

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> |





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> |



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> |







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!