

PIN PALS PROGRAM



PIN PALS PROGRAM PIN PARTNER BENEFITS*:

- THE NORTH CAROLINA AZALEA FESTIVAL WILL PROVIDE DIGITAL MARKETING FOR THE PIN PALS PROGRAM
- YOUR LOGO ON AZALEA FESTIVAL WEBSITE ON PIN PALS PROGRAM PAGE
- YOUR COMPANY LISTED IN AT LEAST ONE SOCIAL MEDIA POST ADVERTISING YOUR DISCOUNT
Over 60,000 followers on NCAF social media
- LISTING OF EACH BUSINESS AND THEIR DISCOUNT PROVIDED TO ALL SPONSORS IN THEIR SPONSOR PACKAGE
Sponsorship Packages are provided to Sponsors one week prior to the Festival

- INCLUSION IN AN EMAIL NEWSLETTER SENT TO OVER 22,000 FESTIVAL EMAIL SUBSCRIBERS
- 20% OFF AN AD IN THE AZALEA FESTIVAL FUN GUIDE
The Festival Fun Guide is an online map of the downtown area Festival events. Ads/locations will also be featured on large signage at the Street Fair displaying the map (purchased downtown businesses' locations will be shown).
- INCREASED BUSINESS TRAFFIC AND BUSINESS PROMOTION THROUGH FESTIVAL PARTNERSHIP

- ENTRY INTO FIVE DRAWINGS FOR AN OPPORTUNITY TO WIN ONE OF THE FOLLOWING AZALEA FESTIVAL EVENT TICKET PACKAGES:
 - 2 Drawings for 2 Garden Party Tickets (a value of \$420)
 - 3 Drawings for 2 Azalea Festival Concert Tickets (a value of \$100)

* Benefits subject to modification.



Presented By

SIGN UP TO BE A PIN PALS PROGRAM PIN PARTNER

COMPANY: _____ DATE: _____

CONTACT: _____ PHONE: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

EMAIL: _____ FAX: _____

AUTHORIZED SIGNATURE: _____ TITLE: _____

YOUR PLEDGED DISCOUNT COMMITMENT: _____

EXAMPLE DISCOUNTS:

- 20% Off Your Purchase
- Buy One Sandwich Get One Free (or Half Off)
- \$1 Off Your Purchase
- Half off 1st Month of Membership
- Free Cookie with Dinner Purchase
- 10% Off Any Tours
- Kids Eat Free with Purchase
- Free Hotel Upgrade with Purchase

COMPANY LOGO MUST BE EMAILED TO INFO@NCAZALEAFESTIVAL.ORG TO BE INCLUDED IN ANY MARKETING

UPGRADE TO PRIZE SPONSOR

"Prize Sponsor" will be a business that signs up for our Pin Program; offers a discount for all customers as well as a high-value prize (\$250) for winner's packages as determined by NCAF. Prize Sponsor will receive name recognition in prize listing, as well as two free Festival Concert Tickets of Choice.