



2024 SPONSORSHIP KIT





Thank You

*to our sponsors and community partners for a memorable
76th Azalea Festival!*



the DFS agency



DOLLAR GENERAL



City of Wilmington

21 Seeds Tequila

A New Earth Project

Blade & Bow

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Food Lion

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Wilmington Grill

Wilmington International Airport



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EXCLUSIVE EXPERIENCES

These BEHIND THE SCENES opportunities are ways in which to experience the Festival in a special, VIP way.

AZALEA SWEEP TEAMS | \$250

Are you TEAM EARTH?! Sponsor an Azalea Sweep Team to help clean up Wilmington the weekend prior to the Azalea Festival. Receive 10 tickets to a Festival Concert of choice. Team sponsors receive recognition at Check-In as well as at the volunteer luncheon after the Sweep. Sponsor logo is on the Sweep T-shirt and promoted through social media and Festival e-Newsletters.

PARADE REVIEWING STAND EXPERIENCE | \$75

Watch the Parade from the best seat in town - on the Parade Reviewing Stand! Enjoy children's activities, snacks, and lunch all from your incredible seat along the Parade route. Includes access to the indoor restrooms.

CELEBRITY RECEPTION TABLE | \$1000

Secure a reserved table at the Celebrity Reception. Table sponsorship comes with eight tickets to the event, as well as two Garden Party tickets for the table host. Table hosts are recognized in the introduction speech.

CHEFS' SHOWCASE TABLE | \$1200

Enjoy a table at the Chefs' Showcase. Table sponsorship comes with eight tickets to the event, as well as two Garden Party tickets for the table host. Table sponsors (all eight guests), also get to enjoy a private meet and greet with the chefs preceeding the Chefs' Showcase Event with other Sponsors. Table hosts are recognized in the introduction speech.

UPGRADES FOR ALL SPONSORS

PATRONS' GALA VIP TABLE UPGRADE | \$300

Secure your own private table for four at the Patrons' Gala. Includes a server. Note: Tickets to the Patrons' Gala not included. All table guests must already have Patrons' Party Gala tickets to enjoy this upgrade.

CELEBRITY RECEPTION VIP TABLE UPGRADE | \$300

Secure your own private table for four at the Celebrity Reception. Includes a server. Note: Tickets to the Celebrity Reception are not included. All table guests must already have Celebrity Reception tickets to enjoy this upgrade.

PRESENTING FESTIVAL SPONSOR | \$100,000

Enjoy the highest level of visibility throughout the entire Festival, and be prominently recognized for supporting North Carolina's premiere event. The Presenting Sponsor has naming rights to the Festival, the highest level of Festival-wide saturation across all events, industry exclusivity at this level, and a custom ticket and marketing package.

Presenting sponsorship includes complete Festival incorporation, inclusion at all Festival events and leading logo branding in all marketing. Festival staff will be at your disposal to design memorable one-of-a-kind branding experiences and brand touch points to attendees. Includes sponsor brand messaging sent to Festival email distribution lists. Bulk customizable ticket packages to events.

PRESENTING FESTIVAL SPONSOR VIP PERKS

TWO HOTEL ROOMS

Rooms at host hotel for four (4) nights during the Festival (Wednesday-Saturday).

TRAVEL WITH OFFICIAL PARTY MOTORCADE TO ALL FESTIVAL EVENTS

Four (4) passes to travel with the Official Party Motorcade to all Festival events; escort vehicle and driver included.

MEET FESTIVAL CONCERT ENTERTAINERS BACKSTAGE

Four (4) passes to meet Festival Concert entertainers backstage for each show. Subject to Artist availability.

PRE-FESTIVAL VISIT FROM FESTIVAL PRINCESS

CUSTOMIZABLE TICKET PACKAGE

VISIT FROM QUEEN AZALEA

45 minute visit with Queen Azalea during Festival Week.

SLOGAN CAMPAIGN CREATION

FESTIVAL BLOG

Five (5) articles about your brand posted to the Festival Blog.

SOCIAL MEDIA

Three (3) multimedia posts created for you.

FESTIVAL CONCERT SERIES SPONSOR | \$75,000

Be a part of the most rockin' event of the Azalea Festival -the Festival Concert Series! Sponsorship includes naming rights to the Festival Concerts, countless activations inside the Concerts, and a Festival-wide ticket package and marketing benefits higher than an Encore Sponsorship.

FESTIVAL CONCERT SERIES SPONSOR VIP PERKS

MEET FESTIVAL CONCERT ENTERTAINERS BACKSTAGE

Ten (10) passes to meet Festival Concert entertainers backstage for each show. Subject to Artist availability.

VIP AREA PASSES FOR 20 PEOPLE FOR EACH SHOW

LOGO ON BRANDED FLAGS AT ENTRANCE

LOGO ON ALL TICKETS

BANNER RECOGNITION

CUSTOMIZABLE TICKET PACKAGE

MARKETING AND PROMOTION

Special customized booth for marketing and promotion purposes to attendees. Your team members to serve as greeters at event, handing out pre-approved sponsor merch.



AIRLIE LUNCHEON GARDEN PARTY SPONSOR | \$50,000

THE signature Azalea Festival and Wilmington event of the year! Full integration into this prime market, targeting your business goals. This package includes naming rights, extensive logo usage, on-site activations, and more. Sponsorship also includes a Festival-wide custom ticket package and marketing benefits higher than an Encore Sponsorship.

AIRLIE LUNCHEON GARDEN PARTY SPONSOR VIP PERKS

LIMO BUS FOR TRANSPORTATION

Limo bus for transportation to and from the event. Limo bus will pick up at one location and take you to the Cape Fear Garden Club Azalea Garden Tour Ribbon Cutting, where you will then travel in the Official Party Entourage to the Garden Party. Limo bus will be at your disposal until 5:00 pm.

PRIVATE SPONSOR TENT

Special private sponsor tent with seating at the event.

BRANDED CUPS

Branded cups at event for all attendees

BRANDING AND MARKETING

Customized display design or tent with special features within this event.

FLAG SIGNAGE AT ENTRANCE OF EVENT AND INSIDE

VIP CHECK-IN

VIP check-in at event with welcome cocktail and special lapel flower pin for all your guests.

CUSTOMIZABLE TICKET PACKAGE





ENCORE AZALEA EVENT SPONSOR | \$35,000 LEVEL

The Encore Azalea Event Sponsorship Package is designed for a company looking to make an impact at the regional level. Marketing benefits and an inclusive ticket package provide an organic way to reach target markets in Wilmington and southeastern North Carolina. Premier marketing opportunities will be tailored to accomplish your organization's needs. Sponsorship includes an Encore Azalea Event Sponsor Ticket Package and title naming rights to your event. The following opportunities are available at the Encore Azalea Event Sponsorship Level.

PARADE TITLE SPONSOR

The Azalea Festival Parade continues to be one of Southeastern North Carolina's largest annual event, with over 100,000 viewers each year. Our Parade route flows right through the heart of historic downtown Wilmington. As the Presenting Sponsor of the Parade your name will be mentioned when we talk about the Parade. Your logo will be incorporated into the live broadcast, as well as any sponsor-produced commercials. You also will have a special Parade entry!

STREET FAIR TITLE SPONSOR

It is estimated that 200,000 people attend the three-day Street Fair in Historic Downtown Wilmington. The Festival draws vendors, artisans, and performers from all over, and the crowds enjoy a show rich with history, culture, and entertainment. As the Presenting Sponsor of the Street Fair you will receive recognition on all materials intended for public and vendor consumption, signage and inclusion on site, and in any media or marketing material created for the Street Fair.

ENCORE AZALEA EVENT 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

SPEAKING OPPORTUNITY AT SPONSORED EVENT



ENCORE AZALEA EVENT SPONSOR | \$35,000 LEVEL

TICKET PACKAGE

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



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>

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

The Glen Dale Azalea Event Sponsorship Package is designed for a company interested in sponsoring an event with a specific target market. Premier marketing opportunities will be tailored to accomplish your organization's needs. Sponsorship includes a Glen Dale Azalea Event Sponsor Ticket Package. The following opportunities are available at the Glen Dale Azalea Event Sponsorship Level.

AIRLIE LUNCHEON GARDEN PARTY GUEST SERVICES TENT SPONSOR

Be a part of the success of the signature Festival event, the Garden Party. The Guest Services tent is right beside the traffic circle at Airlie, where the majority of Garden Party guests get ID'd and wrist banded. Opportunity to have branded business representatives on site in this tent, welcoming guests. Branded giveaways are permitted with prior Festival approval (mini sunscreens, band aids, lip balm, mints, etc.). Guest Services tent branded in your colors, logo, etc.

CELEBRITY RECEPTION SPONSOR

The Celebrity Reception provides sponsors of the Festival a close and personal opportunity to see and meet Queen Azalea, Invited Guests, and other Festival Dignitaries. A relaxing luncheon on sprawling country club grounds, this event is the first VIP event of Azalea Festival weekend. Sponsorship includes naming rights to this event, product placement, VIP reserved tables, speaking opportunity, and your logo on event tickets.

CHEFS' SHOWCASE EVENT SPONSOR

This Pre-Festival Event is an annual event to kick-off the North Carolina Azalea Festival. Sponsorship includes naming rights to event, product placement, VIP reserved table, and speaking opportunity.

PARADE HOST SPONSOR

The North Carolina Azalea Festival Parade is televised live and aired on UNC-TV. As the Host Sponsor you will receive recognition on all broadcasts of Parade with logo at beginning and end of the broadcast, signage on site, speaking opportunity or pre-recorded commercial during broadcast, and a special entry in Parade with commentary. Includes eight Reviewing Stand Tickets.

PATRONS' GALA SPONSOR

The Patrons' Gala is the grand finale for sponsors of the Azalea Festival ... a black-tie event filled with wonderful food displays and dancing to live music. Sponsorship includes naming rights to this event, product placement, VIP reserved table, speaking opportunity, and your logo on event tickets.

GLEN DALE AZALEA EVENT 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.

LISTING ON FESTIVAL NEWSLETTER

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

FESTIVAL SPONSOR RECOGNITION IN FOLLOW-UP THANK YOU POST

SPONSOR RECOGNITION SIGNAGE

Listing on banner at Event and on signage at various other Festival events.

SOCIAL MEDIA TARGETED FOR SPONSORED EVENT

Two (2) tagged posts

SPEAKING OPPORTUNITY AT SPONSORED EVENT

RECOGNITION ON SITE AT EVENT

RECOGNITION ON EVENT PAGES (WEBSITE, OTHER)

RECOGNITION IN PROMOTION RELATED TO YOUR SPONSORED EVENT



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

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 (option to purchase an additional 30 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 Seated Section</i>	6 TICKETS <i>Concert B in Seated Section</i>	6 TICKETS <i>Patrons' Party Gala</i>	4 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>





GABLE AZALEA EVENT SPONSOR | \$8,000 LEVEL

The Gable Azalea Event Sponsorship Package is designed for a company interested in sponsoring an event with a specific target market. Sponsorship includes a Gable Azalea Event Sponsor Ticket Package. The following opportunities are available at the Gable Azalea Event Sponsorship Level.

AZALEA SPRING FASHION SHOW PRESENTING SPONSOR

Sponsor is included in all digital promo. Logo is on signage, program, and website. May include QR code in program. Sponsor is recognized by emcee and may speak. Sponsor can sell merch, have 4 runway looks, give a gift in Swag Bags, provide branded bags, and choose decor theme. Includes 8 VIP tickets.

AZALEA SUN RUN 5K PRESENTING SPONSOR

The Azalea Festival Sun Run is a timed race on the beach. Sponsorship includes logo on the race website and registration page, and official race T-shirt. Presenting Sponsor is included in all event promo.

CELEBRITY RECEPTION WELCOME SPONSOR

Sponsor is recognized at entry, photo area, on stage, and website. Sponsor may provide a gift to attendees or place decor on tables at sponsor expense. Includes one table with Invited Guest of choice, professional photo with Guest, and logo on Sponsor invitations.

CHEFS' SHOWCASE WELCOME SPONSOR

Greet guests with a welcome cocktail and be recognized on signage at entry, photo area, on stage, brochure, website, and socials. Sponsor may provide gift to attendees or place something on tables at sponsor expense. Receives one table with eight seats and Chef Meet and Greet prior to the event.

CHILDREN'S AREA SPONSOR

The Children's Area is part of the Street Fair in downtown Wilmington with activities and entertainment. Includes area naming rights, branded area for your business, activity tied to your business, and speaking opportunities.

FESTIVAL CONCERT ENTRANCE SPONSOR

Have your logo be the first thing concert guests see. Entryway flags, uplighting in your brand's colors, and more. Hand out merch and have your team in branded gear greeting 10,000+ people at the Festival Concerts.

FESTIVAL CONCERT VIP AREA SPONSOR

Advertise to the Festival's VIPs/Major Sponsors in this private concert viewing area. Provide sponsor handouts for high-profile guests (~120 people each night). Includes 10 VIP passes to each show.

INTERNATIONAL BLOOMS SPONSOR

International Blooms is the Festival's newest program. Sponsor receives recognition on all promotion, logo on website, Parade banner, and in Parade commentary, and in all International Blooms displays at Festival Events.

PARADE DIAMOND PARTNER SPONSOR

The NCAF Parade is televised live and aired on UNC-TV. As a Parade Partner, receive a special entry in Parade, signage on site, recognition in all Parade broadcasts with logo at beginning and end, and opportunity to speak or play commercial. Also includes six Reviewing Stand Tickets.

PARADE REVIEWING STAND SPONSOR

With over 100,000 viewers each year, the NCAF Parade is a tradition. Celebrity guests and dignitaries of the Festival receive the honor of viewing the Parade from the Reviewing Stand. Partnership opportunities include naming rights, two 3x10 banners, table or display in the area, and eight Reviewing Stand Tickets.

GABLE AZALEA EVENT SPONSOR | \$8,000 LEVEL

QUEEN'S CORONATION SPONSOR

The Queen's Coronation is an event where Queen Azalea is officially crowned. In attendance are Festival Invited Guests and Board Members. After the Coronation there is a free meet and greet with our celebrities and Queen. Sponsorship includes naming rights, product placement, VIP reserved seats, and speaking opportunity on stage. This event is televised by WWAY.

SCHOLARSHIP PAGEANT SPONSOR

Junior high school students from area high schools compete in this annual Scholarship Pageant based on a private interview with judges, evening gown competition and on-stage presentation. The winner is the recipient of the Beverly Anne Jurgensen scholarship award. Sponsorship includes naming rights to this event, product placement, and speaking opportunity.

GABLE AZALEA EVENT 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 NEWSLETTER

Over 200,000 e-Newsletters are OPENED annually.

SPONSOR RECOGNITION SIGNAGE

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

FESTIVAL SPONSOR RECOGNITION IN FOLLOW UP THANK YOU POST

SOCIAL MEDIA TARGETED FOR SPONSORED EVENT

One (1) tagged post.

SPEAKING OPPORTUNITY AT SPONSORED EVENT

REGOCNITION ON SITE AT EVENT

RECOGNITION ON EVENT PAGES (WEBSITE, OTHER)

RECOGNITION IN PROMOTION RELATED TO YOUR SPONSORED EVENT

TICKET PACKAGE

THURSDAY FESTIVAL WEEK	FRIDAY FESTIVAL WEEK	SATURDAY FESTIVAL WEEK	OTHER
4 TICKETS Celebrity Reception	6 TICKETS Airlie Luncheon Garden Party (option to purchase an additional 30 while supplies last)	4 TICKETS Parade Bleachers	1 FRAMED LIMITED EDITION COMMEMORATIVE PRINT
4 TICKETS Concert A in Seated Section	4 TICKETS Concert B in Seated Section	4 TICKETS Patrons' Party Gala	2 TICKETS Chefs' Showcase



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





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 showcases the Official NCAF artwork. Sponsorship includes naming rights to this event, product placement, and speaking opportunity.

AZALEA FESTIVAL YOUTH COMMITTEE (AFYC) SPONSOR

AFYC aims to develop future leaders by supporting the mission of the North Carolina Azalea Festival. AFYC consists of area high school students that volunteer for NCAF. Sponsorship includes presenting rights, speaking opportunities at select events with AFYC members, and logo on AFYC t-shirts.

AZALEAS ON TOUR PORCH PARADE SPONSOR

The Azaleas on Tour Porch Parade is a tour of decorated porches and windows across the county. Participants register for free to have their business or residence featured on the tour. Sponsorship includes logo on tour website, registration page, yard signs, and promo for the event.

AZALEA SUN RUN HOST SPONSOR

The Azalea Festival Sun Run is an annual timed 5k. Host Sponsorship includes logo on the race website, registration site, and the official race T-shirt. As the Host Sponsor you will also be included in promo for the event.

AZALEA SPRING FASHION SHOW HOST SPONSOR

Sponsor is included in print, social, and e-newsletter. Logo is on event website, on event signage, in program, and sponsor is recognized in opening remarks. Sponsor may sell merchandise and have 4 looks on the runway and provide marketing materials in Swag Bags for attendees. Receives 4 Fashion Show tickets.

AZALEA SWEEP SPONSOR

The Azalea Sweep occurs the week prior to the Festival. Volunteers spring clean downtown for our guests' arrival. After the clean-up, there is 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 across the country. Sponsorship includes naming rights to this event, product placement, and speaking opportunity.

CELEBRITY RECEPTION HOST SPONSOR

The Celebrity Reception is a luncheon at the Cape Fear Country Club to honor our invited guests. Sponsorship includes one reserved table, professional group photo, and name recognition at entry, photo area, and on formal invitations to Sponsors.

CHEFS' SHOWCASE HOST SPONSOR

Chefs' Showcase is a culinary adventure at the Hotel Ballast featuring world renowned chefs. Sponsorship includes logo on signage at entry and stage, brochure, and website, as well as recognition in welcome speech and social media. Sponsor receives one table with eight seats and pre-event Meet and Greet with the chefs.

CHEFS' SHOWCASE SILENT AUCTION AND VACATION RAFFLE SPONSOR

The Luxury Silent Auction and Vacation Raffle is hosted at Chefs' Showcase. Sponsorship includes recognition on signage, brochure, website, social media, and online bidding site, as well as verbal recognition throughout the event, an opportunity to speak and announce winners, and one table with eight seats and pre-event Meet and Greet with the chefs.

EVERGREEN EVENT SPONSOR | \$4,000 LEVEL

FESTIVAL CONCERT PATRON SPONSOR

A slight upgrade from the Patrons' Package, the Festival Concert Patron Sponsorship includes two (2) 10x3 banners hung at the Festival Concert Series. This partnership includes four extra tickets to each concert in seated section.

FESTIVAL FUN GUIDE SPONSOR

Sponsor receives logo recognition on online map of the downtown area Festival events, that is housed on the Festival website which receives over 700,000 pageviews annually. Sponsor receives name recognition on all marketing/publicity, including large signage at the Street Fair displaying the map.

FIREWORKS SPONSOR

The Festival Fireworks are presented over the Cape Fear River on Saturday night of the Festival. Partnership includes naming rights and company logo on marketing regarding the fireworks.

MARCHING BAND TRAVEL SPONSOR

Marching Bands need help to travel for Parades, even locally. Funds are donated or raised for students to enjoy the opportunity of marching in Parades like the Azalea Festival. This package will provide logo recognition on banners throughout the Parade and four Reviewing Stand Tickets. 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 and given as a gift to all sponsors and volunteers. Sponsorship includes recognition on promotion of the piece and on site at the unveiling. Sponsor also may place a promotional flyer or other type of printed marketing item in each sleeve.

PARADE BLEACHER SPONSOR

Sponsor receives recognition on site at all bleacher locations, logo on all bleacher tickets, name recognition on the Parade website page and in live and TV broadcasts at beginning and end of Parade, a 10x10 area on site for marketing, and six Reviewing Stand tickets.

PARADE MARKETING BOOTH SPONSOR

Sponsors have exclusive access to prime area on Parade Route across from Reviewing Stand to promote or sell products during the Parade. Sponsorship includes a 10x10 tent, banner with business name/logo, and ability to distribute info, promotional items, and/or sell products (no open food products allowed).

PARADE PLATINUM PARTNER SPONSOR

Platinum Partners receive a 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 and distribute sponsor-produced swag/gift. Sponsor receives recognition on party invitation, on event signage, and is included in 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. Sponsorship includes one reserved table with name recognition at the entry photo area and logo on Formal invitations to Sponsors.





EVERGREEN EVENT SPONSOR | \$4,000 LEVEL

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

Queen's Court members are historic Azalea Royalty and elite Miss North Carolina candidates. Sponsor is recognized on our website, social media, and e-newsletter regarding the Court. Sponsor also receives recognition at special events like the Parade with logo inclusion on Queen's Float and commentary during the broadcast, and at Celebrity Reception with signage, recognition in speech, and a reserved table with six seats.

QUEEN'S FLOAT SPONSOR

Queen's Float Sponsor is recognized on Parade website, Press Release, and in an e-newsletter. Sponsor receives logo recognition on Float banners, and verbal recognition during Parade. Sponsor also receives 4 Reviewing Stand Tickets.

SANITIZATION SPONSOR

Sanitization Sponsor is included in promotion of sanitization steps during the Festival. Sponsors are recognized on sanitizer and hand washing stations at Events. Sponsor is 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 in which high school juniors compete for over \$12,000 in scholarships and the title of Azalea Festival Princess. The Host Sponsor is recognized at the entrance of the Scholarship Pageant with special signage or table and logo in Scholarship Pageant booklet and programming.

SCHOLARSHIP PAGEANT PROGRAM BOOK SPONSOR

The Scholarship Pageant Program features all contestants, pageant schedule, and other info about the event. Sponsorship includes recognition on the cover and premiere ad space. Sponsor also receives recognition in introduction with special thanks.

STREET FAIR OR CHILDRENS AREA SPONSOR

The Street Fair is our largest public event and has opportunities to sponsor one of our many areas. Reach out to learn more on specific areas this year and how we can integrate your brand in the Street Fair.

TUNES & BLOOMS HOST SPONSOR

Tunes & Blooms is the must be place to listen to local bands for FREE all day. Sponsorship includes logo on Event website, banners and promotion related to the event.

VOLUNTEER PROGRAM SPONSOR

Over 1,000 volunteers execute Festival events. Sponsorship includes logo on volunteer T-shirts, an ad in volunteer newsletters, logo on signage, table at check-in, speaking opportunity at Volunteer Appreciation Party, and opportunity to speak at two Operational Committee Meetings. Sponsor is recognized at Street Fair Command Center, Parade Volunteer check-in, and Azalea Sweep check-in on one 3x10 banner.

YOUTH ART & MIDDLE SCHOOL WRITING CONTEST SPONSOR

The Youth Art & Middle School Writing Contest are two annual contests showcasing the amazing artistic and writing talents of the youth in our community. Over 500 students display their artistic skills in the contests annually. Sponsorship includes naming rights to both contests, sponsor logo on contest applications, and speaking opportunities at the gallery opening.

EVERGREEN SPONSOR | \$4,000 LEVEL

EVERGREEN SPONSOR BENEFITS

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.

FESTIVAL SPONSOR RECOGNITION IN FOLLOW UP THANK YOU POST

SPONSOR RECOGNITION SIGNAGE

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

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

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 (option to purchase an additional 8 while supplies last)</i>	2 TICKETS <i>Parade Bleachers</i>	1 LIMITED EDITION COMMEMORATIVE PRINT
2 TICKETS <i>Concert A in Seated Section</i>	2 TICKETS <i>Concert B in Seated Section</i>	2 TICKETS <i>Patrons' Party Gala</i>	





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.



MUSIC EVENT SPONSORSHIPS | ALL LEVELS

FESTIVAL CONCERT SERIES SPONSOR | \$75,000

Be the Signature Sponsor of the most rockin' event of the Azalea Festival, the Festival Concert Series. Sponsorship includes naming rights to the Festival Concert Series, countless activations inside the venue, and a Festival-wide ticket package and marketing benefits higher than an Encore Sponsorship.

This package is for the major players who want to saturate our market and truly integrate your brand into the Azalea Festival and our community. As a top supporter of the Festival, marketing and ticketing packages are fully customizable. We will work 1:1 with your organization to showcase your brand and orchestrate key activations for maximum ROI.

TUNES & BLOOMS SPONSOR | \$10,000

Tunes & Blooms is a free all day local music festival held at the beautiful Greenfield Lake Amphitheater. Partnership includes naming rights, one 3x10 banner on the stage, your company logo on marketing materials, a speaking opportunity between acts, and a 10x10 tent for sampling.

Includes a Gable Azalea Event Sponsorship marketing and ticketing benefits package!

FESTIVAL CONCERT ENTRANCE SPONSOR | \$8,000

Have your logo be the first thing all concert guests see when they arrive. Logo on feathered flags at the entrance, uplighting in your brand's colors and more. Hand out welcome swag and have your team in branded gear greeting ~10,000 people.

Includes a Gable Azalea Event Sponsorship marketing and ticketing benefits package!

FESTIVAL CONCERT VIP AREA SPONSOR | \$8,000

Advertise to the Festival's VIPs/Major Sponsors in this private concert viewing area. Provide a special, interactive experience for our high-profile guests. Includes 10 VIP passes for your team to each show.

Includes a Gable Azalea Event Sponsorship marketing and ticketing benefits package!

PERFORMING ARTS STAGE SPONSOR | \$8,000

The Street Fair Performing Arts Stage is a 2-day family-friendly celebration where you can experience the best in contemporary and traditional music, dance, and ethnic pageantry from around the world! The Festival of Cultures highlights the rich diversity of cultures that make the Greater Cape Fear Region a delightful place to live. This stage also hosts children's entertainment throughout the day. Sponsorship includes naming rights to this event, product placement, and speaking opportunity. Includes a Gable Azalea Event Sponsorship marketing and ticketing benefits package!

FESTIVAL CONCERT BANNER PACKAGE | \$750

Sponsorship includes one 3x10 banner and two concert tickets in the seated section. Concert of your choice, while supplies last. Both tickets must be to the same show.

STREET FAIR SPONSORSHIPS | ALL LEVELS

STREET FAIR TITLE SPONSOR | \$35,000

Approximately 200,000 people attend the Street Fair in downtown Wilmington. Presenting Sponsor is included on all materials intended for public and vendor consumption, signage, and in any media or marketing materials for the Street Fair.

Includes an Encore Event Sponsorship marketing and ticketing benefits package!

CHILDREN'S AREA PRESENTING SPONSOR | \$8,000

The Children's Area is part of the Street Fair in downtown Wilmington. Children enjoy activities, crafts, and entertainment. Sponsorship includes area naming rights, designated area to showcase your business, tailored children's activity tied to your business, and speaking opportunities.

CHILDREN'S AREA HOST SPONSOR | \$4,000

The Children's Area hosts FREE activities for children like crafts, educational demos, bounce-houses, train rides, and more! Sponsor one of our activities in the Children's Area; reach out to learn more on what we are doing this year.

Includes an Evergreen Sponsorship marketing and ticketing benefits package!

CHILDREN'S AREA SUPPORTER | \$1,200

The Children's Area hosts activities, crafts, and entertainment for youth. Sponsor the Children's Area as a Supporting Partner. Sponsor is included on website, social media, and on signage at event. Sponsorship includes two tickets to the Airline Luncheon Garden Party.

PERFORMING ARTS STAGE SPONSOR | \$8,000

The Performing Arts Stage lasts two days and hosts the best performances from around the world and children's entertainment throughout the day. Sponsorship includes naming rights, product placement, and speaking opportunity.

Includes a Gable Azalea Event Sponsorship marketing and ticketing benefits package!

STREET FAIR ACTIVATION SPONSOR | \$4,000

As an Activation Sponsor you will receive recognition with other sponsors on the Festival website. Sponsors are included in the Street Fair press release, listed with link on Street Fair website page and Street Fair Facebook Event page, receive a 10x10 booth with preferred placement at Street Fair, and are included in a social media post.

Includes an Evergreen Sponsorship marketing and ticketing benefits package!





PARADE SPONSORSHIPS | ALL LEVELS

PARADE TITLE SPONSOR | \$35,000

The Azalea Festival Parade is one of southeastern NC's largest annual events. The Parade flows through the heart of downtown Wilmington. Parade Title Sponsor is recognized in all Parade communications, logo is incorporated into broadcasts, as well as any sponsor-produced promo. You also will have a special Parade entry!

Includes an Encore Event Sponsorship marketing and ticketing benefits package!

PARADE HOST SPONSOR | \$15,000

The North Carolina Azalea Festival Parade is televised live and aired across the state on UNC-TV. Parade Host receives recognition in Parade broadcasts with logo at the beginning and end, signage on site, speaking opportunity or pre-recorded commercial during broadcast, special Parade entry, and eight Reviewing Stand Tickets.

Includes a Glen Dale Azalea Event Sponsorship marketing and ticketing benefits package!

PARADE DIAMOND PARTNER | \$8,000

The Parade is televised live and aired across the state on UNC-TV. Parade partner receives a special Parade entry, signage on site, recognition in broadcasts, speaking opportunity or pre-recorded commercial, and six Reviewing Stand Tickets.

Includes a Gable Azalea Event Sponsorship marketing and ticketing benefits package!

PARADE REVIEWING STAND SPONSOR | \$8,000

Celebrity guests and dignitaries (~300 people) view the Parade from the Reviewing Stand. Sponsorship includes naming rights, two 3x10 banners, table or display in the area, and eight Reviewing Stand Tickets.

Includes a Gable Azalea Event Sponsorship marketing and ticketing benefits package!

MARCHING BAND TRAVEL SPONSOR | \$4,000

Marching Bands need help to travel for Parades, even locally. Funds are donated or raised for students to march in the Parade. This package includes logo on banners throughout the Parade and four Reviewing Stand Tickets. Not ready to sponsor all Marching Bands? Support one band for \$500!

Full sponsorship includes an Evergreen Sponsorship marketing and ticketing benefits package!

PARADE PLATINIUM PARTNER | \$4,000

The Parade is televised live and aired across the state on UNC-TV. As a Platinum Partner you will receive a 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.

Includes an Evergreen Sponsorship marketing and ticketing benefits package!

PARADE MARKETING BOOTH SPONSOR | \$4,000

Sponsors have exclusive access to prime area on Parade Route across from Reviewing Stand to promote or sell products during the Parade. Sponsorship includes a 10x10 tent, banner with business name/logo, and ability to distribute info, promotional items, and/or sell products (no open food products allowed).

Includes an Evergreen Sponsorship marketing and ticketing benefits package!

PARADE BLEACHER SPONSOR | \$4,000

Sponsor receives recognition on site at all bleacher locations, logo on all bleacher tickets, name recognition on the Parade website page and in live and TV broadcasts at beginning and end of Parade, a 10x10 area on site for marketing, and six Reviewing Stand tickets.

Includes an Evergreen Sponsorship marketing and ticketing benefits package!

PARADE SPONSORSHIPS | ALL LEVELS

HALF GIANT COLD AIR BALLOON SPONSOR | \$2,000

Sponsor what has become the biggest hit at the Parade! Partnership includes one 3x10 shared banner with your company logo in front of the cold air balloon, and a product sampling opportunity along the Parade route. Each Parade balloon may be shared by two different sponsors. Includes two Parade Reviewing Stand and two Airlie Luncheon Garden Party tickets. For a Helium Parade Balloon contact events@ncazaleafestival.org for more details.

FRIEND OF THE PARADE GOLD | \$1,000

Be a part of this historic event and receive name recognition on event page on website, Facebook, and promotional material, shared banner at event, and social media post. Also receive four Festival Concert tickets to a concert of your choice and two tickets to the Airlie Luncheon Garden Party.

FRIEND OF THE PARADE SILVER | \$600

Be a part of this historic and exciting event and receive name recognition on event page on website, Facebook, and promotional material, on shared banner at event, and social media post. Also receive four Festival Concert tickets to a concert of your choice.

FRIEND OF THE PARADE BRONZE | \$250

Be a part of this historic and exciting event and receive name recognition on event page on website, Facebook, and promotional material, on shared banner at event, and social media post.





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

The Youth Art Contest and Middle School Writing Contest are two annual contests showcasing the amazing artistic and writing talents of the youth in our community. Over 500 students participate annually. Sponsorship includes naming rights to both contests, sponsor logo on contest applications, and speaking opportunities at the gallery opening.

EVERGREEN SPONSOR BENEFITS

LOGO WITH LINK ON FESTIVAL WEBSITE

The Festival website exceeds 700,000 page views annually.

LISTING ON FESTIVAL NEWSLETTER

Over 200,000 e-Newsletters are OPENED annually.

SOCIAL MEDIA TARGETED FOR SPONSORED EVENT

Inclusion in one (1) tagged post.

FESTIVAL SPONSOR RECOGNITION IN FOLLOW UP THANK YOU POST

SPONSOR RECOGNITION SIGNAGE

Listing on banner at Street Fair, Event, and other Festival events.

SPEAKING OPPORTUNITY AT SPONSORED EVENT

RECOGNITION ON SITE AT EVENT

RECOGNITION ON EVENT PAGES (WEBSITE, OTHER)

RECOGNITION IN PROMOTION RELATED TO YOUR SPONSORED EVENT

TICKET PACKAGE

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

ADDITIONAL YOUTH ART & WRITING CONTEST SPONSORSHIPS:

SPONSOR LEVEL	GOLD LEVEL SPONSOR \$1,000	SILVER LEVEL SPONSOR \$750	BRONZE LEVEL SPONSOR \$350
LISTING ON NCAF WEBSITE ON 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 RESERVED SEATS		4 TICKETS	

BOXING COMPETITION TITLE SPONSOR | \$4,000 LEVEL

The Boxing Competition Title Sponsor Package is an opportunity for a business or individual looking to support this community event, get access to marketing and networking opportunities, and an inclusive ticket package. Additional sponsorship packages are available for businesses or individuals 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.

BOXING COMPETITION TITLE SPONSOR BENEFITS

TITLE SPONSORSHIP OF EVENT
LOGO WITH LINK ON FESTIVAL WEBSITE

LISTING ON FESTIVAL ENEWSLETTER
Over 200,000 e-Newsletters are OPENED annually.

SOCIAL MEDIA TARGETED FOR SPONSORED EVENT
Inclusion in one (1) tagged post.

PROMINENT TABLE AT EVENT

LOGO RECOGNITION ON SIGNAGE AT EVENT
Prominent logo on shared banner

SPEAKING OPPORTUNITY AT EVENT

RECOGNITION ON SITE AT EVENT

RECOGNITION ON EVENT PAGES (WEBSITE, OTHER)

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

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 NCAF BOXING WEBSITE	*	*	*		
LOGO ON SHARED BANNER AT EVENT	*	*	*	*	*
INCLUSION IN EVENT SOCIAL MEDIA POST	*	*	*	*	*
AIRLIE LUNCHEON GARDEN PARTY TICKETS	2 TICKETS	2 TICKETS			
FESTIVAL CONCERT TICKETS RESERVED	8 TICKETS	6 TICKETS	6 TICKETS	4 TICKETS	2 TICKETS

SCHOLARSHIP PAGEANT SPONSORSHIPS

The Scholarship Pageant is an annual event for high school juniors where over \$12,000 is given out in scholarships and one young woman receives the title of Azalea Festival Princess. Contestants also participate in a two month-long professional development course in the process of preparing for the Pageant.

SCHOLARSHIP PAGEANT GABLE SPONSORSHIPS | \$8,000

SCHOLARSHIP PAGEANT GABLE SPONSOR BENEFITS

TITLE SPONSORSHIP OF EVENT

LOGO WITH LINK ON FESTIVAL PAGEANT WEBSITE PAGE

The Festival website exceeds 700,000 page views annually.

PROMINENT 10X10 SPACE AT EVENT

SOCIAL MEDIA FOR EVENT

Inclusion in one (1) tagged post.

LOGO RECOGNITION ON SIGNAGE AT EVENT

Prominent logo on shared banner

LISTING ON FESTIVAL E-NEWSLETTER

SPEAKING OPPORTUNITY AT EVENT

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 LIMITED EDITION FRAMED COMMEMORATIVE PRINT 2 TICKETS <i>Chefs' Showcase</i>





SCHOLARSHIP PAGEANT HOST EVERGREEN SPONSOR | \$4,000

— OR —

SCHOLARSHIP PAGEANT PROGRAM BOOK EVERGREEN SPONSOR | \$4,000

SCHOLARSHIP PAGEANT EVERGREEN SPONSOR BENEFITS

- LOGO ON PAGEANT WEBSITE

10X10 SPACE AT EVENT
- LOGO ON BANNER AT EVENT

SPEAKING OPPORTUNITY AT EVENT
- SOCIAL MEDIA FOR EVENT
Inclusion in one (1) tagged post.

RECOGNITION ON SITE AT EVENT

TICKET PACKAGE

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

ADDITIONAL SCHOLARSHIP PAGEANT SPONSORSHIPS:

SPONSOR LEVEL	PLATINUM CROWN SPONSOR \$1,000	GOLD CROWN SPONSOR \$750	SILVER CROWN SPONSOR \$500	BRONZE CROWN SPONSOR \$250
LOGO ON PAGEANT WEBSITE PAGE	*	*	*	*
LOGO ON SHARED BANNER AT EVENT	*	*	*	*
SOCIAL MEDIA SHARED POST FOR EVENT	*	*	*	*
SCHOLARSHIP PAGEANT PROGRAM AD	FULL PAGE	HALF PAGE	QUARTER PAGE	EIGHTH PAGE
LISTING IN FESTIVAL E NEWSLETTER	*			
LOGO ON PRINCESS AUTOGRAPH PAD	*			
SCHOLARSHIP PAGEANT TICKETS	8 TICKETS	6 TICKETS	4 TICKETS	2 TICKETS
AIRLIE LUNCHEON GARDEN PARTY TICKETS	2 TICKETS			
FESTIVAL CONCERT TICKETS RESERVED	4 TICKETS	4 TICKETS	2 TICKETS	



QUEEN'S COURT EVERGREEN SPONSOR | \$4,000 LEVEL

Queen's Court members are historic Azalea Royalty and elite Miss North Carolina candidates. Members are selected based on merit and achievements in the preliminary Miss America competitions and are escorted by high-ranking cadets from Military Academies.

QUEEN'S COURT SPONSOR BENEFITS

LOGO WITH LINK ON WEBSITE

LISTING ON E NEWSLETTER

MEET & GREET WITH QUEEN AND COURT

Includes professional photo at Coronation

SOCIAL MEDIA RECOGNITION

*Inclusion in one tagged post from NCAF and up to eight additional posts from Queen's Court members.**

LOGO RECOGNITION ON SIGNAGE AT COURT EVENTS

**Pending Court Members' prior contracts*

SPEAKING OPPORTUNITY AT CORONATION

RECOGNITION AT COURT EVENTS

RECOGNITION ON EVENT PAGES (WEBSITE, OTHER)

PRIORITY SEATING AT CORONATION

TICKET PACKAGE

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

ADDITIONAL QUEEN'S COURT SPONSORSHIPS:

SPONSOR LEVEL	PLATINUM CROWN SPONSOR \$1,000	GOLD CROWN SPONSOR \$750	SILVER CROWN SPONSOR \$500	BRONZE CROWN SPONSOR \$250
LOGO ON CORONATION BANNER	*	*	*	*
LISTING IN COURT ANNOUNCEMENT	*	*	*	*
PRIORITY SEATING AT CORONATION	*			
PROFESSIONAL PHOTO WITH COURT	*	*		
INCLUSION IN EVENT SOCIAL MEDIA POST	*	*	*	*
QUEEN'S DANCE PARTY TICKETS	2 TICKETS			
AIRLIE LUNCHEON GARDEN PARTY TICKETS	2 TICKETS			
FESTIVAL CONCERT TICKETS RESERVED	2 TICKETS	2 TICKETS		

JINGLE IN THE PARK TITLE SPONSOR | \$4,000 LEVEL

Celebrate the Holidays with NCAF! In association with Cape Fear Volunteer Center (CFVC), Jingle in the Park is the best Holiday Party in town!

JINGLE IN THE PARK TITLE SPONSOR BENEFITS

TITLE SPONSORSHIP OF EVENT	FESTIVAL SPONSOR RECOGNITION IN FOLLOW-UP THANK YOU AD	RECOGNITION ON EVENT PAGES (WEBSITE, OTHER)
LOGO ON AZALEA FESTIVAL WEBSITE	SOCIAL MEDIA RECOGNITION FOR EVENT	RECOGNITION IN PROMOTION RELATED TO EVENT
LISTING ON FESTIVAL E-NEWSLETTER	SPEAKING OPPORTUNITY AT EVENT	PROMINENT 10X10 SPACE AT EVENT
CORPORATE BANNER AND SPONSOR RECOGNITION	RECOGNITION ON SITE AT EVENT	

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 4 TICKETS <i>CFVC Children's Tea</i>

ADDITIONAL JINGLE IN THE PARK SPONSORSHIPS:

SPONSOR LEVEL	SANTA SPONSOR \$1,000	MRS. CLAUSE SPONSOR \$750	ELF SPONSOR \$500	RUDOLPH BOOTH SPACE \$250
PLACEMENT ON NCAF AND CFVC WEBSITES	LOGO	LISTING	LISTING	
PLACEMENT ON SIGNAGE AT EVENT	LOGO	LOGO	LISTING	
10X10 SPACE AT EVENT	*	*	*	*
INCLUSION IN EVENT SOCIAL MEDIA POST	*	*	*	
JINGLE IN THE PARK TICKETS	8 TICKETS	4 TICKETS	4 TICKETS	
CFVC CHILDREN'S TEA TICKETS	2 TICKETS	2 TICKETS		
AIRLIE LUNCHEON GARDEN PARTY TICKETS	2 TICKETS			



AZALEA SUN RUN 5K PRESENTING SPONSOR | \$4,000 LEVEL

The Azalea Sun Run 5k is a timed race ON the beach. Following the race, we will host the After Sun Run Fun Event for runners. All runners will receive a special discount included in their registration!

AZALEA SUN RUN 5K SPONSOR BENEFITS

LOGO WITH LINK ON WEBSITE

LISTING ON E NEWSLETTER

LOGO RECOGNITION ON
SIGNAGE AT EVENT

FESTIVAL SPONSOR
RECOGNITION IN FOLLOW-UP
THANK YOU AD

SPEAKING OPPORTUNITY AT
EVENT

SOCIAL MEDIA RECOGNITION

RECOGNITION ON PROMOTION
RELATED TO EVENT

RECOGNITION ON EVENT PAGES
(WEBSITE, OTHER)

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 (option to purchase an additional 8 while supplies last)</i>	2 TICKETS <i>Parade Bleachers</i>	1 LIMITED EDITION COMMEMORATIVE PRINT
2 TICKETS <i>Concert A in Seated Section</i>	2 TICKETS <i>Concert B in Seated Section</i>	2 TICKETS <i>Patrons' Party Gala</i>	

ADDITIONAL AZALEA SUN RUN 5K SPONSORSHIPS:

SPONSOR LEVEL	GOLD SPONSOR \$750	SILVER SPONSOR \$500	BRONZE SPONSOR \$250
RECOGNITION ON EVENT WEBPAGE	LOGO	LISTING	LISTING
LOGO ON SHAREED SIGNAGE AT EVENT	*	*	*
RECOGNITION ON ONE SOCIAL MEDIA POST, E-NEWSLETTER, AND FACEBOOK EVENT PAGE	LOGO	LOGO	LISTING
RACE ENTRIES	4 ENTRIES	2 ENTRIES	2 ENTRIES
AIRLIE LUNCHEON GARDEN PARTY TICKETS	2 TICKETS		
FESTIVAL CONCERT TICKETS RESERVED		2 TICKETS	



TUNES & BLOOMS EVERGREEN HOST | \$4,000 LEVEL

The Tunes & Blooms Music Festival is the must be place to catch great music all day. It is a FREE event that hosts a variety of local and regional bands and musical artists.

TUNES & BLOOMS EVERGREEN SPONSOR BENEFITS

LOGO WITH LINK ON WEBSITE

LISTING ON E NEWSLETTER

LOGO RECOGNITION ON
SIGNAGE AT EVENT

FESTIVAL SPONSOR
RECOGNITION IN FOLLOW-UP
THANK YOU AD

SPEAKING OPPORTUNITY AT
EVENT

SOCIAL MEDIA RECOGNITION

RECOGNITION ON PROMOTION
RELATED TO EVENT

RECOGNITION ON EVENT PAGES
(WEBSITE, OTHER)

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

ADDITIONAL SPONSORSHIPS:

SPONSOR LEVEL	GOLD SPONSOR \$750	SILVER SPONSOR \$500	BRONZE SPONSOR \$250
RECOGNITION ON EVENT WEBPAGE	LOGO	LOGO	LISTING
LOGO ON SHAREED SIGNAGE AT EVENT	*	*	*
RECOGNITION ON ONE SOCIAL MEDIA POST, E-NEWSLETTER, AND FACEBOOK EVENT PAGE	LOGO	LOGO	LISTING
AIRLIE LUNCHEON GARDEN PARTY TICKETS	2 TICKETS		
FESTIVAL CONCERT TICKETS RESERVED	4 TICKETS	4 TICKETS	



AZALEA SPRING FASHION SHOW SPONSOR | \$8,000 LEVEL

The Azalea Spring Fashion Show will feature looks inspired by Festival events from local boutique shops. After the show attendees can shop the vendors' racks and purchase items. Attendees will also receive special discounts from the shops.

AZALEA SPRING FASHION SHOW SPONSOR BENEFITS

LOGO WITH LINK ON WEBSITE	INCLUSION IN SOCIAL MEDIA FOR EVENT	RECOGNITION ON SITE AT EVENT
LISTING ON ENEWSLETTER	LOGO RECOGNITION ON SIGNAGE AT EVENT	RECOGNITION IN ALL EVENT PROMOTION
RECOGNITION ON EVENT PAGES (WEBSITE, OTHER)	SPEAKING OPPORTUNITY AT EVENT	

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 LIMITED EDITION FRAMED COMMEMORATIVE PRINT 2 TICKETS <i>Chefs' Showcase</i>

ADDITIONAL SPONSORSHIPS:

SPONSOR LEVEL	GOLD SPONSOR \$750	SILVER SPONSOR \$500	BRONZE SPONSOR \$250
RECOGNITION ON FASHION SHOW WEBPAGE	LOGO	LISTING	LISTING
LOGO ON SHARED SIGNAGE AT EVENT	*	*	*
RECOGNITION ON ONE SOCIAL MEDIA POST, E-NEWSLETTER, AND FACEBOOK EVENT PAGE	LOGO	LOGO	LISTING
SPRING FASHION SHOW TICKETS	2 TICKETS	2 TICKETS	2 TICKETS
AIRLIE LUNCHEON GARDEN PARTY TICKETS	2 TICKETS		
FESTIVAL CONCERT TICKETS RESERVED		2 TICKETS	



QUEEN'S DANCE PARTY EVERGREEN SPONSOR | \$4,000

The Queen's Dance Party is a special celebrating of visiting queens and friends which includes heavy hors d'oeuvres and dancing. In attendance is Queen Azalea, Miss North Carolina, and the Queen's Court and Princess Court.

QUEEN'S DANCE PARTY EVERGREEN SPONSOR BENEFITS

LOGO WITH LINK ON WEBSITE

LISTING ON E NEWSLETTER

LOGO RECOGNITION ON
SIGNAGE AT EVENT

FESTIVAL SPONSOR
RECOGNITION IN FOLLOW-UP
THANK YOU AD

SPEAKING OPPORTUNITY AT
EVENT

SOCIAL MEDIA RECOGNITION

RECOGNITION ON PROMOTION
RELATED TO EVENT

RECOGNITION ON EVENT PAGES
(WEBSITE, OTHER)

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

ADDITIONAL QUEEN'S DANCE PARTY SPONSORSHIPS:

SPONSOR LEVEL	GOLD SPONSOR \$750	SILVER SPONSOR \$500	BRONZE SPONSOR \$250
RECOGNITION ON EVENT WEBPAGE	LOGO	LOGO	LISTING
LOGO ON SHAREED SIGNAGE AT EVENT	*	*	*
RECOGNITION ON ONE SOCIAL MEDIA POST, E-NEWSLETTER, AND FACEBOOK EVENT PAGE	LOGO	LOGO	LISTING
QUEEN'S DANCE PARTY TICKETS	4 TICKETS	2 TICKETS	2 TICKETS
AIRLIE LUNCHEON GARDEN PARTY TICKETS	2 TICKETS		
FESTIVAL CONCERT TICKETS RESERVED	2 TICKETS	2 TICKETS	

