



MAJOR SPONSOR | \$25,000 LEVEL

The Major Sponsor Package is designed for a company looking to make an impact at the regional level. Premier marketing opportunities will be tailored to accomplish your organization's needs. Sponsorship includes a Major Sponsor Ticket Package.

MAJOR SPONSOR BENEFITS

LOGO AND/OR BUSINESS NAME ON FESTIVAL MATERIALS

LOGO AND/OR BUSINESS NAME ON FESTIVAL CONCERT TICKETS

LOGO IN FESTIVAL MEDIA BUYS

On average the Festival utilizes approximately \$150,000 annually 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'X10')

VERBAL RECOGNITION DURING PROGRAMMING AT CERTAIN FESTIVAL EVENTS

FESTIVAL PARADE FLOAT OR SHARED SPONSOR PARADE BALLOON

LOGO WITH LINK ON FESTIVAL WEBSITE

The Festival website exceeds 700,000 page views annually.

LOGO ON FESTIVAL NEWSLETTER

200,000+ Festival e-Newsletters are opened annually.

SPONSOR RECOGNITION SIGNAGE

Your logo included on banner at Festival Concerts, Airlie Luncheon Garden Party, Street Fair and on signage at various other Festival events.

SOCIAL MEDIA TARGETED FOR SPONSORED EVENT

Three (3) tagged posts

TICKET PACKAGE

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

BENEFACTOR SPONSOR | \$10,000 LEVEL

The Benefactor Sponsor Package is designed for a company interested primarily in networking opportunities and some marketing benefits as well. Sponsorship includes a Benefactor Sponsor Ticket Package.

BENEFACTOR SPONSOR BENEFITS

**FESTIVAL PARADE FLOAT
SHARED WITH ONE OTHER
SPONSOR**

**LOGO WITH LINK ON FESTIVAL
WEBSITE**

*The Festival website exceeds
700,000 page views annually.*

**SPONSOR RECOGNITION
SIGNAGE**

*Listing on banner at Street Fair
and on signage at various other
Festival events.*

**LISTING ON FESTIVAL
NEWSLETTER**

*200,000+ Festival e-Newsletters
are opened annually.*

**FESTIVAL SPONSOR
RECOGNITION IN FOLLOW UP
THANK YOU POST**

TICKET PACKAGE

THURSDAY FESTIVAL WEEK	FRIDAY FESTIVAL WEEK	SATURDAY FESTIVAL WEEK	OTHER
6 TICKETS <i>Celebrity Reception</i> 6 TICKETS <i>Concert A in Seated Section</i>	10 TICKETS <i>Airlie Luncheon Garden Party (option to purchase an additional 30 while supplies last)</i> 6 TICKETS <i>Concert B in Seated Section</i>	2 TICKETS <i>Parade Reviewing Stand with VIP Preferred Parking</i> 6 TICKETS <i>Patrons' Party Gala</i>	1 FRAMED LIMITED EDITION COMMEMORATIVE PRINT 4 TICKETS <i>Chefs' Showcase</i>



DONOR SPONSOR | \$6,000 LEVEL

The Donor Sponsor Package is 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 Donor Sponsorship is an ideal next step for Patron Sponsors looking for more marketing benefits from their package. Sponsorship includes a Donor Sponsor Ticket Package.

DONOR SPONSOR BENEFITS

FESTIVAL PARADE FLOAT SHARED WITH THREE OTHER SPONSORS

*Annual Parade attendance
estimated at more than 100,000.*

LOGO WITH LINK ON FESTIVAL WEBSITE

*The Festival website exceeds
700,000 page views annually.*

LISTING ON FESTIVAL E-NEWSLETTER

*Over 200,000 e-Newsletters are
OPENED annually.*

SPONSOR RECOGNITION SIGNAGE

*Listing on banner at Street
Fair and various other Festival
events.*

FESTIVAL SPONSOR RECOGNITION IN FOLLOW UP THANK YOU POST

TICKET PACKAGE

THURSDAY FESTIVAL WEEK	FRIDAY FESTIVAL WEEK	SATURDAY FESTIVAL WEEK	OTHER
4 TICKETS <i>Celebrity Reception</i> 4 TICKETS <i>Concert A in Seated Section</i>	6 TICKETS <i>Airlie Luncheon Garden Party (option to purchase an additional 30 while supplies last)</i> 4 TICKETS <i>Concert B in Seated Section</i>	4 TICKETS <i>Parade Bleachers</i> 4 TICKETS <i>Patrons' Party Gala</i>	1 FRAMED LIMITED EDITION COMMEMORATIVE PRINT





PATRON SPONSOR | \$1,600 LEVEL

As the ideal introduction to the best of the North Carolina Azalea Festival, the Patron Package includes two tickets to exclusive VIP events such as the Celebrity Reception and Airlie Luncheon Garden Party. Patrons are also listed on our website.

TICKET PACKAGE

THURSDAY FESTIVAL WEEK	FRIDAY FESTIVAL WEEK	SATURDAY FESTIVAL WEEK	OTHER
2 TICKETS <i>Celebrity Reception</i> 2 TICKETS <i>Concert A in Seated Section</i>	2 TICKETS <i>Airlie Luncheon Garden Party (option to purchase an additional 8 while supplies last)</i> 2 TICKETS <i>Concert B in Seated Section</i>	2 TICKETS <i>Parade Bleachers</i> 2 TICKETS <i>Patrons' Party Gala</i>	1 LIMITED EDITION COMMEMORATIVE PRINT

ADVERTISING OPPORTUNITIES

The following opportunities are for businesses that are not interested in full ticket packages, but more interested in marketing their company by supporting a community event through logo placement and advertising.

WEBSITE WELCOME PAGE | \$500

Your company logo and link on our website.

SOCIAL MEDIA TAGGED POSTS | \$500

Three social media mentions to over 40,000 followers on our social media.

SOCIAL MEDIA STORY POSTS | \$300

Three social media story mentions. Stories are the BEST way to ensure ALL of our 40,000+ followers view your post and may include a link. Provide your own materials or have us design a graphic for an additional \$100.

PROMO REEL | \$750

Receive a professionally shot and edited promo reel produced by nationally known, Adam Gilbert Films. Reel will be shot during the Festival.

E-NEWSLETTER MENTION | \$500

Place a link and/or image of your choice in one of our monthly newsletters.

DIGITAL BILLBOARD AD | \$500 - \$4,000

Advertise on HD LED screens in prime locations at the Concerts, Garden Party, or Street Fair. Many ad purchases include complimentary Festival tickets.