



## EVERGREEN EVENT SPONSOR | \$4,000 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 and logo on AFYC volunteer t-shirts.

### AZALEAS ON TOUR PORCH PARADE

The Azaleas on Tour Porch Parade is a community Parade of decorated front porches, stoops, and window displays located all across the county. Participants sign up for free to have their decorated business or residence included on the tour. Presenting Sponsorship includes logo on the Tour webpage, on the registration page, on the yard signs at each location, and on promo related to the event including social media, e-newsletters, etc.

### AZALEA SUN RUN

The Azalea Festival Sun Run is a virtual 5K fun walk or run, with a meetup run option. Presenting Sponsorship includes logo on the race webpage, on the race registration site, and on the official race T-shirt that every participant receives for free. As the Presenting Sponsor you will also be included in all the promo for the event including social media, e-newsletters, etc.

### 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, 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 SILENT AUCTION AND VACATION RAFFLE SPONSOR

The Chefs' Showcase is an epicurean adventure at the Hotel Ballast with special guest chefs. Sponsor receives recognition for hosting the event's Luxury Silent Auction and Vacation Raffle on site with signage as well as verbal recognition throughout the course of the event when promoting the auction and raffle. Sponsor is included in official event brochure and receives recognition on website, event page, as well as through social media when promoting the auction and raffle. Sponsor logo is also featured on the online bidding site for the auction and 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.



### **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!*

### **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, one banner 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 logo 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.

### **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.



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### 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.

### YOUTH ART CONTEST & HIGH SCHOOL WRITING CONTEST SPONSOR

The Youth Art Contest and High School Writing Contest are two annual contests showcasing the amazing artistic and writing talents of the youth in our community. Over 300 students register their artwork in the Art Contest annually. Sponsorship includes naming rights to both contests, sponsor logo on contest applications, and speaking opportunities at the gallery opening.

### 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! 8,000 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.

- **FESTIVAL SPONSOR RECOGNITION IN FOLLOW-UP THANK YOU AD**

- **SOCIAL MEDIA TARGETED FOR SPONSORED EVENT**

One (1) tagged post.

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