



Invited Guest Schedule and Dress Code

76th Annual North Carolina Azalea Festival

April 12-16, 2023

Invited Guests will each be escorted by their personal escorts and travel at all times with the Official Party Motorcade.

The Official Party Motorcade consists of approximately 100 people and includes:

- Invited Guests and their Personal Escorts
- Queen Azalea
- Festival Photographer
- A Queen's Court (Eight Preliminary Miss NC Titleholders)
- VMI Escorts for the Queens Court
- Festival Princess and her Court
- Law Enforcement
- Festival Board of Directors
- Support Staff

April 12, 2023–Wednesday

Queen's Coronation – Brigade Boys & Girls Club

Two hours; approximately 300 in attendance. The Coronation is where Queen Azalea and Invited Guests along with City and County officials are introduced. Queen Azalea is officially crowned. A Meet and Greet will take place after the Coronation. This event is televised on our local WWAY station.

SEATING: The Official Party will have RESERVED SEATS up front.

ATTIRE:

- Ladies: Dressy Suit/Dress/Pantsuit
- Gentlemen: Coat and Tie

Past Presidents' Party – Live Oak Estates

Two hours; 150 in attendance. A "thank you event" for Past Presidents (volunteers) of the Festival. Queen Azalea and Invited Guests will be introduced and mingle with guests.

SEATING: There is no reserved seating for this event. We encourage you to spread out and sit with Past Presidents who are the guests at this event.

ATTIRE:

- Ladies: Business Casual; flats or wedges recommended
 - Gentlemen: Business Casual
- This event is predominantly outdoors on the Intracoastal Waterway; temperatures may be chilly.



April 13, 2023 - Thursday

Helpful Hint: You should plan to dress in the same outfit for the School Visit, Celebrity Reception, Hospital Visit, and Naval Ship Visit, as we will not be going back to the hotel in between these events.

NOTE – flats and close-toed shoes are required to tour the Naval ship.

School Visit – Wilmington Christian Academy

One hour; approximately 300 in attendance. Queen Azalea and Invited Guests will watch performances by the children and be introduced/mingle with them.

SEATING: Invited Guests (Guest only, no spouses/guests) will generally sit on stage, while the rest of Official Party will have RESERVED SEATS up front.

ATTIRE:

- Ladies: Dressy Suit/Dress/Pantsuit
- Gentlemen: Coat and Tie

Celebrity Reception - Cape Fear Country Club

Two hours; 600 in attendance. A chance for Festival cash sponsors to mingle with Queen Azalea and Invited Guests. Queen Azalea and Invited Guests will deliver a short 2-minute intro speech and mingle with guests.

SEATING: There is no reserved seating for this event. We encourage you to spread out and sit with guests at this event. Queen Azalea only has a Reserved Table.

ATTIRE:

- Ladies: Dressy Suit/Dress/Pantsuit
- Gentlemen: Coat and Tie

Hospital Visit- Novant Health

One hour; 50 in attendance. The Official Party will be greeted by hospital officials, then Queen Azalea and the Festival President will visit children in the Women's and Children's Hospital.

SEATING: There is no reserved seating for this event.

ATTIRE:

- Ladies: Dressy Suit/Dress/Pantsuit
- Gentlemen: Coat and Tie

Navy Ship Visit- NC Ports

One hour; 100 in attendance. The Official Party will be greeted by Naval officials, and then a tour of the ship will be available for those wishing to view the ship.

SEATING: There is no reserved seating for this event.

ATTIRE:

- Ladies: Dressy Suit/Dress/Pantsuit **NOTE – flats and close-toed shoes are required to tour the ship.**
- Gentlemen: Coat and Tie



***OPTIONAL: Carly Pearce Concert (Excluding Queen's Court & Cadets)**

Three hours; 7,000 in attendance. This is not an official visit; Invited Guests will be given tickets to the show and access to the upstairs VIP area IF REQUESTED should you choose to attend the show on your own and at your leisure. No transportation will be provided.

Request your ticket from Erica Mearns, Official Party Coordinator no later than noon day of show.

ENTRANCE: IF you request tickets, you will need to go through the MAIN GATE of the Concert venue and will be subject to all security safety searches and must have your ticket with you. No bags (clear bag policy in effect), no weapons, etc.

SEATING: There is no reserved seating provided. IF you request tickets, you will have access to the upstairs VIP area to the right of the stage, where there is no assigned/guaranteed seating.

ATTIRE:

- Ladies and Gentlemen: Concert Casual/Outdoor Venue

Helpful Hint: This venue is on the river; temperatures can get quite cool at night and windy so please dress accordingly.

****Queen's Court and Cadet Escorts will be having a private pizza party Thursday night and not attend the Concert.****

April 14, 2023 – Friday

Helpful Hint: You should plan to dress in the same outfit for the Ribbon Cutting and Airlie Luncheon Garden Party as we will not be going back to the hotel in between these events.

Cape Fear Garden Tour Ribbon Cutting- Smith Home

One hour; televised; 300 in attendance. Official Ribbon Cutting of the Azalea Garden Tour.

SEATING: Seating for this event varies, but generally the Official Party will have a section of reserved seating.

ATTIRE:

- Ladies: Sunday Dress or Suit, Hats Encouraged
- Gentlemen: Spring/Seersucker Suit or Coat and Tie

Airlie Luncheon Garden Party- Airlie Gardens

Four hour (leave at will); 3,000 in attendance. Queen Azalea and Invited Guests will mingle with guests.

SEATING: There is no reserved seating for this event. Queen Azalea and Invited Guests are requested to visit the Major Sponsor and Past Presidents' Tent at some point in the afternoon.

ATTIRE:

- Ladies: Sunday Dress or Suit (No slacks please) Hat Preferred



- Gentlemen: Spring/Seersucker Suit or Coat and Tie

Helpful Hint: This is a fashion-forward event...dress to impress! Also, this venue is a large, historical garden; heels (while fashionable!) are not always the easiest option. Wedges will make you much happier.

*****Queen's Dance Party: Select Official Party ONLY***

****ONLY FOR: Queen Azalea, Queen's Court, Miss North Carolina, and Princess and Court****

Two hours; 100 in attendance. A night of dinner and dancing, geared towards youth 7-17. The evening consists of opportunities for photographs, autographs, and getting to know the Festival royalty.

SEATING: There will be reserved seating for this event.

ATTIRE:

- Ladies: Cocktail Attire
- Gentlemen: Suit or Coat and Tie

****OPTIONAL: Old Crow Medicine Show Concert***

****For all Other Official Party Guests****

Three hours; 7,000 in attendance. This is not an official visit; Invited Guests will be given tickets to the show and access to the upstairs VIP area IF REQUESTED should you choose to attend the show on your own and at your leisure. No transportation will be provided.

Request your ticket from Erica Mearns, Official Party Coordinator no later than noon day of show.

ENTRANCE: IF you request tickets, you will need to go through the MAIN GATE of the Concert venue and will be subject to all security safety searches and must have your ticket with you.

SEATING: There is no reserved seating provided. IF you request tickets, you will have access to the upstairs VIP area to the right of the stage, where there is no assigned/guaranteed seating.

ATTIRE:

- Ladies and Gentlemen: Concert Casual/Outdoor Venue

Helpful Hint: This venue is on the river; temperatures can get quite cool at night and windy so please dress accordingly.



April 15, 2023 – Saturday

Helpful Hint: Invited Guests (Excluding Queen's Court Performance participants below and Queen Azalea) should plan to dress in the same outfit for the Parade and Boxing Competition as there will not be much time to change in between events.

Parade – Historic Downtown Wilmington

Two hours; televised; 100,000+ in attendance. Invited Guests will ride through the Parade Route and join the Parade Reviewing Stand to watch the remainder of the Parade. *Queen Azalea has a different schedule.*

SEATING: There is no reserved seating for this event on the Grandstand.

ATTIRE:

- Ladies: Dressy Suit/Dress/Pantsuit
- Gentlemen: Coat and Tie

Helpful Hint: Temperatures can be cool in the mornings and get warm towards the end of the Parade; we suggest layers.

Royalty Performances – Performance Stage Presented by Novant Health at the DGX Street Fair

One hour; 100 in attendance. Performances by the Queen's Court and Miss North Carolina, MC'd by the Princess.

SEATING: There is no reserved seating for this event.

ATTIRE:

- Ladies: Dressy Suit/Dress/Pantsuit
- Gentlemen: Coat and Tie

Boxing Competition – Wilmington Convention Center

One hour; 100 in attendance. Queen Azalea and Invited Guests will be introduced. Queen Azalea will present boxing belts to winners.

SEATING: The Official Party will have RESERVED SEATS up front.

ATTIRE:

- Ladies: Dressy Suit/Dress/Pantsuit
- Gentlemen: Coat and Tie

Patrons' Party – Cape Fear Country Club

Four hours; 600 in attendance. A "thank you" to all cash sponsors of the Festival. Queen Azalea and Invited Guests will mingle with guests.

SEATING: There is no reserved seating for this event. We encourage you to spread out and sit with guests at this event.

Queen Azalea only has a Reserved Table.

ATTIRE:

- Ladies and Gentlemen: Black-tie Formalwear



April 16, 2023– Sunday

Travel safely out of Wilmington; we miss you already!