

## 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*
- INCLUSION IN AN EMAIL NEWSLETTER SENT TO OVER 22,000 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 Azalea Festival Concert 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                       | • \$1 Off Your Purchase                              | • Free Cookie with Dinner Purchase     | • Kids Eat Free with Purchase      |
| • Buy One Sandwich Get One Free (or Half Off) | • Free Glass of Wine with Appetizer/ Dinner Purchase | • Three Bottles of Wine To Go for \$50 | • Free Hotel Upgrade with Purchase |
|   |  | • 10% Off Any Tours                    | • Free Parking                     |

**COMPANY LOGO MUST BE EMAILED TO INFO@NCAZALEAFESTIVAL.ORG TO BE INCLUDED IN THE PROGRAM**

#### ☐ 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.