NCAF. Prize Sponsor will receive name recognition in prize listing, as well as two Festival Concert Tickets of Choice.