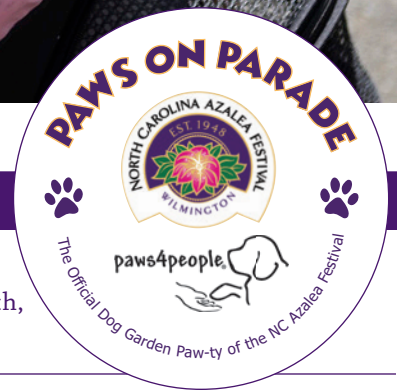




PAWS ON PARADE: THE OFFICIAL DOG GARDEN PAW-TY

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"> • FESTIVAL SPONSOR RECOGNITION IN FOLLOW-UP THANK YOU AD • SOCIAL MEDIA TARGETED FOR SPONSORED EVENT
<i>One (1) tagged post.</i> • 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 (<i>see below</i>) |
|---|--|---|

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>	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</i>

PAWS ON PARADE: THE OFFICIAL DOG GARDEN PAW-TY

TITLE SPONSOR OF THE CANINE COURT PAGEANT | \$4,000

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 | <ul style="list-style-type: none"> • FESTIVAL SPONSOR RECOGNITION IN FOLLOW-UP THANK YOU AD • SOCIAL MEDIA TARGETED FOR SPONSORED EVENT
<i>One (1) tagged post.</i> • 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 • 2 paws4people® DERBY4DOGS TICKETS • NORTH CAROLINA AZALEA FESTIVAL EVERGREEN EVENT SPONSOR TICKET PACKAGE (<i>see below</i>) |
|---|--|--|

EVERGREEN EVENT 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 Airlie Luncheon Garden Party 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>	

ADDITIONAL PAWS ON PARADE SPONSOR PACKAGES:

SPONSOR LEVEL	GOLD SIT & STAY/ DOGGY BREAK LOUNGE SPONSOR \$1,000	GOLD DOGGY BOWL SPONSOR \$1,000	GOLD BANDANNA 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 BANDANNA			*			
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					