



**PRESENTING FESTIVAL SPONSOR | \$100,000**

Enjoy the highest level of visibility throughout the entire Festival, and be prominently recognized for supporting North Carolina’s premiere event. The Presenting Sponsor has naming rights to the Festival, the highest level of Festival-wide saturation across all events, industry exclusivity at this level, and a custom ticket and marketing package.

Presenting sponsorship includes complete Festival incorporation, inclusion at all Festival events and leading logo branding in all marketing. Festival staff will be at your disposal to design memorable one-of-a-kind branding experiences and brand touch points to attendees. Includes sponsor brand messaging sent to Festival email distribution lists. Bulk customizable ticket packages to events.

**PRESENTING FESTIVAL SPONSOR VIP PERKS**

**TWO HOTEL ROOMS**

*Rooms at host hotel for four (4) nights during the Festival (Wednesday–Saturday).*

**TRAVEL WITH OFFICIAL PARTY MOTORCADE TO ALL FESTIVAL EVENTS**

*Four (4) passes to travel with the Official Party Motorcade to all Festival events; escort vehicle and driver included.*

**MEET FESTIVAL CONCERT ENTERTAINERS BACKSTAGE**

*Four (4) passes to meet Festival Concert entertainers backstage for each show. Subject to Artist availability.*

**PRE-FESTIVAL VISIT FROM FESTIVAL PRINCESS**

**CUSTOMIZABLE TICKET PACKAGE**

**VISIT FROM QUEEN AZALEA**

*45 minute visit with Queen Azalea during Festival Week.*

**SLOGAN CAMPAIGN CREATION**

**FESTIVAL BLOG**

*Five (5) articles about your brand posted to the Festival Blog.*

**SOCIAL MEDIA**

*Three (3) multimedia posts created for you.*

**FESTIVAL CONCERT SERIES SPONSOR | \$50,000**

Be a part of the most rockin’ event of the Azalea Festival -the Festival Concert Series! Sponsorship includes naming rights to the Festival Concerts, countless activations inside the Concerts, and a Festival-wide customizable ticket package and marketing benefits.

**FESTIVAL CONCERT SERIES SPONSOR VIP PERKS**

**MEET FESTIVAL CONCERT ENTERTAINERS BACKSTAGE**

*Ten (10) passes to meet Festival Concert entertainers backstage for each show. Subject to Artist availability.*

**VIP AREA PASSES FOR 20 PEOPLE FOR EACH SHOW**

**LOGO ON BRANDED FLAGS AT ENTRANCE**

**LOGO ON ALL CONCERT TICKETS**

**BANNER RECOGNITION**

**CUSTOMIZABLE TICKET PACKAGE**

**ENCORE AZALEA SPONSOR MARKETING BENEFITS**

**MARKETING AND PROMOTION**

*Special customized booth for marketing and promotion purposes to attendees. Your team members to serve as greeters at event, handing out pre-approved sponsor merch.*

**AIRLIE LUNCHEON GARDEN PARTY SPONSOR | \$50,000**

THE signature Azalea Festival and Wilmington event of the year! Full integration into this prime market, targeting your business goals. This package includes naming rights, extensive logo usage, on-site activations, and more. Sponsorship also includes a Festival-wide customizable ticket package and marketing benefits.

**AIRLIE LUNCHEON GARDEN PARTY SPONSOR VIP PERKS**

**LIMO BUS FOR TRANSPORTATION**

*Limo bus for transportation to and from the event. Limo bus will pick up at one location and take you to the Cape Fear Garden Club Azalea Garden Tour Ribbon Cutting, where you will then travel in the Official Party Entourage to the Garden Party. Limo bus will be at your disposal until 5:00 pm.*

**PRIVATE SPONSOR TENT**

*Special private sponsor tent with seating at the event for your guests.*

**BRANDED CUPS**

*Branded cups at event for all attendees*

**PREMIERE SPONSOR TENT**

*Customized display design or tent with special features within this event open to all event attendees.*

**FLAG SIGNAGE AT ENTRANCE OF EVENT AND INSIDE**

**VIP CHECK-IN**

*VIP check-in at event with welcome cocktail and special lapel flower pin for all your guests.*

**CUSTOMIZABLE TICKET PACKAGE**

**ENCORE AZALEA SPONSOR MARKETING BENEFITS**





**ENCORE AZALEA EVENT SPONSOR | \$35,000 LEVEL**

The Encore Azalea Event Sponsorship Package is designed for a company looking to make an impact at the regional level. Marketing benefits and an inclusive ticket package provide an organic way to reach target markets in Wilmington and southeastern North Carolina. Premier marketing opportunities will be tailored to accomplish your organization’s needs. Sponsorship includes an Encore Azalea Event Sponsor Ticket Package and title naming rights to your event. The following opportunities are available at the Encore Azalea Event Sponsorship Level.

**PARADE TITLE SPONSOR**

*The Azalea Festival Parade continues to be one of Southeastern North Carolina’s largest annual event, with over 100,000 viewers each year. Our Parade route flows right through the heart of historic downtown Wilmington. As the Presenting Sponsor of the Parade your name will be tied in Parade marketing. Your logo will be incorporated into the live broadcast, as well as any sponsor-produced commercials. You also will have a special Parade entry!*

**STREET FAIR TITLE SPONSOR**

*It is estimated that 250,000 people attend the three-day Street Fair in Historic Downtown Wilmington. The Festival draws vendors, artisans, and performers from all over, and the crowds enjoy a show rich with history, culture, and entertainment. As the Presenting Sponsor of the Street Fair you will receive recognition on all materials intended for public and vendor consumption, signage and inclusion on site, and in any media or marketing material created for the Street Fair.*

**ENCORE AZALEA EVENT 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 600,000 page views annually.*

**LOGO ON FESTIVAL E-NEWSLETTER**

*200,000+ 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.*
- 1. Festival produced collaboration post*
- 2. Sponsor produced collaboration post. Content due to NCAF by Feb 1, 2026.*
- 3. Festival produced story Festival week.*

**RECOGNITION IN PROMOTION RELATED TO YOUR SPONSORED EVENT**



**ENCORE AZALEA EVENT SPONSOR | \$35,000 LEVEL**

**TICKET PACKAGE**

| THURSDAY FESTIVAL WEEK  | FRIDAY FESTIVAL WEEK  | SATURDAY FESTIVAL WEEK   | OTHER   |
|---|---|--|---|
| <p><b>10 TICKETS</b><br/><i>Celebrity Reception</i></p> <p><b>10 TICKETS</b><br/><i>Concert A with VIP Access</i></p> | <p><b>20 TICKETS</b><br/><i>VIP Access Airlie Luncheon Garden Party (option to purchase an additional 40 VIP tickets while supplies last)</i></p> <p><b>10 TICKETS</b><br/><i>Concert B with VIP Access</i></p> | <p><b>4 TICKETS</b><br/><i>Parade Reviewing Stand with VIP Preferred Parking</i></p> <p><b>12 TICKETS</b><br/><i>Patrons' Party Gala</i></p> | <p><b>1 FRAMED LIMITED EDITION COMMEMORATIVE PRINT</b></p> <p><b>FESTIVAL SWAG</b></p> <p><b>6 TICKETS</b><br/><i>Chefs' Showcase</i></p> |



## GLEN DALE AZALEA EVENT SPONSOR | \$15,500 LEVEL

The Glen Dale Azalea Event Sponsorship Package is designed for a company interested in sponsoring an event with a specific target market. Premier marketing opportunities will be tailored to accomplish your organization's needs. Sponsorship includes a Glen Dale Azalea Event Sponsor Ticket Package. The following opportunities are available at the Glen Dale Azalea Event Sponsorship Level.

### AIRLIE LUNCHEON GARDEN PARTY ACTIVATION SPONSOR

*Be part of the elegance at the Azalea Festival's signature event—The Garden Party. As an Activation Sponsor, you'll receive tent space in Airlie Gardens, offering prime visibility to a target demographic. Connect with attendees through on-site representatives and approved branded giveaways (e.g., mini sunscreens, mints).*

### AIRLIE LUNCHEON GARDEN PARTY GUEST SERVICES TENT SPONSOR

*Be a part of the success of the signature Festival event, the Garden Party. The Guest Services tent is right beside the traffic circle at Airlie, where the majority of Garden Party guests get ID'd and wrist banded. Opportunity to have branded business representatives on site in this tent, welcoming guests. Branded giveaways are permitted with prior Festival approval (mini sunscreens, band aids, lip balm, mints, etc.).*

### CELEBRITY RECEPTION PRESENTING SPONSOR

*The Celebrity Reception provides sponsors of the Festival a close and personal opportunity to see and meet Queen Azalea, Invited Guests, and other Festival Dignitaries. A relaxing luncheon on sprawling country club grounds, this event is the first VIP event of Azalea Festival weekend. Sponsorship includes naming rights to this event, product placement, VIP reserved tables, speaking opportunity, and your logo on event tickets.*

### CHEFS' SHOWCASE PRESENTING SPONSOR

*This Pre-Festival Event is an annual event to kick-off the North Carolina Azalea Festival. Sponsorship includes naming rights to event, product placement/special activation, VIP reserved table, and speaking opportunity.*

### PARADE HOST SPONSOR

*The North Carolina Azalea Festival Parade is televised live and aired on UNC-TV. As the Host Sponsor you will receive recognition on all broadcasts of Parade with logo at beginning and end of the broadcast, signage on site, speaking opportunity or pre-recorded commercial during broadcast, and a special entry in Parade with commentary. Includes eight Reviewing Stand Tickets.*

### PATRONS' GALA PRESENTING SPONSOR

*The Patrons' Gala is the grand finale for sponsors of the Azalea Festival ... a black-tie event filled with wonderful food displays and dancing to live music. Sponsorship includes naming rights to this event, product placement/special activation, VIP reserved table, speaking opportunity, and your logo on event tickets.*

## GLEN DALE AZALEA EVENT SPONSOR BENEFITS

### FESTIVAL PARADE FLOAT SHARED WITH ONE OTHER SPONSOR

### LOGO WITH LINK ON FESTIVAL WEBSITE

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

### LISTING ON FESTIVAL E-NEWSLETTER

*200,000+ Festival e-Newsletters are opened annually.*

### SPONSOR RECOGNITION SIGNAGE

*Listing on signage at Event and on signage at various other Festival events.*

### SOCIAL MEDIA TARGETED FOR SPONSORED EVENT

*Two (2) tagged posts.*

- 1. Festival produced collaboration post*
- 2. Festival produced shared post*

### SPEAKING OPPORTUNITY AT SPONSORED EVENT

### RECOGNITION ON SITE AT EVENT

### RECOGNITION ON EVENT PAGES (WEBSITE, OTHER)

### RECOGNITION IN PROMOTION RELATED TO YOUR SPONSORED EVENT



**GLEN DALE AZALEA EVENT SPONSOR | \$15,500 LEVEL**

**TICKET PACKAGE**

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



## GABLE AZALEA EVENT SPONSOR | \$8,500 LEVEL

The Gable Azalea Event Sponsorship Package is designed for a company interested in sponsoring an event with a specific target market. Sponsorship includes a Gable Azalea Event Sponsor Ticket Package. The following opportunities are available at the Gable Azalea Event Sponsorship Level.

### AZALEA ALLEY PRESENTING SPONSOR

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

### AZALEA SPRING FASHION SHOW EVENT PRESENTING SPONSOR

Sponsor is included in event promo. Logo is on signage, program, and website. May include QR code in program. Sponsor is recognized by emcee and may speak. Sponsor can sell merch, have 4 runway looks, give a gift in Swag Bags, and provide branded bags. Includes 8 VIP tickets.

### AZALEA SUN RUN 5K PRESENTING SPONSOR

The Azalea Festival Sun Run is a timed 5k. Sponsorship includes logo on the race website and registration page, and official race T-shirt. Presenting Sponsor is included in event promo.

### CELEBRITY RECEPTION WELCOME SPONSOR

Sponsor is recognized at entry, on stage, and website. Sponsor may provide a gift to attendees or place decor on tables at sponsor expense. Includes one table with Invited Guest of choice, professional photo with Guest, and logo on Sponsor invitations.

### CHEFS' SHOWCASE WELCOME SPONSOR

Greet guests with a welcome cocktail and be recognized on signage at entry, on stage, program, website, and socials. Sponsor may provide gift to attendees or place something on tables at sponsor expense. Receives one table with eight seats and Chef Meet and Greet prior to the event.

### CHILDREN'S AREA PRESENTING SPONSOR

The Children's Area is part of the Street Fair in downtown Wilmington with all free activities and entertainment. Includes area naming rights, branded area for your business, activity tied to your business, and speaking opportunities.

### FESTIVAL CONCERT ENTRANCE SPONSOR

Have your logo be the first thing concert guests see. Festival will provide sponsor flag for on site. Hand out merch and have your team in branded gear greeting 10,000+ people at the Festival Concerts.

### FESTIVAL CONCERT VIP AREA SPONSOR

Advertise to the Festival's VIPs/Major Sponsors in this private concert viewing area. Provide sponsor handouts for high-profile guests (~120 people each night). Includes 10 VIP passes to each show.

### FESTIVAL FUN GUIDE PRESENTING SPONSOR

Sponsor receives naming rights for the Festival Fun Guide, a map of the downtown area Festival events, that is housed on the Festival website which receives over 600,000 page views annually. Sponsor receives name recognition on all marketing/publicity, including large signage at the Street Fair displaying the map.

### INTERNATIONAL BLOOMS PRESENTING SPONSOR

International Blooms is a Festival program where we highlight a different country's culture each year. Sponsor receives recognition on all promotion, logo on website, Parade banner, in Parade commentary, and in International Blooms displays at Festival Events.

### PARADE DIAMOND PARTNER SPONSOR

The NCAF Parade is televised live and aired on UNC-TV. As a Parade Partner, receive a special entry in Parade, signage on site, recognition in all Parade broadcasts with logo at beginning and end, and opportunity to speak or play commercial. Also includes six Reviewing Stand Tickets.

### PARADE REVIEWING STAND PRESENTING SPONSOR

With over 100,000 viewers each year, the NCAF Parade is a tradition. Celebrity guests, dignitaries, and sponsors of the Festival receive the honor of viewing the Parade from the Reviewing Stand. Partnership opportunities include naming rights, two 3x10 banners, table or display in the area, and eight Reviewing Stand Tickets.

### PERFORMING ARTS STAGE PRESENTING SPONSOR

The Street Fair Performing Arts Stage is a 2-day, family-friendly celebration showcasing music, dance, and cultural traditions from around the world, including the vibrant Festival of Cultures and children's entertainment throughout the day. Partnership opportunities include naming rights, logo on banner, display tent, and speaking opportunities!



**GABLE AZALEA EVENT SPONSOR | \$8,500 LEVEL**

**QUEEN'S CORONATION PRESENTING SPONSOR**

*The Queen's Coronation is an event where Queen Azalea is officially crowned. In attendance are Festival Invited Guests and Board Members. After the Coronation there is a free meet and greet with our celebrities and Queen. Sponsorship includes naming rights, product placement, VIP reserved seats, and speaking opportunity on stage. This event is televised by WWAY.*

**SCHOLARSHIP PAGEANT PRESENTING SPONSOR**

*Junior high school students from area high schools compete in this annual Scholarship Pageant based on a private interview with judges, evening gown competition and on-stage presentation. The winner is the recipient of the Beverly Anne Jurgensen scholarship award. Sponsorship includes naming rights to this event, product placement, and speaking opportunity.*

**GABLE AZALEA EVENT 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 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>4 TICKETS</b><br/><i>Celebrity Reception</i></p> <p><b>4 TICKETS</b><br/><i>Concert A in Seated Section</i></p> | <p><b>6 TICKETS</b><br/><i>Airlie Luncheon Garden Party (option to purchase an additional 30 while supplies last)</i></p> <p><b>4 TICKETS</b><br/><i>Concert B in Seated Section</i></p> | <p><b>4 TICKETS</b><br/><i>Parade Bleachers</i></p> <p><b>4 TICKETS</b><br/><i>Patrons' Party Gala</i></p> | <p><b>1 FRAMED LIMITED EDITION COMMEMORATIVE PRINT</b></p> |





## 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.*

**EVERGREEN EVENT SPONSOR | \$4,500 LEVEL**

**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.*





## EVERGREEN EVENT SPONSOR | \$4,500 LEVEL

### 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.*

**EVERGREEN SPONSOR | \$4,500 LEVEL**

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

