

STREET FAIR SPONSORSHIPS | ALL LEVELS

STREET FAIR TITLE SPONSOR | \$35,000

Approximately 250,000 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!

AZALEA ALLEY | \$8,000

Azalea Alley is the newest area of the Street Fair, hosting a bar, live music 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.

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

* For additional Azalea Alley activations see page 41

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.

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!



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!

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!

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 Airlie Luncheon Garden Party.

