



MAJOR SPONSOR | \$27,500 LEVEL

The Major Sponsor Package is designed for a company looking to make an impact at the regional level. Premier marketing opportunities will be tailored to accomplish your organization’s needs. Sponsorship includes a Major Sponsor Ticket Package.

MAJOR 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.

TICKET PACKAGE

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

BENEFACTOR SPONSOR | \$10,500 LEVEL

The Benefactor Sponsor Package is designed for a company interested primarily in networking opportunities and some marketing benefits as well. Sponsorship includes a Benefactor Sponsor Ticket Package.

BENEFACTOR 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.*

**SPONSOR RECOGNITION
SIGNAGE**

*Listing on banner at Street Fair
and on signage at various other
Festival events.*

**LISTING ON FESTIVAL
E-NEWSLETTER**

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



TICKET PACKAGE

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



DONOR SPONSOR | \$6,500 LEVEL

The Donor Sponsor Package is 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 Donor Sponsorship is an ideal next step for Patron Sponsors looking for more marketing benefits from their package. Sponsorship includes a Donor Sponsor Ticket Package.

DONOR 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 and various other Festival
events.*



TICKET PACKAGE

THURSDAY FESTIVAL WEEK	FRIDAY FESTIVAL WEEK	SATURDAY FESTIVAL WEEK	OTHER
4 TICKETS <i>Celebrity Reception</i>	6 TICKETS <i>Airlie Luncheon Garden Party (option to purchase an additional 30 while supplies last)</i>	4 TICKETS <i>Parade Bleachers</i>	1 FRAMED LIMITED EDITION COMMEMORATIVE PRINT
4 TICKETS <i>Concert A in Seated Section</i>	4 TICKETS <i>Concert B in Seated Section</i>	4 TICKETS <i>Patrons' Party Gala</i>	





PATRON SPONSOR | \$1,600 LEVEL

As the ideal introduction to the best of the North Carolina Azalea Festival, the Patron Package includes two tickets to exclusive VIP events such as the Celebrity Reception and Airlie Luncheon Garden Party. Patrons are also listed on our website.

TICKET PACKAGE

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

ADVERTISING OPPORTUNITIES

The following opportunities are for businesses that are not interested in full ticket packages, but more interested in marketing their company by supporting a community event through logo placement and advertising.

WEBSITE WELCOME PAGE | \$250

Your company logo and link on our website.

SOCIAL MEDIA TAGGED POSTS | \$700

Three social media tagged posts to over 72,000 followers on our social media.

SOCIAL MEDIA STORY POSTS | \$300

Three social media story mentions. Stories are the BEST way to ensure ALL of our 72,000 followers view your post and may include a link. Provide your own materials or have us design a graphic for an additional \$100.

FESTIVAL FUN GUIDE | \$50

Our newly designed Festival Fun Guide is a mobile map, housed on the Festival Website (600,000+ annual views), that highlights all Festival events and paid ads. This map will also be on giant signage at the Street Fair.

PROMO REEL | \$750

Receive a professionally shot and edited promo reel produced by nationally known, Adam Gilbert Films. Reel will be shot during the Festival, when everyone is at their finest!

E-NEWSLETTER MENTION | \$250

Place a link and/or image of your choice in one of our monthly newsletters.

DIGITAL BILLBOARD AD | \$5,000

Advertise on HD LED screens in prime locations at the Concerts, Garden Party, or Street Fair. Includes 2 Garden Party tickets, and 2 Reserved Seats for Festival Thursday and Friday night concerts. Opportunity to purchase 8 additional Garden Party tickets.