



## EVERGREEN EVENT SPONSOR | \$4,500 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 PRESENTING 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 ALLEY PRESENTING STAGE SPONSOR

*The Azalea Alley Stage Sponsorship puts your brand at the center of the fun. This stage hosts local music groups and keeps the energy alive in Azalea Alley, the Festival Street Fair's beer and wine garden. Sponsorship includes presenting rights, recognition on signage, webpage, speaking opportunities, and a booth space in Azalea Alley.*

### AZALEA FESTIVAL YOUTH COMMITTEE (AFYC) PRESENTING 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 PRESENTING 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 PRESENTING 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 PRESENTING 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.*

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### FESTIVAL CONCERT PATRON SPONSOR

A slight upgrade from the Patrons' Package, the Festival Concert Patron Sponsorship includes two (2) 10x3 banners hung at the Festival Concert Series. This partnership includes four extra tickets to each concert in seated section.

### FESTIVAL FUN GUIDE SPONSOR

Sponsor receives logo recognition on online map of the downtown area Festival events, that is housed on the Festival website which receives over 600,000 pageviews annually. Sponsor receives name recognition on all marketing/publicity, including large signage at the Street Fair displaying the map.

### FIREWORKS PRESENTING SPONSOR

The Festival Fireworks are presented over the Cape Fear River on Saturday night of the Festival. Partnership includes naming rights and company logo on marketing regarding the fireworks.

### OFFICIAL ARTWORK PRESENTING SPONSOR

The Official Artwork is commissioned each year by the Festival. This special piece of art is then printed and sold to the public and given as a gift to all sponsors and volunteers. Sponsorship includes recognition on promotion of the piece and on site at the unveiling. Sponsor also may place a promotional flyer or other type of printed marketing item in each sleeve.

### PARADE BLEACHER PRESENTING SPONSOR

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.

### PARADE PLATINUM PARTNER SPONSOR

Platinum Partners 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.

### PAST PRESIDENTS' PARTY PRESENTING SPONSOR

The Past Presidents' Party Sponsor is able to promote to Past Presidents and Invited Guests of the Festival and distribute sponsor-produced swag/gift. Sponsor receives recognition on party invitation, on event signage, and is included in President's remarks. Sponsorship includes naming rights to this event.

### PATRONS' PARTY HOST SPONSOR

The Patrons' Party is a black tie formal celebration on Saturday night of the Festival to celebrate our Festival sponsors and patrons. Sponsorship includes one reserved table with name recognition at the entry area and logo on formal invitations to Sponsors.





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### QUEEN'S CORONATION HOST SPONSOR

*The Queen's Coronation is a televised event by WWAY. As the Queen's Coronation Host Sponsor, you will be recognized on site at the Coronation as well as recognized in programming. Sponsor also receives six VIP tickets.*

### QUEEN'S DANCE PARTY PRESENTING SPONSOR

*The Queen's Dance Party is a special celebration of visiting queens and friends which includes heavy hors d'oeuvres and dancing. In attendance is Queen Azalea, Miss North Carolina, and the Queen's Court and Princess Court. Sponsorship includes title naming rights to event and 8 Queen's Dance Party tickets.*

### SCHOLARSHIP PAGEANT HOST SPONSOR

*The Scholarship Pageant is an annual event in which high school juniors compete for over \$12,000 in scholarships and the title of Azalea Festival Princess. The Host Sponsor is recognized with logo in Scholarship Pageant booklet and programming.*

### SCHOLARSHIP PAGEANT PEOPLE'S CHOICE CONTEST PRESENTING SPONSOR

*The Scholarship Pageant People's Choice Contest is an online fundraising tool to support scholarship funds. Sponsorship includes naming rights, speaking opportunity at event, booth space, and prominent logo placement on contest webpage, which had an estimated 45,000 total views over the duration of the contest.*

### SCHOLARSHIP PAGEANT PROGRAM BOOK SPONSOR

*The Scholarship Pageant Program features all contestants, pageant schedule, and other info about the event. Sponsorship includes recognition on the cover and premiere ad space. Sponsor also receives recognition in introduction with special thanks.*

### STREET FAIR OR CHILDREN'S AREA SPONSOR

*The Street Fair is our largest public event and has opportunities to sponsor one of our many areas. Reach out to learn more on specific areas this year and how we can integrate your brand in the Street Fair. See page 23 for additional details.*

### TUNES & BLOOMS HOST SPONSOR

*Tunes & Blooms is the must be place to listen to local bands for FREE all day. Sponsorship includes logo on Event website, banners and promotion related to the event.*

### VOLUNTEER PROGRAM PRESENTING SPONSOR

*Over 1,000 volunteers execute Festival events each year. Sponsorship includes logo on T-shirts for the volunteer chairs (approximately 150 people), an ad in the volunteer chair E-newsletter that goes out (approximately 10 a year), speaking opportunity at the Volunteer Appreciation Party, an opportunity to speak at two operational committee meetings, and logo on Festival volunteer business cards.*

### YOUTH ART & MIDDLE SCHOOL WRITING CONTEST PRESENTING SPONSOR

*The Youth Art & Middle School Writing Contest are two annual contests showcasing the amazing artistic and writing talents of the youth in our community. Over 500 students display their artistic skills in the contests annually. Sponsorship includes naming rights to both contests, sponsor logo on contest applications, and speaking opportunities at the gallery opening.*

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## EVERGREEN SPONSOR BENEFITS

### LOGO WITH LINK ON FESTIVAL WEBSITE

*The Festival website exceeds 600,000 page views annually.*

### LISTING ON FESTIVAL E-NEWSLETTER

*Over 200,000+ 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) Festival produced tagged post on Instagram and Facebook*

### 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><b>2 TICKETS</b> <i>Celebrity Reception</i></p> <p><b>2 TICKETS</b> <i>Concert A in Seated Section</i></p>	<p><b>2 TICKETS</b> <i>Airlie Luncheon Garden Party (option to purchase an additional 8 while supplies last)</i></p> <p><b>2 TICKETS</b> <i>Concert B in Seated Section</i></p>	<p><b>2 TICKETS</b> <i>Parade Bleachers</i></p> <p><b>2 TICKETS</b> <i>Patrons' Party Gala</i></p>	<p><b>1 LIMITED EDITION COMMEMORATIVE PRINT</b></p>

