



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 | \$50,000

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 customizable ticket package and marketing benefits.

FESTIVAL CONCERT SERIES SPONSOR VIP PERKS

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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

ENCORE AZALEA SPONSOR MARKETING BENEFITS

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 customizable ticket package and marketing benefits.

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 for your guests.

BRANDED CUPS

Branded cups at event for all attendees

PREMIERE SPONSOR TENT

Customized display design or tent with special features within this event open to all event attendees.

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 SPONSOR MARKETING BENEFITS





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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 SPONSOR MARKETING BENEFITS





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 tied in Parade marketing. 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 250,000 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 900,000 page views annually.

LOGO ON FESTIVAL E-NEWSLETTER

400,000+ 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



ENCORE AZALEA EVENT SPONSOR | \$35,000 LEVEL

TICKET PACKAGE

THURSDAY FESTIVAL WEEK	FRIDAY FESTIVAL WEEK	SATURDAY FESTIVAL WEEK	OTHER
<p>10 TICKETS <i>Celebrity Reception</i></p> <p>10 TICKETS <i>Concert A with VIP Access</i></p>	<p>20 TICKETS <i>VIP Access Airlie Luncheon Garden Party (option to purchase an additional 40 while supplies last)</i></p> <p>10 TICKETS <i>Concert B with VIP Access</i></p>	<p>4 TICKETS <i>Parade Reviewing Stand with VIP Preferred Parking</i></p> <p>12 TICKETS <i>Patrons' Party Gala</i></p>	<p>1 FRAMED LIMITED EDITION COMMEMORATIVE PRINT</p> <p>FESTIVAL SWAG</p> <p>6 TICKETS <i>Chefs' Showcase</i></p>



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/special activation, 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/special activation, 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 900,000 page views annually.

LISTING ON FESTIVAL E-NEWSLETTER

400,000+ Festival e-Newsletters are opened annually.

SPONSOR RECOGNITION SIGNAGE

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



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 ALLEY

Azalea Alley is the newest area of the Street Fair, hosting a bar, live musical acts, and other fun activities. This family-friendly area gives guests a break from the sun, a cold drink, and a continuous stream of live entertainment. Sponsorship includes naming sponsorship of the area, logo on signage on site, and Festival Fun Guide callout.

AZALEA SPRING FASHION SHOW EVENT PRESENTING SPONSOR

Sponsor is included in event 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, and provide branded bags. Includes 8 VIP tickets.

AZALEA SUN RUN 5K PRESENTING SPONSOR

The Azalea Festival Sun Run is a timed 5k. Sponsorship includes logo on the race website and registration page, and official race T-shirt. Presenting Sponsor is included in event promo.

CELEBRITY RECEPTION WELCOME SPONSOR

Sponsor is recognized at entry, 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, on stage, program, 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 all free 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. Festival will provide sponsor flags for on site. 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, in Parade commentary, and in 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 900,000 page views annually.

LISTING ON FESTIVAL E-NEWSLETTER

Over 400,000+ e-Newsletters are OPENED annually.

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
<p>4 TICKETS <i>Celebrity Reception</i></p> <p>4 TICKETS <i>Concert A in Seated Section</i></p>	<p>6 TICKETS <i>Airlie Luncheon Garden Party (option to purchase an additional 30 while supplies last)</i></p> <p>4 TICKETS <i>Concert B in Seated Section</i></p>	<p>4 TICKETS <i>Parade Bleachers</i></p> <p>4 TICKETS <i>Patrons' Party Gala</i></p>	<p>1 FRAMED LIMITED EDITION COMMEMORATIVE PRINT</p> <p>2 TICKETS <i>Chefs' Showcase</i></p>



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

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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.

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 VIP 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, speaking opportunity, and logo on Azalea Sweep t-shirts.

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 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, program, 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, program, 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.