



## 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 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

## TICKET PACKAGE

THURSDAY FESTIVAL WEEK	FRIDAY FESTIVAL WEEK	SATURDAY FESTIVAL WEEK	OTHER
<b>10 TICKETS</b> <i>Celebrity Reception</i>	<b>20 TICKETS</b> <i>Airlie Luncheon Garden Party with VIP access (may purchase additional 40 while supplies last)</i>	<b>4 TICKETS</b> <i>Parade Reviewing Stand with VIP Preferred Parking</i>	<b>1 FRAMED LIMITED EDITION COMMEMORATIVE PRINT</b>
<b>10 TICKETS</b> <i>Concert A with VIP Access</i>	<b>10 TICKETS</b> <i>Concert B with VIP Access</i>	<b>12 TICKETS</b> <i>Patrons' Party Gala</i>	<b>FESTIVAL SWAG</b>
			<b>6 TICKETS</b> <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  
900,000 page views annually.*

#### SPONSOR RECOGNITION SIGNAGE

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

#### LISTING ON FESTIVAL E-NEWSLETTER

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



### TICKET PACKAGE

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



### TICKET PACKAGE

THURSDAY FESTIVAL WEEK	FRIDAY FESTIVAL WEEK	SATURDAY FESTIVAL WEEK	OTHER
<b>4 TICKETS</b> <i>Celebrity Reception</i>	<b>6 TICKETS</b> <i>Airlie Luncheon Garden Party (option to purchase an additional 30 while supplies last)</i>	<b>4 TICKETS</b> <i>Parade Bleachers</i>	<b>1 FRAMED LIMITED EDITION COMMEMORATIVE PRINT</b>
<b>4 TICKETS</b> <i>Concert A in Seated Section</i>	<b>4 TICKETS</b> <i>Concert B in Seated Section</i>	<b>4 TICKETS</b> <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
<b>2 TICKETS</b> <i>Celebrity Reception</i>	<b>2 TICKETS</b> <i>Airlie Luncheon Garden Party (option to purchase an additional 8 while supplies last)</i>	<b>2 TICKETS</b> <i>Parade Bleachers</i>	<b>1 LIMITED EDITION COMMEMORATIVE PRINT</b>
<b>2 TICKETS</b> <i>Concert A in Seated Section</i>	<b>2 TICKETS</b> <i>Concert B in Seated Section</i>	<b>2 TICKETS</b> <i>Patrons' Party Gala</i>	

### 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 | \$250

*Your company logo and link on our website.*

#### SOCIAL MEDIA TAGGED POSTS | \$500

*Three social media mentions to over 65,000 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 65,000 followers view your post and may include a link. Provide your own materials or have us design a graphic for an additional \$100.*

#### FESTIVAL FUN GUIDE | \$50

*Our newly designed Festival Fun Guide is a mobile map, housed on the Festival Website (900,000+ annual views), that highlights all Festival events and paid ads. This map will also be on giant signage at the Street Fair.*

#### 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, when everyone is at their finest!*

#### E-NEWSLETTER MENTION | \$250

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

#### DIGITAL BILLBOARD AD | \$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.*