



## 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 PLATINUM 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, a 10x10 area on site for marketing, and six Reviewing Stand tickets.*

*Includes an Evergreen Sponsorship marketing and ticketing benefits package!*



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### PARADE BALLOON SPONSORSHIPS | VARIES

*Sponsor what has become the biggest hit at the Parade; giant Parade balloons! With only a few balloons in the Parade, they are the standout of the entire morning. Sponsor will work with the Festival to choose the balloon character they want – we are often able to tie it to the sponsor business or industry. See pg 40 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.*

