



MUSIC EVENT SPONSORSHIPS | ALL LEVELS

FESTIVAL CONCERT SERIES SPONSOR \$50,000

Be the Signature Sponsor of the most rockin' event of the Azalea Festival, the Festival Concert Series. Sponsorship includes naming rights to the Festival Concert Series, countless activations inside the venue, and a Festival-wide ticket package and marketing benefits higher than an Encore Sponsorship.

This package is for the major players who want to saturate our market and truly integrate your brand into the Azalea Festival and our community. As a top supporter of the Festival, marketing and ticketing packages are fully customizable. We will work 1:1 with your organization to showcase your brand and orchestrate key activations for maximum ROI.

TUNES & BLOOMS PRESENTING SPONSOR | \$10,000

Tunes & Blooms is a free all day local music festival held at the beautiful Greenfield Lake Amphitheater. Partnership includes naming rights, one 3x10 banner on the stage, your company logo on marketing materials, a speaking opportunity between acts, and a 10x10 tent for sampling.

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

FESTIVAL CONCERT ENTRANCE SPONSOR \$8,500

Have your logo be the first thing a concert guest sees when they arrive. Sponsor logo on feathered flag at the entrance. Hand out welcome swag and have your team in branded gear greeting ~10,000 people. Includes a Gable Azalea Event Sponsorship marketing and ticketing benefits package!

FESTIVAL CONCERT VIP AREA SPONSOR \$8,500

Advertise to the Festival's VIPs/Major Sponsors in this private concert viewing area. Provide a special, interactive experience for our high-profile guests. Includes 10 VIP passes for your team to each show. Includes a Gable Azalea Event Sponsorship marketing and ticketing benefits package!

PERFORMING ARTS STAGE SPONSOR | \$8,500

The Street Fair Performing Arts Stage is a 2-day family-friendly celebration where you can experience the best in contemporary and traditional music, dance, and ethnic pageantry from around the world! The Festival of Cultures highlights the rich diversity of cultures that make the Greater Cape Fear Region a delightful place to live. This stage also hosts children's entertainment throughout the day. Sponsorship includes naming rights to this event, product placement, and speaking opportunity. Includes a Gable Azalea Event Sponsorship marketing and ticketing benefits package!

FESTIVAL CONCERT BANNER PACKAGE | \$850

Sponsorship includes one 3x10 banner and two Reserved Seats to both shows.