



AZALEA FESTIVAL ADVERTISING OPPORTUNITIES

COMPANY:

DATE:

CONTACT:

PHONE:

ADDRESS:

CITY/STATE/ZIP:

EMAIL:

FAX:

AUTHORIZED SIGNATURE:

TITLE:

AZALEA FESTIVAL FUN GUIDE AD | \$250

Advertise your business or service in the Azalea Festival Fun Guide (FFG). The FFG is an all encompassing map of Festival events highlighting all the fun to be had during Festival week. Over 8,000 are printed and handed out free at various locations.

AD SIZE:
1.4375" X 1.5208"

AZALEA FESTIVAL FUN GUIDE AD BENEFIT:

AZALEA FESTIVAL FUN GUIDE AD	PRICE	QUANTITY	TOTAL
1.4375" X 1.5208" AD	\$250		\$
<i>Festival Fun Guide ads are 4-color process and should be submitted as a print-quality PDF to info@ncazaleafestival.org</i>			
PRINT AD DESIGN (FLAT FEE)	\$50		\$

AZALEA FESTIVAL ONLINE ADVERTISING

ONLINE ADVERTISING OPPORTUNITIES				PRICE	QUANTITY	TOTAL
WEBSITE: LOGO ON AZALEA FESTIVAL WEBSITE				\$500		\$
925,000+ PAGE VIEWS 229,000+ USERS (AUGUST 1, 2021 – AUGUST 1, 2022) <i>Logo will be placed on the website once payment has been received in full.</i>						
SOCIAL MEDIA: 3 SOCIAL MEDIA MENTIONS				\$500		\$
OVER 62,900 FOLLOWERS ACROSS FACEBOOK, INSTAGRAM, TWITTER, PINTEREST, & LINKEDIN <i>Ensure that your post(s) meet the requirements and/or dimensions for that social media outlet.</i>						
PREFERRED SOCIAL MEDIA OUTLET:	FACEBOOK	TWITTER	INSTAGRAM			
<i>Number of Mentions per Outlet:</i>						
E-NEWSLETTERS: E-NEWSLETTER MENTION				\$250		\$
AVERAGE OPEN RATE OF 30.3% (VS. INDUSTRY AVERAGE OF 21.33%) 233,188 EMAILS OPENED (AUGUST 4, 2021 – AUGUST 4, 2022) <i>Images/ads can be up to 800 pixels wide and submitted as JPEG or PNG.</i>						
ONLINE AD DESIGN (FLAT FEE)				\$100		\$

The North Carolina Azalea Festival reserves the right to resize, recrop or otherwise alter ads that are supplied incorrectly. Once this form is turned in to the North Carolina Azalea Festival Office, staff will reach out to coordinate content/scheduling.

PLEASE SEE OTHER SIDE >



AZALEA FESTIVAL DIGITAL SPONSOR SCREENS

Advertise your business or service on High Definition LED screen in prime locations throughout the North Carolina Azalea Festival. This opportunity is ideal for branding campaigns, special events, and limited time offers.

DIGITAL ADVERTISING OPPORTUNITIES	PRICE	QUANTITY	TOTAL
DIGITAL BILLBOARD ADS AT STREET FAIR			
AUDIENCE = 100,00 – 200,000 15+ SCREENS AT VENUE 5,400 TEN-SECOND AD SPOTS			
ADS RUN ONE DAY	\$900		\$
ADS RUN BOTH DAYS 10,800 TEN-SECOND AD SPOTS	\$1,500		\$
DIGITAL BILLBOARD ADS AT STREET FAIR PERFORMING ARTS STAGE			
AUDIENCE = 5,000 LOCAL & VISITING 2 SCREENS AT VENUE 720 TEN-SECOND AD SPOTS			
ADS RUN ONE DAY	\$250		\$
ADS RUN BOTH DAYS 1,440 TEN-SECOND AD SPOTS	\$400		\$
DIGITAL BILLBOARD ADS AT THE FESTIVAL CONCERTS			
AUDIENCE = 100,00 – 200,000 15 SCREENS AT VENUE 1,620 TEN-SECOND AD SPOTS			
ADS RUN CONCERT A OR CONCERT B <input type="checkbox"/> CONCERT A <input type="checkbox"/> CONCERT B	\$500		\$
ADS RUN CONCERT A AND CONCERT B 3,240 TEN-SECOND AD SPOTS	\$1,250		\$
DIGITAL BILLBOARD ADS AT AIRLIE LUNCHEON GARDEN PARTY			
AUDIENCE = 3,000 10 SCREENS AT VENUE 1,440 TEN-SECOND AD SPOTS	\$1,000		\$
TOTAL			\$

Payment and ads due by Wednesday, March 1, 2023. All ads should be submitted as a 1920X1080 pixel high resolution JPEG to jdavisddd@gmail.com. The North Carolina Azalea Festival reserves the right to resize, recrop or otherwise alter ads that are supplied incorrectly. Full payment is due at execution of this contract.

TICKET PACKAGES WILL BE READY APRIL 3, 2023.

BILLING INFORMATION

Please make checks payable to **North Carolina Azalea Festival** and return to North Carolina Azalea Festival PO Box 3275 Wilmington, NC 28406. Credit Card orders may be faxed to (910) 794-4651. All tickets are non-refundable and non-exchangeable. It is your responsibility to confirm receipt.

TOTAL ENCLOSED (OR BILL CREDIT CARD*): \$ _____

AUTHORIZED SIGNATURE

DATE

CREDIT CARD (CIRCLE ONE) MC VISA DISCOVER AMEX

BILLING ADDRESS

CITY/STATE/ZIP

ACCOUNT NUMBER

EXP DATE

SECURITY CODE

The North Carolina Azalea Festival at Wilmington, Inc. is a non-profit corporation classified as a 501(c)(3) public charity under the IRS code. Some contributions may be charitable in nature. Please consult a tax professional for advice about your contribution for tax purposes.

AZALEA FESTIVAL DIGITAL SPONSOR SCREENS

COMPANY:

DATE:

CONTACT:

PHONE:

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EMAIL:

FAX:

AUTHORIZED SIGNATURE:

DATE:



AZALEA FESTIVAL DIGITAL SPONSOR SCREENS

Advertise your business or service on High Definition LED screens in prime locations throughout the North Carolina Azalea Festival. This opportunity is ideal for branding campaigns, special events, and limited time offers.

DIGITAL ADVERTISING OPPORTUNITIES	PRICE	QUANTITY	TOTAL
DIGITAL BILLBOARD ADS AT STREET FAIR			
AUDIENCE = 100,000 – 200,000 15+ SCREENS AT VENUE 5,400 TEN-SECOND AD SPOTS			
ADS RUN ONE DAY	\$900		\$
ADS RUN BOTH DAYS 10,800 TEN-SECOND AD SPOTS	\$1,500		\$
DIGITAL BILLBOARD ADS AT STREET FAIR PERFORMING ARTS STAGE (SMALLER AREAS AT STREET FAIR)			
AUDIENCE = 5,000 LOCAL & VISITING 2 SCREENS AT VENUE 720 TEN-SECOND AD SPOTS			
ADS RUN ONE DAY	\$250		\$
ADS RUN BOTH DAYS 1,440 TEN-SECOND AD SPOTS	\$400		\$
DIGITAL BILLBOARD ADS AT THE FESTIVAL CONCERTS AT LIVE OAK BANK PAVILION			
AUDIENCE = 100,000 – 200,000 15 SCREENS AT VENUE 1,620 TEN SECOND AD SPOTS PER NIGHT			
ADS RUN AT ONE SHOW <input type="checkbox"/> THURSDAY CONCERT <input type="checkbox"/> FRIDAY CONCERT	\$500		\$
DIGITAL BILLBOARD ADS AT TWO FESTIVAL CONCERTS AND TUNES & BLOOMS			
ADS RUN AT ALL THREE SHOWS 4,040 TEN-SECOND AD SPOTS	\$1,250		\$
DIGITAL BILLBOARD ADS AT TUNES & BLOOMS AT GREENFIELD LAKE AMPHITHEATER			
AUDIENCE = 1,000 4 SCREENS AT VENUE 800 TEN-SECOND AD SPOTS	\$500		\$
DIGITAL BILLBOARD ADS AT AIRLIE LUNCHEON GARDEN PARTY			
AUDIENCE = 3,000 10 SCREENS AT VENUE 1,440 TEN-SECOND AD SPOTS	\$1,000		\$
TOTAL			\$

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PLEASE SEE OTHER SIDE >



AZALEA FESTIVAL DIGITAL MARKETING OPPORTUNITIES

DIGITAL ADVERTISING OPPORTUNITIES A LA CARTE				PRICE	QUANTITY	TOTAL
SOCIAL MEDIA ADS						
AUDIENCE = 62,900						
3 ADS PROMOTED ON FESTIVAL SOCIAL MEDIA SITES	<input type="checkbox"/> TWITTER	<input type="checkbox"/> INSTAGRAM	<input type="checkbox"/> FACEBOOK	\$500		\$
LOGO WITH LINK ON FESTIVAL WEBSITE HOME PAGE						
AUDIENCE = 900,000+ PAGE VIEWS ANNUALLY				\$500		\$
E-NEWSLETTER AD/PHOTO WITH LINK						
AUDIENCE = AVERAGE OPEN RATE 30.3% (Industry Average 21.33%)				\$250		\$
DIGITAL ADVERTISING COMBINATION PACKAGES						
DIGITAL BILLBOARD ADS AT AIRLIE LUNCHEON GARDEN PARTY WITH ONLINE DIGITAL MARKETING PACKAGE 10 SCREENS						
Digital Billboard Ads at Airlie Luncheon Garden Party	3 Ads Promoted on Festival Social Media Sites	Logo with Link on Festival Website	2 Airlie Luncheon Garden Party Tickets	\$1,500		\$
DIGITAL BILLBOARD ADS AT THE FESTIVAL CONCERTS WITH SOCIAL MEDIA PACKAGE 15 SCREENS						
Digital Billboard Ads at EACH Festival Concert	3 Ads Promoted on Festival Social Media Sites	A 10' x 10' Banner at Concert Venue	2 Tickets to EACH Festival Concert	\$2,000		\$
DIGITAL BILLBOARD ADS AT THE FESTIVAL CONCERTS AND STREET FAIR WITH SOCIAL MEDIA PACKAGE 30 SCREENS						
Digital Billboard Ads at EACH Festival Concert, Street Fair, and Performing Arts Stages		3 Ads Promoted on Festival Social Media Sites	2 Tickets to EACH Festival Concert	\$2,750		\$
DIGITAL SPONSOR SCREEN PACKAGES (BEST DEAL!)						
DIGITAL BILLBOARD ADS AT THE FESTIVAL CONCERTS AND AT AIRLIE LUNCHEON GARDEN PARTY 25 SCREENS						
Digital Billboard Ads at EACH Festival Concert	Digital Billboard Ads at Airlie Luncheon Garden Party	2 Tickets to EACH Festival Concert OR 2 Airlie Luncheon Garden Party Tickets		\$2,000		\$
DIGITAL BILLBOARD ADS AT STREET FAIR AND AT AIRLIE LUNCHEON GARDEN PARTY 25 SCREENS						
Digital Billboard Ads at Both Days of the Street Fair	Digital Billboard Ads at Airlie Luncheon Garden Party	2 Airlie Luncheon Garden Party Tickets		\$2,250		\$
DIGITAL BILLBOARD ADS AT THE FESTIVAL CONCERTS AND AT STREET FAIR AND PERFORMING ARTS STAGES 32 SCREENS						
Digital Billboard Ads at EACH Festival Concert	Digital Billboard Ads at Both Days of the Street Fair and the Street Fair Performing Arts Stage		2 Tickets to EACH Festival Concert	\$2,500		\$
ALL DIGITAL BILLBOARDS PACKAGE 42 SCREENS EXCLUSIVE SPOT						
Digital Billboard Ads at EACH Festival Concert, Both Days of the Street Fair and the Street Fair Performing Arts Stages, and the Airlie Luncheon Garden Party		A 3' x 10' Banner at Concert Venue, 2 Tickets to EACH Festival Concert, and 2 Airlie Luncheon Garden Party Tickets (\$1,500 VALUE!)		\$4,000		\$

TOTAL ENCLOSED (OR BILL CREDIT CARD*): \$ _____

AUTHORIZED SIGNATURE _____

DATE _____

☐ **CHECK** (made payable to: The North Carolina Azalea Festival) ☐ **CASH** ☐ **CALL FOR PAYMENT** (CREDIT CARD)

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THIS BLOCK OFFICE USE ONLY



FRIEND OF THE PARADE GOLD SPONSOR | \$1,000 LEVEL

COMPANY:

DATE:

CONTACT:

PHONE:

ADDRESS:

CITY/STATE/ZIP:

EMAIL:

FAX:

AUTHORIZED SIGNATURE:

TITLE:

PACKAGE	LEVEL	TOTAL
FRIEND OF THE PARADE GOLD SPONSOR	\$1,000	\$

FRIEND OF THE PARADE GOLD TICKET PACKAGE:

TICKETS		MARKETING BENEFITS	
4 TICKETS <i>Festival Concert of choice</i>	2 TICKETS <i>Airlie Luncheon Garden Party (Option to purchase four additional Airlie Luncheon Garden Party tickets while supplies last)</i>	INCLUSION ON BANNER AT PARADE WITH OTHER PARADE PARTNERS 1 SOCIAL MEDIA POST <i>with other Parade Partners</i>	1 LOGO PLACEMENT <i>on Azalea Festival Parade Event Page</i> 1 LISTING <i>in Festival E-Newsletter</i>

A form for purchasing additional tickets to the Airlie Luncheon Garden Party and other Festival events will be sent to your mailing address after all entertainment is announced. At that time you may purchase four additional Airlie Luncheon Garden Party Tickets at a cost of \$210.00 without preferred parking. All Festival tickets (including the Airlie Luncheon Garden Party) are only available while supplies last. It is the Festival Office's date of receipt of purchase monies that governs the availability of tickets you desire to purchase.

TICKET PACKAGES WILL BE READY APRIL 3, 2023.

BILLING INFORMATION

Please make checks payable to **North Carolina Azalea Festival** and return to North Carolina Azalea Festival PO Box 3275 Wilmington, NC 28406. Credit Card orders may be faxed to (910) 794-4651. All tickets are non-refundable and non-exchangeable. It is your responsibility to confirm receipt.

TOTAL ENCLOSED (OR BILL CREDIT CARD*): \$ _____

AUTHORIZED SIGNATURE

DATE

CREDIT CARD (CIRCLE ONE) MC VISA DISCOVER AMEX

BILLING ADDRESS

CITY/STATE/ZIP

ACCOUNT NUMBER

EXP DATE

SECURITY CODE

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THIS BLOCK OFFICE USE ONLY



YOUTH ART & WRITING CONTEST SPONSORSHIP

COMPANY:

DATE:

CONTACT:

PHONE:

ADDRESS:

CITY/STATE/ZIP:

EMAIL:

FAX:

AUTHORIZED SIGNATURE:

TITLE:

PACKAGE	LEVEL	TOTAL
TITLE SPONSOR	\$4,000	\$
PARTNER OPTIONS	LEVEL	TOTAL
GOLD LEVEL SPONSOR	\$1,000	\$
SILVER LEVEL SPONSOR	\$750	\$
BRONZE LEVEL SPONSOR	\$350	\$

TICKET PACKAGES WILL BE READY APRIL 3, 2023.

BILLING INFORMATION

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TOTAL ENCLOSED (OR BILL CREDIT CARD*): \$ _____

AUTHORIZED SIGNATURE

DATE

CREDIT CARD (CIRCLE ONE) MC VISA DISCOVER AMEX

BILLING ADDRESS

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YOUTH ART & WRITING CONTEST TITLE SPONSOR | \$4,000

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:

- | | | |
|--|---|--|
| <ul style="list-style-type: none"> • LOGO WITH LINK ON FESTIVAL WEBSITE
<i>Your logo with link provided to your company's website, email, or contact information. The Festival website exceeds 700,000 page views annually.</i> • LISTING ON FESTIVAL E-NEWSLETTER
<i>Over 200,000 Festival e-Newsletters are OPENED annually.</i> | <ul style="list-style-type: none"> • ONE COLOR AD IN FESTIVAL FUN GUIDE
<i>The Festival Fun Guide is an event map and schedule filled with all the Festival fun! 8,000 free copies are circulated.</i> • CORPORATE BANNER AND SPONSOR RECOGNITION
<i>Listing on a Street Fair banner and additional signage for sponsored event. Listing included on signage at various other Festival events.</i> • FESTIVAL SPONSOR RECOGNITION IN FOLLOW-UP THANK YOU AD | <ul style="list-style-type: none"> • SOCIAL MEDIA TARGETED FOR SPONSORED EVENT
<i>One (1) tagged post.</i> • 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
2 TICKETS <i>Celebrity Reception</i> 2 TICKETS <i>Concert A in the Seated Section</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>Concert B in the Seated Section</i>	2 TICKETS <i>Parade Bleachers</i> 2 TICKETS <i>Patrons' Party Gala</i>	1 UNFRAMED LIMITED EDITION COMMEMORATIVE PRINT

ADDITIONAL YOUTH ART & WRITING CONTEST SPONSORSHIPS:

SPONSOR LEVEL	GOLD LEVEL SPONSOR \$1,000	SILVER LEVEL SPONSOR \$750	BRONZE LEVEL SPONSOR \$350
LISTING ON AZALEA FESTIVAL WEBSITE ON BOTH ART AND WRITING PAGES	*	*	*
RECOGNITION IN PARADE COMMENTARY	*	*	*
SOCIAL MEDIA STAND ALONE POST FOR EVENT	*		
SOCIAL MEDIA SHARED POST FOR EVENT	*	*	*
INCLUDED ON SIGNAGE AT CEREMONY EVENT	*	*	*
AIRLIE LUNCHEON GARDEN PARTY TICKETS	2 TICKETS		
FESTIVAL CONCERT TICKETS <i>One Festival Concert of Your Choice in Seated Section</i>		4 TICKETS	

A form for purchasing additional tickets to the Airlie Luncheon Garden Party and other Festival events will be sent to your mailing address after all entertainment is announced. At that time you may purchase eight additional Airlie Luncheon Garden Party Tickets at a cost of \$210.00 without preferred parking. All Festival tickets (including the Airlie Luncheon Garden Party) are only available while supplies last. It is the Festival Office's date of receipt of purchase monies that governs the availability of tickets you desire to purchase.



BOXING COMPETITION SPONSORSHIPS

SPONSOR LEVEL:

COMPANY:

DATE:

CONTACT:

PHONE:

ADDRESS:

CITY/STATE/ZIP:

EMAIL:

FAX:

AUTHORIZED SIGNATURE:

TITLE:

Sponsorship opportunities and exclusivity may vary depending on preexisting national concert tour sponsoring agreements and venue restrictions beyond the control of the Azalea Festival. All Festival advertising and promotion is subject to approval by the North Carolina Azalea Festival Board of Directors.

PACKAGE	LEVEL	TOTAL
BOXING COMPETITION TITLE SPONSOR (ONLY 1 AVAILABLE)	\$3,500	\$
BOXING COMPETITION DIAMOND GLOVES SPONSOR	\$2,000	\$
BOXING COMPETITION PLATINUM GLOVES SPONSOR	\$1,000	\$
BOXING COMPETITION GOLD GLOVES SPONSOR	\$750	\$
BOXING COMPETITION SILVER GLOVES SPONSOR	\$500	\$
BOXING COMPETITION BRONZE GLOVES SPONSOR	\$250	\$

TICKET PACKAGES WILL BE READY APRIL 3, 2023.

BILLING INFORMATION

Please make checks payable to **North Carolina Azalea Festival** and return to North Carolina Azalea Festival PO Box 3275 Wilmington, NC 28406. Credit Card orders may be faxed to (910) 794-4651. All tickets are non-refundable and non-exchangeable. It is your responsibility to confirm receipt.

TOTAL ENCLOSED (OR BILL CREDIT CARD*): \$ _____

AUTHORIZED SIGNATURE

DATE

CREDIT CARD (CIRCLE ONE) MC VISA DISCOVER AMEX

BILLING ADDRESS

CITY/STATE/ZIP

ACCOUNT NUMBER

EXP DATE

SECURITY CODE

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PLEASE SEE OTHER SIDE >



BOXING COMPETITION TITLE SPONSOR | \$4,000

BOXING COMPETITION TITLE SPONSOR BENEFITS:

- | | | |
|--|---|---|
| <ul style="list-style-type: none"> • TITLE SPONSORSHIP OF EVENT • LOGO ON AZALEA FESTIVAL WEBSITE ON BOXING COMPETITION PAGE • LISTING IN FESTIVAL E-NEWSLETTER • SOCIAL MEDIA EXCLUSIVE POSTS FOR EVENT | <ul style="list-style-type: none"> • PROMINENT LOGO ON SHARED BANNER AT EVENT • PROMINENT TABLE AT EVENT • SPEAKING OPPORTUNITY AT EVENT • RECOGNITION ON SITE AT EVENT | <ul style="list-style-type: none"> • QUOTE IN PRESS RELEASE • NORTH CAROLINA AZALEA FESTIVAL EVERGREEN EVENT SPONSOR 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>Concert A in the Seated Section</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>Concert B in the Seated Section</i>	2 TICKETS <i>Parade Bleachers</i> 2 TICKETS <i>Patrons' Party Gala</i>	1 UNFRAMED LIMITED EDITION COMMEMORATIVE PRINT

ADDITIONAL BOXING COMPETITION SPONSORSHIPS:

SPONSOR LEVEL	DIAMOND GLOVES SPONSOR \$2,000	PLATINUM GLOVES SPONSOR \$1,000	GOLD GLOVES SPONSOR \$750	SILVER GLOVES SPONSOR \$500	BRONZE GLOVES SPONSOR \$250
10X10 TABLE AT EVENT	*	*			
LISTING IN FESTIVAL E-NEWSLETTER	*	*			
LOGO ON AZALEA FESTIVAL WEBSITE ON BOXING COMPETITION PAGE	*	*	*	*	*
SOCIAL MEDIA SHARED POST FOR EVENT	*	*	*	*	*
LOGO ON SHARED BANNER AT EVENT	*	*	*	*	*
AIRLIE LUNCHEON GARDEN PARTY TICKETS	2 TICKETS	2 TICKETS			
FESTIVAL CONCERT TICKETS	8 TICKETS	6 TICKETS	6 TICKETS	4 TICKETS	2 TICKETS

One Festival Concert of Your Choice in Seated Section

A form for purchasing additional tickets to the Airlie Luncheon Garden Party and other Festival events will be sent to your mailing address after all entertainment is announced. At that time you may purchase eight additional Airlie Luncheon Garden Party Tickets at a cost of \$210.00 without preferred parking. All Festival tickets (including the Airlie Luncheon Garden Party) are only available while supplies last. It is the Festival Office's date of receipt of purchase monies that governs the availability of tickets you desire to purchase.

THIS BLOCK OFFICE USE ONLY



PAWS ON PARADE: THE OFFICIAL DOG GARDEN PAW-TY

SPONSOR LEVEL:

COMPANY:

DATE:

CONTACT:

PHONE:

ADDRESS:

CITY/STATE/ZIP:

EMAIL:

FAX:

AUTHORIZED SIGNATURE:

TITLE:

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PACKAGE	LEVEL	TOTAL
PAWS ON PARADE TITLE SPONSOR (ONLY 1 AVAILABLE)	\$7,500	\$
PAWS ON PARADE CANINE COURT PAGEANT TITLE SPONSOR (ONLY 1 AVAILABLE)	\$3,500	\$
PAWS ON PARADE GOLD SIT & STAY/DOGGY BREAK LOUNGE SPONSOR	\$1,000	\$
PAWS ON PARADE GOLD DOGGY BOWL SPONSOR	\$1,000	\$
PAWS ON PARADE GOLD BANDANNA SPONSOR	\$1,000	\$
PAWS ON PARADE GOLD BONE SPONSOR	\$1,000	\$
PAWS ON PARADE SILVER	\$500	\$
PAWS ON PARADE BRONZE	\$250	\$
PAWS ON PARADE VENDOR BOOTH SPACE	\$75	\$

TICKET PACKAGES WILL BE READY APRIL 3, 2023.

BILLING INFORMATION

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TOTAL ENCLOSED (OR BILL CREDIT CARD*): \$ _____

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CREDIT CARD (CIRCLE ONE) MC VISA DISCOVER AMEX

BILLING ADDRESS

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PLEASE SEE OTHER SIDE >

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• SPEAKING OPPORTUNITY AT SPONSORED EVENT• RECOGNITION ON SITE AT EVENT• RECOGNITION ON EVENT PAGES (WEBSITE, OTHER) | <ul style="list-style-type: none">• 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 (see below) |
|--|---|--|

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>

PLEASE SEE NEXT PAGE >



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 • SPEAKING OPPORTUNITY AT SPONSORED EVENT • RECOGNITION ON SITE AT EVENT • RECOGNITION ON EVENT PAGES (WEBSITE, OTHER) | <ul style="list-style-type: none"> • 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 (see below) |
|---|---|--|

EVERGREEN EVENT SPONSOR TICKET PACKAGE:

THURSDAY FESTIVAL WEEK	FRIDAY FESTIVAL WEEK	SATURDAY FESTIVAL WEEK	OTHER
2 TICKETS <i>Celebrity Reception</i> 2 TICKETS <i>Concert A in the Seated Section</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>Concert B in the Seated Section</i>	2 TICKETS <i>Parade Bleachers</i> 2 TICKETS <i>Patrons' Party Gala</i>	1 UNFRAMED LIMITED EDITION COMMEMORATIVE PRINT

ADDITIONAL PAWS ON PARADE SPONSOR PACKAGES:

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



PATRON SPONSOR | \$1,500 LEVEL

COMPANY:

DATE:

CONTACT:

PHONE:

ADDRESS:

CITY/STATE/ZIP:

EMAIL:

FAX:

AUTHORIZED SIGNATURE:

TITLE:

WEBSITE LISTING:

Please note, only the contact person listed on the Patron application has the authority to purchase extra tickets through the Patron Package. Anyone else will not be permitted to purchase and/or pick up tickets.

PACKAGE	LEVEL	TOTAL
PATRON SPONSOR	\$1,500	\$
OPTIONAL UPGRADES	LEVEL	TOTAL
LOGO ON AZALEA FESTIVAL WEBSITE	\$500	\$
SOCIAL MEDIA MENTIONS (3)	\$500	\$
FESTIVAL FUN GUIDE AD	\$250	\$
E-NEWSLETTER MENTION	\$250	\$
DIGITAL BILLBOARD AD	\$100-\$4,000	\$

2023 FESTIVAL PIN PALS	PRICE	QUANTITY	TOTAL
2023 FESTIVAL PIN PURCHASE (UP TO 50)	\$10		\$
2023 FESTIVAL PIN PURCHASE FOR EMPLOYEE/CLIENT PERK! (50 OR MORE)	\$5		\$

TICKET PACKAGES WILL BE READY APRIL 3, 2023.

BILLING INFORMATION

Please make checks payable to **North Carolina Azalea Festival** and return to North Carolina Azalea Festival PO Box 3275 Wilmington, NC 28406.

Credit Card orders may be faxed to (910) 794-4651. All tickets are non-refundable and non-exchangeable. It is your responsibility to confirm receipt.

TOTAL ENCLOSED (OR BILL CREDIT CARD*): \$ _____

AUTHORIZED SIGNATURE

DATE

CREDIT CARD (CIRCLE ONE) MC VISA DISCOVER AMEX

BILLING ADDRESS

CITY/STATE/ZIP

ACCOUNT NUMBER

EXP DATE

SECURITY CODE

The North Carolina Azalea Festival at Wilmington, Inc. is a non-profit corporation classified as a 501(c)(3) public charity under the IRS code.
Some contributions may be charitable in nature. Please consult a tax professional for advice about your contribution for tax purposes.

PLEASE SEE OTHER SIDE >

PATRON SPONSOR TICKET PACKAGE:

THURSDAY, FESTIVAL WEEK	FRIDAY, FESTIVAL WEEK	SATURDAY, FESTIVAL WEEK	OTHER
2 TICKETS <i>Celebrity Reception</i> 2 TICKETS <i>Festival Concert A in the Seated Section</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>Festival Concert B in the Seated Section</i>	2 TICKETS <i>Parade Bleachers</i> 2 TICKETS <i>Patrons' Party Gala</i>	1 UNFRAMED LIMITED EDITION COMMEMORATIVE PRINT

A form for purchasing additional tickets to the Airlie Luncheon Garden Party and other Festival events will be sent to your mailing address after all entertainment is announced. At that time you may purchase eight additional Airlie Luncheon Garden Party Tickets at a cost of \$210.00 without preferred parking. All Festival tickets (including the Airlie Luncheon Garden Party) are only available while supplies last. It is the Festival Office's date of receipt of purchase monies that governs the availability of tickets you desire to purchase.

Individuals and businesses are limited to the purchase of three Patronships each. THE FESTIVAL IS UNABLE TO "GUARANTEE" A PRECISE NUMBER OF "ON-SITE" PARKING FOR THE AIRLIE GARDENS LUNCHEON EVENT. The Festival will strive to provide as much on-site parking for this event as permitted by the Airlie Gardens Foundation and New Hanover County. In order to ensure the best possible chance to receive priority parking at the Airlie Gardens Luncheon, you should purchase your patronship as soon as possible. Parking is allotted in order of your assigned patronship number. Additional ticket purchases through your patronship are available only while supplies last and do not include priority parking.

PATRON SPONSOR UPGRADES (OPTIONAL):

Upgrade your Patron Package and further market your business with these advertising opportunities.

☐ LOGO ON AZALEA FESTIVAL WEBSITE | \$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 60,000 followers on our social media.

☐ FESTIVAL FUN GUIDE AD | \$250

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 8,000 copies distributed complimentary prior to and during the Festival.

☐ 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! Email info@ncazaleafestival.org for more information on pricing.

TOTAL ADDITIONAL OPPORTUNITIES | \$ _____

A Festival representative will reach out to you to confirm your advertising purchase.

2023 PIN PALS PROGRAM

Show your commemorative keepsake 2023 North Carolina Azalea Festival Pin at participating area business Pin Partners to receive discounts and promotional items the entire month of April, 2023. Register your pin to be entered into a raffle for 1 of 3 Grand Prizes!





IN-KIND SPONSOR | \$2,500 LEVEL

COMPANY:	DATE:
CONTACT:	PHONE:
ADDRESS:	
CITY/STATE/ZIP:	
EMAIL:	FAX:
AUTHORIZED SIGNATURE:	TITLE:

Please note, only the contact person listed on the Patron application has the authority to purchase extra tickets through the Patron Package. Anyone else will not be permitted to purchase and/or pick up tickets.

PACKAGE	LEVEL	TOTAL
IN-KIND SPONSOR	\$2,500	\$

IN-KIND TICKET PACKAGE:

THURSDAY, APRIL 7	FRIDAY, APRIL 8
2 TICKETS <i>Festival Concert A in the Seated Section</i>	2 TICKETS <i>Airlie Luncheon Garden Party (Option to purchase eight additional Airlie Luncheon Garden Party tickets while supplies last)</i>
	2 TICKETS <i>Festival Concert B in the Seated Section</i>

MARKETING BENEFITS		
3 SOCIAL MEDIA POSTS	1 LOGO ON FESTIVAL WEBSITE	1 MENTION IN FESTIVAL E-NEWSLETTER

A form for purchasing additional tickets to the Airlie Luncheon Garden Party and other Festival events will be sent to your mailing address after all entertainment is announced. At that time you may purchase eight additional Airlie Luncheon Garden Party Tickets at a cost of \$210.00 without preferred parking. All Festival tickets (including the Airlie Luncheon Garden Party) are only available while supplies last. It is the Festival Office's date of receipt of purchase monies that governs the availability of tickets you desire to purchase.

TICKET PACKAGES WILL BE READY APRIL 3, 2023.

BILLING INFORMATION

Please make checks payable to **North Carolina Azalea Festival** and return to North Carolina Azalea Festival PO Box 3275 Wilmington, NC 28406. Credit Card orders may be faxed to (910) 794-4651. All tickets are non-refundable and non-exchangeable. It is your responsibility to confirm receipt.

TOTAL ENCLOSED (OR BILL CREDIT CARD*): \$ _____

AUTHORIZED SIGNATURE					DATE
CREDIT CARD (CIRCLE ONE)	MC	VISA	DISCOVER	AMEX	
BILLING ADDRESS					
CITY/STATE/ZIP					
ACCOUNT NUMBER		EXP DATE		SECURITY CODE	

The North Carolina Azalea Festival at Wilmington, Inc. is a non-profit corporation classified as a 501(c)(3) public charity under the IRS code. Some contributions may be charitable in nature. Please consult a tax professional for advice about your contribution for tax purposes.



EVERGREEN EVENT SPONSOR | \$4,000 LEVEL

- ART UNVEILING SPONSOR
- AZALEA FESTIVAL YOUTH COMMITTEE (AFYC) SPONSOR
- AZALEA SUN RUN SPONSOR
- AZALEA SWEEP SPONSOR
- AZALEAS ON TOUR PORCH PARADE SPONSOR
- BOXING COMPETITION SPONSOR
- CELEBRITY RECEPTION HOST SPONSOR
- CHEFS' SHOWCASE HOST SPONSOR
- CHEFS' SHOWCASE SILENT AUCTION & VACATION RAFFLE SPONSOR

- FESTIVAL CONCERT PATRON SPONSOR
- FESTIVAL FUN GUIDE SPONSOR
- FIREWORKS SPONSOR
- MARCHING BAND TRAVEL SPONSOR
- MULTICULTURAL STAGE SPONSOR
- OFFICIAL ARTWORK SPONSOR
- PARADE BLEACHER SPONSOR
- PARADE MARKETING BOOTH SPONSOR
- PARADE PLATINUM PARTNER SPONSOR
- PAST PRESIDENTS' PARTY SPONSOR
- PATRONS' PARTY HOST SPONSOR
- PAWS ON PARADE CANINE COURT TITLE SPONSOR

- QUEEN'S CORONATION HOST SPONSOR
- QUEEN'S COURT SPONSOR
- SANITIZATION SPONSOR
- SCHOLARSHIP PAGEANT HOST SPONSOR
- SCHOLARSHIP PAGEANT PROGRAM BOOK SPONSOR
- STREET FAIR OR CHILDREN'S AREA ACTIVITY SPONSOR
- VOLUNTEER PROGRAM SPONSOR
- YOUTH ART & WRITING CONTEST SPONSOR

EVENT TO BE SPONSORED:

COMPANY:

DATE:

CONTACT:

PHONE:

ADDRESS:

CITY/STATE/ZIP:

EMAIL:

FAX:

AUTHORIZED SIGNATURE:

TITLE:

Sponsorship opportunities and exclusivity may vary depending on preexisting national concert tour sponsoring agreements and venue restrictions beyond the control of the Azalea Festival. All Festival advertising and promotion is subject to approval by the North Carolina Azalea Festival Board of Directors.

PLEASE SEE OTHER SIDE FOR PACKAGE FILL-IN TABLE WITH PRICING >

TICKET PACKAGES WILL BE READY APRIL 3, 2023.

BILLING INFORMATION

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TOTAL ENCLOSED (OR BILL CREDIT CARD*): \$ _____

AUTHORIZED SIGNATURE

DATE

CREDIT CARD (CIRCLE ONE)

MC

VISA

DISCOVER

AMEX

BILLING ADDRESS

CITY/STATE/ZIP

ACCOUNT NUMBER

EXP DATE

SECURITY CODE

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PLEASE SEE OTHER SIDE >

EVERGREEN EVENT SPONSOR | \$4,000 LEVEL

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**

PACKAGE	LEVEL	QUANTITY	TOTAL
EVERGREEN EVENT SPONSOR	\$4,000 EACH		\$

2023 FESTIVAL PIN PALS	PRICE	QUANTITY	TOTAL
2023 FESTIVAL PIN PURCHASE (UP TO 50)	\$10		\$
2023 FESTIVAL PIN PURCHASE FOR EMPLOYEE/CLIENT PERK! (50 OR MORE)	\$5		\$

EVERGREEN EVENT SPONSOR TICKET PACKAGE:

THURSDAY FESTIVAL WEEK	FRIDAY FESTIVAL WEEK	SATURDAY FESTIVAL WEEK	OTHER
2 TICKETS Celebrity Reception 2 TICKETS Concert A in the Seated Section	2 TICKETS Airlie Luncheon Garden Party (Option to purchase eight additional Airlie Luncheon Garden Party tickets while supplies last) 2 TICKETS Concert B in the Seated Section	2 TICKETS Parade Bleachers 2 TICKETS Patrons' Party Gala	1 UNFRAMED LIMITED EDITION COMMEMORATIVE PRINT

A form for purchasing additional tickets to the Airlie Luncheon Garden Party and other Festival events will be sent to your mailing address after all entertainment is announced.

At that time you may purchase eight additional Airlie Luncheon Garden Party Tickets at a cost of \$210.00 without preferred parking. All Festival tickets (including the Airlie Luncheon Garden Party) are only available while supplies last. It is the Festival Office's date of receipt of purchase monies that governs the availability of tickets you desire to purchase.

2023 PIN PALS PROGRAM

Show your commemorative keepsake 2023 North Carolina Azalea Festival Pin at participating area business Pin Partners to receive discounts and promotional items the entire month of April, 2023. Register your pin to be entered into a raffle for 1 of 3 Grand Prizes!





DONOR SPONSOR | \$5,500 LEVEL

COMPANY:	DATE:
CONTACT:	PHONE:
ADDRESS:	
CITY/STATE/ZIP:	
EMAIL:	FAX:
AUTHORIZED SIGNATURE:	TITLE:

*Sponsorship opportunities and exclusivity may vary depending on preexisting national concert tour sponsoring agreements and venue restrictions beyond the control of the Azalea Festival.
All Festival advertising and promotion is subject to approval by the North Carolina Azalea Festival Board of Directors.*

PACKAGE	LEVEL	TOTAL
DONOR SPONSOR	\$5,500	\$

2023 FESTIVAL PIN PALS	PRICE	QUANTITY	TOTAL
2023 FESTIVAL PIN PURCHASE (UP TO 50)	\$10		\$
2023 FESTIVAL PIN PURCHASE FOR EMPLOYEE/CLIENT PERK! (50 OR MORE)	\$5		\$

TICKET PACKAGES WILL BE READY APRIL 3, 2023.

BILLING INFORMATION

Please make checks payable to **North Carolina Azalea Festival** and return to North Carolina Azalea Festival PO Box 3275 Wilmington, NC 28406.
Credit Card orders may be faxed to (910) 794-4651. All tickets are non-refundable and non-exchangeable. It is your responsibility to confirm receipt.

TOTAL ENCLOSED (OR BILL CREDIT CARD*): \$ _____

AUTHORIZED SIGNATURE	DATE
CREDIT CARD (CIRCLE ONE)	MC VISA DISCOVER AMEX
BILLING ADDRESS	
CITY/STATE/ZIP	
ACCOUNT NUMBER	EXP DATE SECURITY CODE

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Some contributions may be charitable in nature. Please consult a tax professional for advice about your contribution for tax purposes.*

PLEASE SEE OTHER SIDE >



DONOR SPONSOR | \$5,500 LEVEL

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! 8,000 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</i>

A form for purchasing additional tickets to the Airlie Luncheon Garden Party and other Festival events will be sent to your mailing address after all entertainment is announced. At that time you may purchase 30 additional Airlie Luncheon Garden Party Tickets at a cost of \$210.00 without preferred parking. All Festival tickets (including the Airlie Luncheon Garden Party) are only available while supplies last. It is the Festival Office's date of receipt of purchase monies that governs the availability of tickets you desire to purchase.

2023 PIN PALS PROGRAM

Show your commemorative keepsake 2023 North Carolina Azalea Festival Pin at participating area business Pin Partners to receive discounts and promotional items the entire month of April, 2023. Register your pin to be entered into a raffle for 1 of 3 Grand Prizes!





GABLE AZALEA EVENT SPONSOR | \$7,500 LEVEL

- CELEBRITY RECEPTION WELCOME SPONSOR
- CHEFS' SHOWCASE WELCOME SPONSOR
- CHILDREN'S AREA SPONSOR
- FESTIVAL CONCERT ENTRANCE SPONSOR
- FESTIVAL CONCERT VIP AREA SPONSOR
- PARADE DIAMOND PARTNER SPONSOR
- PARADE REVIEWING STAND SPONSOR
- PATRONS' PARTY WELCOME SPONSOR
- PATRONS' PROGRAMMING SPONSOR
- PAWS ON PARADE SPONSOR
- PERFORMING ARTS STAGE SPONSOR
- QUEEN'S CORONATION SPONSOR
- SCHOLARSHIP PAGEANT SPONSOR

EVENT TO BE SPONSORED:

COMPANY:

DATE:

CONTACT:

PHONE:

ADDRESS:

CITY/STATE/ZIP:

EMAIL:

FAX:

AUTHORIZED SIGNATURE:

TITLE:

Sponsorship opportunities and exclusivity may vary depending on preexisting national concert tour sponsoring agreements and venue restrictions beyond the control of the Azalea Festival. All Festival advertising and promotion is subject to approval by the North Carolina Azalea Festival Board of Directors.

PACKAGE	LEVEL	QUANTITY	TOTAL
GABLE AZALEA EVENT SPONSOR	\$7,500 EACH		\$

FESTIVAL PIN PALS	PRICE	QUANTITY	TOTAL
2023 FESTIVAL PIN PURCHASE (UP TO 50)	\$10		\$
2023 FESTIVAL PIN PURCHASE FOR EMPLOYEE/CLIENT PERK! (50 OR MORE)	\$5		\$

TICKET PACKAGES WILL BE READY APRIL 3, 2023.

BILLING INFORMATION

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TOTAL ENCLOSED (OR BILL CREDIT CARD*): \$ _____

AUTHORIZED SIGNATURE

DATE

CREDIT CARD (CIRCLE ONE) MC VISA DISCOVER AMEX

BILLING ADDRESS

CITY/STATE/ZIP

ACCOUNT NUMBER

EXP DATE

SECURITY CODE

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PLEASE SEE OTHER SIDE >



GABLE AZALEA EVENT SPONSOR | \$7,500 LEVEL

GABLE AZALEA EVENT 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! 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**

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 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</i>

A form for purchasing additional tickets to the Airlie Luncheon Garden Party and other Festival events will be sent to your mailing address after all entertainment is announced. At that time you may purchase 30 additional Airlie Luncheon Garden Party Tickets at a cost of \$210.00 without preferred parking. All Festival tickets (including the Airlie Luncheon Garden Party) are only available while supplies last. It is the Festival Office's date of receipt of purchase monies that governs the availability of tickets you desire to purchase.

2023 PIN PALS PROGRAM

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BENEFACTOR SPONSOR | \$10,000 LEVEL

COMPANY:	DATE:
CONTACT:	PHONE:
ADDRESS:	
CITY/STATE/ZIP:	
EMAIL:	FAX:
AUTHORIZED SIGNATURE:	TITLE:

Sponsorship opportunities and exclusivity may vary depending on pre-existing national concert tour sponsoring agreements and venue restrictions beyond the control of the Azalea Festival. If the exclusivity applies, it will be defined as any product or service your company provides east of I-95. All Festival advertising and promotion is subject to approval by the North Carolina Azalea Festival Board of Directors.

PACKAGE	LEVEL	TOTAL
BENEFACTOR SPONSOR	\$10,000	\$

FESTIVAL PIN PALS	PRICE	QUANTITY	TOTAL
2023 FESTIVAL PIN PURCHASE (UP TO 50)	\$10		\$
2023 FESTIVAL PIN PURCHASE FOR EMPLOYEE/CLIENT PERK! (50 OR MORE)	\$5		\$

TICKET PACKAGES WILL BE READY APRIL 3, 2023.

BILLING INFORMATION

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TOTAL ENCLOSED (OR BILL CREDIT CARD*): \$ _____

AUTHORIZED SIGNATURE					DATE
CREDIT CARD (CIRCLE ONE)	MC	VISA	DISCOVER	AMEX	
BILLING ADDRESS					
CITY/STATE/ZIP					
ACCOUNT NUMBER		EXP DATE		SECURITY CODE	

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PLEASE SEE OTHER SIDE >



BENEFACTOR SPONSOR | \$10,000 LEVEL

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.
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Listing on a Street Fair banner and on signage at various other Festival events.
- **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</i>

A form for purchasing additional tickets to the Airlie Luncheon Garden Party and other Festival events will be sent to your mailing address after all entertainment is announced. At that time you may purchase 30 additional Airlie Luncheon Garden Party Tickets at a cost of \$210.00 without preferred parking. All Festival tickets (including the Airlie Luncheon Garden Party) are only available while supplies last. It is the Festival Office's date of receipt of purchase monies that governs the availability of tickets you desire to purchase.

2023 PIN PALS PROGRAM

Show your commemorative keepsake 2023 North Carolina Azalea Festival Pin at participating area business Pin Partners to receive discounts and promotional items the entire month of April, 2023. Register your pin to be entered into a raffle for 1 of 3 Grand Prizes!





GLEN DALE AZALEA EVENT SPONSOR | \$15,000 LEVEL

• AIRLIE LUNCHEON GARDEN PARTY
GUEST SERVICES TENT SPONSOR

• CELEBRITY RECEPTION SPONSOR
• CHEFS' SHOWCASE EVENT SPONSOR

• PARADE HOST SPONSOR
• PATRONS' GALA SPONSOR

EVENT TO BE SPONSORED:

COMPANY:

DATE:

CONTACT:

PHONE:

ADDRESS:

CITY/STATE/ZIP:

EMAIL:

FAX:

AUTHORIZED SIGNATURE:

TITLE:

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PACKAGE	LEVEL	QUANTITY	TOTAL
GLEN DALE AZALEA EVENT SPONSOR	\$15,000 EACH		\$

FESTIVAL PIN PALS	PRICE	QUANTITY	TOTAL
2023 FESTIVAL PIN PURCHASE (UP TO 50)	\$10		\$
2023 FESTIVAL PIN PURCHASE FOR EMPLOYEE/CLIENT PERK! (50 OR MORE)	\$5		\$

TICKET PACKAGES WILL BE READY APRIL 3, 2023.

BILLING INFORMATION

Please make checks payable to **North Carolina Azalea Festival** and return to North Carolina Azalea Festival PO Box 3275 Wilmington, NC 28406. Credit Card orders may be faxed to (910) 794-4651. All tickets are non-refundable and non-exchangeable. It is your responsibility to confirm receipt.

TOTAL ENCLOSED (OR BILL CREDIT CARD*): \$ _____

AUTHORIZED SIGNATURE

DATE

CREDIT CARD (CIRCLE ONE) MC VISA DISCOVER AMEX

BILLING ADDRESS

CITY/STATE/ZIP

ACCOUNT NUMBER

EXP DATE

SECURITY CODE

The North Carolina Azalea Festival at Wilmington, Inc. is a non-profit corporation classified as a 501(c)(3) public charity under the IRS code. Some contributions may be charitable in nature. Please consult a tax professional for advice about your contribution for tax purposes.

PLEASE SEE OTHER SIDE >



GLEN DALE AZALEA EVENT SPONSOR | \$15,000 LEVEL

GLEN DALE AZALEA EVENT 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! 8,000 free copies are circulated.
- **SOCIAL MEDIA TARGETED FOR SPONSORED EVENT**
Two (2) tagged posts.
- **RECOGNITION ON SITE AT EVENT**
- **RECOGNITION ON EVENT PAGES (WEBSITE, OTHER)**
- **RECOGNITION IN PROMOTION RELATED TO YOUR SPONSORED EVENT**
- **CORPORATE BANNER AND SPONSOR RECOGNITION**
Listing on a Street Fair banner and on signage at various other Festival events.
- **FESTIVAL SPONSOR RECOGNITION IN FOLLOW-UP THANK YOU AD**

GLEN DALE AZALEA EVENT 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</i>

A form for purchasing additional tickets to the Airlie Luncheon Garden Party and other Festival events will be sent to your mailing address after all entertainment is announced. At that time you may purchase 30 additional Airlie Luncheon Garden Party Tickets at a cost of \$210.00 without preferred parking. All Festival tickets (including the Airlie Luncheon Garden Party) are only available while supplies last. It is the Festival Office's date of receipt of purchase monies that governs the availability of tickets you desire to purchase.

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MAJOR SPONSOR | \$25,000 LEVEL

COMPANY:	DATE:
CONTACT:	PHONE:
ADDRESS:	
CITY/STATE/ZIP:	
EMAIL:	FAX:
AUTHORIZED SIGNATURE:	TITLE:

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*Additional sponsorship opportunities and impressions can be customized following Sponsor/Festival Activation Meeting.

PACKAGE	LEVEL	TOTAL
MAJOR SPONSOR	\$25,000	\$
UPGRADE TO PARADE BALLOON INSTEAD OF PARADE FLOAT	\$2,500	\$

FESTIVAL PIN PALS	PRICE	QUANTITY	TOTAL
2023 FESTIVAL PIN PURCHASE (UP TO 50)	\$10		\$
2023 FESTIVAL PIN PURCHASE FOR EMPLOYEE/CLIENT PERK! (50 OR MORE)	\$5		\$

TICKET PACKAGES WILL BE READY APRIL 3, 2023.

BILLING INFORMATION

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TOTAL ENCLOSED (OR BILL CREDIT CARD*): \$ _____

AUTHORIZED SIGNATURE					DATE
CREDIT CARD (CIRCLE ONE)	MC	VISA	DISCOVER	AMEX	
BILLING ADDRESS					
CITY/STATE/ZIP					
ACCOUNT NUMBER		EXP DATE		SECURITY CODE	

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PLEASE SEE OTHER SIDE >

MAJOR SPONSOR | \$25,000 LEVEL

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. 8,000 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 Celebrity Reception 10 TICKETS Concert A with VIP Access	20 TICKETS Airlie Luncheon Garden Party (Option to purchase 40 additional Airlie Luncheon Garden Party tickets while supplies last) 10 TICKETS Concert B with VIP Access	4 TICKETS Parade Reviewing Stand with VIP Preferred Parking 12 TICKETS Patrons' Party Gala	1 FRAMED LIMITED EDITION COMMEMORATIVE PRINT OFFICIAL FESTIVAL SOUVENIR PACK 6 TICKETS Chefs' Showcase

A form for purchasing additional tickets to the Airlie Luncheon Garden Party and other Festival events will be sent to your mailing address after all entertainment is announced. At that time you may purchase 40 additional Airlie Luncheon Garden Party Tickets at a cost of \$210.00 without preferred parking. All Festival tickets (including the Airlie Luncheon Garden Party) are only available while supplies last. It is the Festival Office's date of receipt of purchase monies that governs the availability of tickets you desire to purchase.

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ENCORE AZALEA EVENT SPONSOR | \$35,000 LEVEL

• PARADE TITLE SPONSOR

• STREET FAIR TITLE SPONSOR

EVENT TO BE SPONSORED:

COMPANY:

DATE:

CONTACT:

PHONE:

ADDRESS:

CITY/STATE/ZIP:

EMAIL:

FAX:

AUTHORIZED SIGNATURE:

TITLE:

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AUTHORIZED SIGNATURE

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CREDIT CARD (CIRCLE ONE)

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- **SOCIAL MEDIA TARGETED FOR SPONSORED EVENT**
Three (3) tagged posts.
- **SPEAKING OPPORTUNITY AT SPONSORED EVENT**

ENCORE AZALEA EVENT SPONSOR TICKET PACKAGE:

THURSDAY FESTIVAL WEEK	FRIDAY FESTIVAL WEEK	SATURDAY FESTIVAL WEEK	OTHER
10 TICKETS Celebrity Reception	20 TICKETS Airlie Luncheon Garden Party (Option to purchase 40 additional Airlie Luncheon Garden Party tickets while supplies last)	4 TICKETS Parade Reviewing Stand with VIP Preferred Parking	1 FRAMED LIMITED EDITION COMMEMORATIVE PRINT
10 TICKETS Concert A with VIP Access	10 TICKETS Concert B with VIP Access	12 TICKETS Patrons' Party Gala	8 OFFICIAL FESTIVAL T-SHIRTS
			6 TICKETS Chefs' Showcase

A form for purchasing additional tickets to the Airlie Luncheon Garden Party and other Festival events will be sent to your mailing address after all entertainment is announced. At that time you may purchase 40 additional Airlie Luncheon Garden Party Tickets at a cost of \$210.00 without preferred parking. All Festival tickets (including the Airlie Luncheon Garden Party) are only available while supplies last. It is the Festival Office's date of receipt of purchase monies that governs the availability of tickets you desire to purchase.

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