



2026 SPONSORSHIP KIT



Thank You

*to our sponsors and community partners for a memorable
78th Azalea Festival!*



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	Horton & Mendez	
	Industrial Cleaning Equipment	
	Jungle Rapids	



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EXCLUSIVE EXPERIENCES

These BEHIND THE SCENES opportunities are ways in which to experience the Festival in a special, VIP way.

AZALEA SWEEP TEAMS | \$300

Are you TEAM EARTH?! Sponsor an Azalea Sweep Team to help clean up Wilmington the weekend prior to the Azalea Festival. Receive 10 lawn tickets to a Festival Concert of choice. Team sponsors receive recognition at check-in as well as at the volunteer luncheon after the Sweep. Sponsor logo is on the Sweep T-shirt and promoted through social media and a Festival e-Newsletter.

CELEBRITY RECEPTION TABLE | \$1,000

Secure a reserved table at the Celebrity Reception. Table sponsorship comes with eight tickets to the event, as well as two Garden Party tickets for the table host. Table hosts are recognized in the introduction speech.

CHEFS' SHOWCASE TABLE | \$1,400

Enjoy a table at the Chefs' Showcase. Table sponsorship comes with eight tickets to the event, as well as two Garden Party tickets for the table host. Table sponsors (all eight guests), also get to enjoy a private meet and greet with the chefs preceding the Chefs' Showcase Event with other Sponsors. Table hosts are recognized in the introduction speech.

UPGRADES FOR ALL SPONSORS

PATRONS' GALA VIP TABLE UPGRADE | \$300

Secure your own private table for four at the Patrons' Gala. Includes a server. Note: Tickets to the Patrons' Gala not included. All table guests must already have Patrons' Party Gala tickets to enjoy this upgrade.

CELEBRITY RECEPTION VIP TABLE UPGRADE | \$300

Secure your own private table for four at the Celebrity Reception. Includes a server. Note: Tickets to the Celebrity Reception are not included. All table guests must already have Celebrity Reception tickets to enjoy this upgrade.





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.*

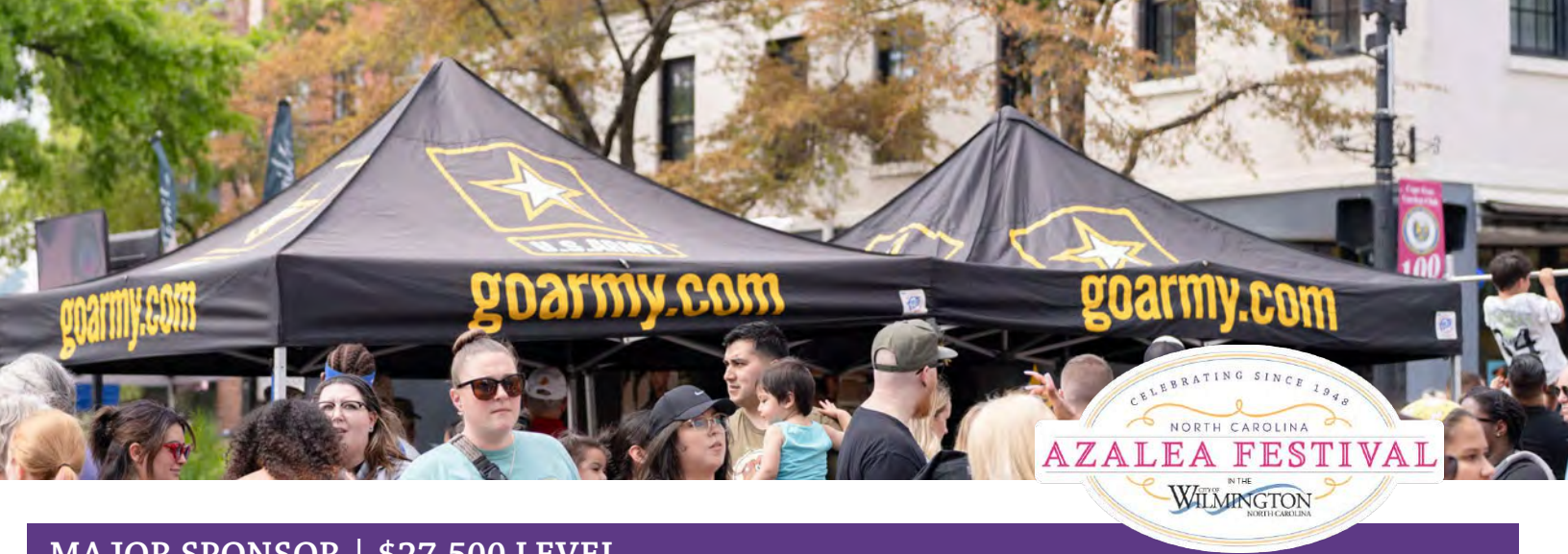
RECOGNITION IN PROMOTION RELATED TO YOUR SPONSORED EVENT



ENCORE AZALEA EVENT SPONSOR | \$35,000 LEVEL

TICKET PACKAGE

THURSDAY FESTIVAL WEEK	FRIDAY FESTIVAL WEEK	SATURDAY FESTIVAL WEEK	OTHER
10 TICKETS <i>Celebrity Reception</i>	20 TICKETS <i>VIP Access Airlie Luncheon Garden Party (option to purchase an 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>



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>



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
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>	

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>	





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
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>	



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>	





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
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>	





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.



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.

STREET FAIR SPONSORSHIPS | ALL LEVELS

STREET FAIR TITLE SPONSOR | \$35,000

Approximately 250,000 people attend the Street Fair in downtown Wilmington. Presenting Sponsor is included on all materials intended for public and vendor consumption, signage, and in any media or marketing materials for the Street Fair.

Includes an Encore Event Sponsorship marketing and ticketing benefits package!

AZALEA ALLEY | \$8,500

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

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

** For additional Azalea Alley activations see page 40*

CHILDREN'S AREA PRESENTING SPONSOR \$8,500

The Children's Area is part of the Street Fair in downtown Wilmington. Children enjoy activities, crafts, and entertainment. Sponsorship includes area naming rights, designated area to showcase your business, tailored children's activity tied to your business, and speaking opportunities.

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

PERFORMING ARTS STAGE SPONSOR | \$8,500

The Performing Arts Stage lasts two days and hosts the best performances from around the world and children's entertainment throughout the day. Sponsorship includes naming rights, product placement, and speaking opportunity.

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

STREET FAIR ACTIVATION SPONSOR | \$4,500

As an Activation Sponsor you will receive recognition with other sponsors on the Festival website. Sponsors are included in the Street Fair press release, listed with link on Street Fair website page and Street Fair Facebook Event page, receive a 10x10 booth with preferred placement at Street Fair, and are included in a social media post.

Includes an Evergreen Sponsorship marketing and ticketing benefits package!

CHILDREN'S AREA HOST SPONSOR | \$4,500

The Children's Area hosts FREE activities for children like crafts, educational demos, bounce-houses, train rides, and more! Sponsor one of our activities in the Children's Area; reach out to learn more on what we are doing this year.

Includes an Evergreen Sponsorship marketing and ticketing benefits package!





PARADE SPONSORSHIPS | ALL LEVELS

PARADE TITLE SPONSOR | \$35,000

The Azalea Festival Parade is one of southeastern NC's largest annual events. The Parade flows through the heart of downtown Wilmington. Parade Title Sponsor is recognized in all Parade communications, logo is incorporated into broadcasts, as well as any sponsor-produced promo. You also will have a special Parade entry!

Includes an Encore Event Sponsorship marketing and ticketing benefits package!

PARADE HOST SPONSOR | \$15,500

The North Carolina Azalea Festival Parade is televised live and aired across the state on UNC-TV. Parade Host receives recognition in Parade broadcasts with logo at the beginning and end, signage on site, speaking opportunity or pre-recorded commercial during broadcast, special Parade entry, and eight Reviewing Stand Tickets.

Includes a Glen Dale Azalea Event Sponsorship marketing and ticketing benefits package!

PARADE DIAMOND PARTNER | \$8,500

The Parade is televised live and aired across the state on UNC-TV. Parade partner receives a special Parade entry, signage on site, recognition in broadcasts, speaking opportunity or pre-recorded commercial, and six Reviewing Stand Tickets.

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

PARADE REVIEWING STAND SPONSOR | \$8,500

Celebrity guests and dignitaries (~300 people) view the Parade from the Reviewing Stand. Sponsorship includes naming rights, two 3x10 banners, table or display in the area, and eight Reviewing Stand Tickets.

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

PARADE PLATINUM PARTNER | \$4,500

The Parade is televised live and aired across the state on UNC-TV. As a Platinum Partner you will 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.

Includes an Evergreen Sponsorship marketing and ticketing benefits package!

PARADE BLEACHER SPONSOR | \$4,500

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.

Includes an Evergreen Sponsorship marketing and ticketing benefits package!



PARADE SPONSORSHIPS | ALL LEVELS

PARADE BALLOON SPONSORSHIPS | \$2,000

Sponsor what has become the biggest hit at the Parade; giant Parade balloons! With only a few balloons in the Parade, they are the standout of the entire morning. Sponsor will work with the Festival on the balloon character – we are often able to tie it to the sponsor business or industry.

FRIEND OF THE PARADE GOLD | \$1,000

Be a part of this historic event and receive name recognition on event page on website, Facebook, and promotional material, shared banner at event, and social media post. Also receive two Reserved Seats to both concerts and two tickets to the Airlie Luncheon Garden Party.

FRIEND OF THE PARADE SILVER | \$600

Be a part of this historic and exciting event and receive name recognition on event page on website, Facebook, and promotional material, on shared banner at event, and social media post. Also receive two Festival Reserved Seats to both concerts.

FRIEND OF THE PARADE BRONZE | \$250

Be a part of this historic and exciting event and receive name recognition on event page on website, Facebook, and promotional material, on shared banner at event, and social media post.





YOUTH ART & WRITING CONTEST SPONSOR | \$4,500 LEVEL

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

EVERGREEN SPONSOR BENEFITS

TITLE SPONSORSHIP OF EVENT

LOGO WITH LINK ON FESTIVAL WEBSITE

The Festival website exceeds 600,000 page views annually.

LISTING ON FESTIVAL E-NEWSLETTER

200,000+ e-Newsletters are OPENED annually.

SOCIAL MEDIA TARGETED FOR SPONSORED EVENT

One (1) Festival produced tagged post on Instagram and Facebook

SPONSOR RECOGNITION SIGNAGE

Listing on banner at Street Fair, Event, and other Festival events.

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

ADDITIONAL YOUTH ART & WRITING CONTEST SPONSORSHIPS:

SPONSOR LEVEL	GOLD LEVEL SPONSOR \$1,000	SILVER LEVEL SPONSOR \$750	BRONZE LEVEL SPONSOR \$350
LISTING ON NCAF WEBSITE ON ART AND WRITING PAGES	*	*	*
RECOGNITION IN PARADE COMMENTARY	*	*	*
SOCIAL MEDIA STAND ALONE POST FOR EVENT	*		
SOCIAL MEDIA SHARED POST FOR EVENT	*	*	*
INCLUDED ON SIGNAGE AT CEREMONY EVENT	*	*	*
AIRLIE LUNCHEON GARDEN PARTY TICKETS	2 TICKETS		
RESERVED SEATS TO BOTH CONCERTS		2 TICKETS	



BOXING COMPETITION TITLE SPONSOR | \$4,500 LEVEL

The Boxing Competition Title Sponsor Package is an opportunity for a business or individual looking to support this community event, get access to marketing and networking opportunities, and an inclusive ticket package. Additional sponsorship packages are available for businesses or individuals 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.

BOXING COMPETITION TITLE SPONSOR BENEFITS

TITLE SPONSORSHIP OF EVENT

LOGO WITH LINK ON FESTIVAL WEBSITE

The festival website exceeds 600,000 page views annually

LISTING ON FESTIVAL E-NEWSLETTER

200,000+ e-Newsletters are OPENED annually.

SOCIAL MEDIA TARGETED FOR SPONSORED EVENT

One (1) Festival produced tagged post on Instagram and Facebook

PROMINENT TABLE AT EVENT

RECOGNITION ON SIGNAGE AT EVENT

Prominent logo on shared banner

SPEAKING OPPORTUNITY AT EVENT

RECOGNITION ON SITE AT EVENT

RECOGNITION ON EVENT PAGES (WEBSITE, OTHER)

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>Patrons' Party Gala</i>	
	2 TICKETS <i>Concert B in Seated Section</i>		

ADDITIONAL BOXING COMPETITION SPONSORSHIPS:

SPONSOR LEVEL	DIAMOND GLOVES SPONSOR \$2,000	PLATINUM GLOVES SPONSOR \$1,000	GOLD GLOVES SPONSOR \$750	SILVER GLOVES SPONSOR \$500	BRONZE GLOVES SPONSOR \$250
10X10 TABLE AT EVENT	*	*	*	*	*
LISTING IN FESTIVAL E-NEWSLETTER	*				
LOGO ON NCAF BOXING WEBSITE	*	*	*	*	*
LOGO ON SHARED BANNER AT EVENT	*	*	*	*	*
INCLUSION IN EVENT SOCIAL MEDIA POST	*	*	*	*	*
AIRLIE LUNCHEON GARDEN PARTY TICKETS	4 TICKETS	2 TICKETS			
RESERVED SEATS TO BOTH CONCERTS	4 TICKETS	4 TICKETS	4 TICKETS	2 TICKETS	

SCHOLARSHIP PAGEANT SPONSORSHIPS

The Scholarship Pageant is an annual event for high school juniors where over \$12,000 is given out in scholarships and one young woman receives the title of Azalea Festival Princess. Contestants also participate in a two month-long professional development course in the process of preparing for the Pageant.

SCHOLARSHIP PAGEANT GABLE SPONSORSHIP | \$8,500

SCHOLARSHIP PAGEANT GABLE SPONSOR BENEFITS

TITLE SPONSORSHIP OF EVENT

LOGO WITH LINK ON FESTIVAL WEBSITE

The Festival website exceeds 600,000 page views annually.

PROMINENT 10X10 SPACE AT EVENT

SOCIAL MEDIA FOR EVENT

One (1) Festival produced tagged post on Instagram and Facebook

LOGO RECOGNITION ON SIGNAGE AT EVENT

LISTING ON FESTIVAL E-NEWSLETTER

200,000+ e-Newsletters are OPENED annually.

SPEAKING OPPORTUNITY AT EVENT

BACK COVER AD ON PAGEANT BOOK

TICKET PACKAGE

THURSDAY FESTIVAL WEEK	FRIDAY FESTIVAL WEEK	SATURDAY FESTIVAL WEEK	OTHER
4 TICKETS <i>Celebrity Reception</i> 4 TICKETS <i>Concert A in Seated Section</i>	6 TICKETS <i>Airlie Luncheon Garden Party (option to purchase an additional 30 while supplies last)</i> 4 TICKETS <i>Concert B in Seated Section</i>	4 TICKETS <i>Parade Bleachers</i> 4 TICKETS <i>Patrons' Party Gala</i>	1 LIMITED EDITION COMMEMORATIVE PRINT 10 RESERVED TICKETS <i>Scholarship Pageant</i>





SCHOLARSHIP PAGEANT HOST EVERGREEN SPONSOR | \$4,500

— OR —

SCHOLARSHIP PAGEANT PROGRAM BOOK EVERGREEN SPONSOR | \$4,500

— OR —

PAGEANT PEOPLE'S CHOICE CONTEST EVERGREEN SPONSOR | \$4,500

SCHOLARSHIP PAGEANT EVERGREEN SPONSOR BENEFITS

LOGO WITH LINK ON FESTIVAL WEBSITE

The Festival website exceeds 600,000 page views annually

10X10 SPACE AT EVENT

FULL PAGE AD IN PAGEANT BOOK

LOGO ON BANNER AT EVENT

SPEAKING OPPORTUNITY AT EVENT

LISTING ON FESTIVAL E-NEWSLETTER

200,000+ e-Newsletters are OPENED annually.

SOCIAL MEDIA FOR EVENT

One (1) Festival produced tagged post on Instagram and Facebook

RECOGNITION ON SITE AT EVENT

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>	8 RESERVED TICKETS <i>Scholarship Pageant</i>

ADDITIONAL SCHOLARSHIP PAGEANT SPONSORSHIPS:

SPONSOR LEVEL	PLATINUM CROWN SPONSOR \$1,000	GOLD CROWN SPONSOR \$750	SILVER CROWN SPONSOR \$500	BRONZE CROWN SPONSOR \$250
LOGO ON PAGEANT WEBSITE	*	*	*	*
LOGO ON SHARED SIGNAGE AT EVENT	*	*	*	*
SOCIAL MEDIA SHARED POST FOR EVENT	*	*	*	*
SCHOLARSHIP PAGEANT PROGRAM AD	FULL PAGE	HALF PAGE	QUARTER PAGE	EIGHTH PAGE
LISTING IN FESTIVAL E-NEWSLETTER	*			
SCHOLARSHIP PAGEANT TICKETS	8 TICKETS	6 TICKETS	4 TICKETS	2 TICKETS
AIRLIE LUNCHEON GARDEN PARTY TICKETS	2 TICKETS			
RESERVED SEATS TO BOTH CONCERTS	2 TICKETS	2 TICKETS	2 TICKETS	

JINGLE TITLE SPONSOR | \$4,500 LEVEL

Celebrate the holidays with NCAF! In association with Cape Fear Volunteer Center (CFVC), Jingle is the best Holiday Party in town!

JINGLE TITLE SPONSOR BENEFITS

TITLE SPONSORSHIP OF EVENT

LOGO WITH LINK ON WEBSITE

The Festival website exceeds 600,000 page views annually

LISTING ON E-NEWSLETTER

200,000+ e-Newsletters are OPENED annually.

CORPORATE BANNER AND SIGNAGE RECOGNITION

LOGO RECOGNITION ON SIGNAGE AT EVENT

SPEAKING OPPORTUNITY AT EVENT

SOCIAL MEDIA RECOGNITION

One (1) Festival produced tagged post on Instagram and Facebook

RECOGNITION ON PROMOTION RELATED TO EVENT

RECOGNITION ON EVENT PAGES (WEBSITE, OTHER)

PROMINENT 10X10 SPACE AT EVENT

TICKET PACKAGE

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

ADDITIONAL JINGLE SPONSORSHIPS:

SPONSOR LEVEL	SANTA SPONSOR \$1,000	MRS. CLAUS SPONSOR \$750	ELF SPONSOR \$500	RUDOLPH BOOTH SPACE \$250
PLACEMENT ON NCAF AND CFVC WEBSITES	LOGO	LISTING	LISTING	
PLACEMENT ON SIGNAGE AT EVENT	LOGO	LOGO	LISTING	
10X10 SPACE AT EVENT	*	*	*	*
INCLUSION IN EVENT SOCIAL MEDIA POST	*	*	*	
JINGLE TICKETS	8 TICKETS	4 TICKETS	4 TICKETS	
CFVC CHILDREN'S TEA TICKETS	2 TICKETS	2 TICKETS		
AIRLIE LUNCHEON GARDEN PARTY TICKETS	2 TICKETS			



AZALEA SUN RUN 5K PRESENTING SPONSOR | \$4,500 LEVEL

The Azalea Sun Run 5K is a timed race held in the lead-up to the Azalea Festival. Hosted in partnership with UNCW, this fun and scenic course offers a vibrant atmosphere for runners of all levels. Whether you're chasing a personal best or simply soaking in the excitement, it's the perfect way to kick off Festival season—don't miss your chance to join the run!

AZALEA SUN RUN 5K SPONSOR BENEFITS

TITLE SPONSORSHIP OF EVENT	LOGO RECOGNITION ON SIGNAGE AT EVENT	RECOGNITION ON PROMOTION RELATED TO EVENT
LOGO WITH LINK ON WEBSITE <i>The Festival website exceeds 600,000 page views annually</i>	SPEAKING OPPORTUNITY AT EVENT	RECOGNITION ON EVENT PAGES (WEBSITE, OTHER)
LISTING ON E-NEWSLETTER <i>200,000+ e-Newsletters are OPENED annually.</i>	SOCIAL MEDIA RECOGNITION <i>One (1) Festival produced tagged post on Instagram and Facebook</i>	

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>	

ADDITIONAL AZALEA SUN RUN 5K SPONSORSHIPS:

SPONSOR LEVEL	GOLD SPONSOR \$750	SILVER SPONSOR \$500	BRONZE SPONSOR \$250
RECOGNITION ON EVENT WEBPAGE	LOGO	LISTING	LISTING
LOGO ON SHARED SIGNAGE AT EVENT	*	*	*
RECOGNITION ON ONE SOCIAL MEDIA POST, E-NEWSLETTER, AND FACEBOOK EVENT PAGE	LOGO	LOGO	LISTING
RACE ENTRIES	4 ENTRIES	2 ENTRIES	2 ENTRIES
AIRLIE LUNCHEON GARDEN PARTY TICKETS	2 TICKETS		
RESERVED SEATS TO BOTH CONCERTS		2 TICKETS	



TUNES & BLOOMS HOST EVERGREEN SPONSOR | \$4,500 LEVEL

The Tunes & Blooms Music Festival is the must be place to catch great music all day. It is a FREE event that hosts a variety of local and regional bands and musical artists.

TUNES & BLOOMS HOST EVERGREEN SPONSOR BENEFITS

LOGO WITH LINK ON WEBSITE

The Festival website exceeds 600,000 page views annually

LISTING ON E-NEWSLETTER

200,000+ e-Newsletters are OPENED annually.

LOGO RECOGNITION ON SIGNAGE AT EVENT

SPEAKING OPPORTUNITY AT EVENT

SOCIAL MEDIA RECOGNITION

One (1) Festival produced tagged post on Instagram and Facebook

RECOGNITION ON PROMOTION RELATED TO EVENT

RECOGNITION ON EVENT PAGES (WEBSITE, OTHER)

TICKET PACKAGE

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

ADDITIONAL SPONSORSHIPS:

SPONSOR LEVEL	GOLD SPONSOR \$750	SILVER SPONSOR \$500	BRONZE SPONSOR \$250
RECOGNITION ON EVENT WEBPAGE	LOGO	LOGO	LISTING
LOGO ON SHARED SIGNAGE AT EVENT	*	*	*
RECOGNITION ON ONE SOCIAL MEDIA POST, E-NEWSLETTER, AND FACEBOOK EVENT PAGE	LOGO	LOGO	LISTING
AIRLIE LUNCHEON GARDEN PARTY TICKETS	2 TICKETS		
RESERVED SEATS TO BOTH CONCERTS	2 TICKETS	2 TICKETS	



AZALEA SPRING FASHION SHOW SPONSOR | \$8,500 LEVEL

The Azalea Spring Fashion Show features looks inspired by Festival events from local boutique shops. After the show attendees can shop the vendors' racks and purchase items. Attendees will also receive special discounts from the shops.

AZALEA SPRING FASHION SHOW SPONSOR BENEFITS

TITLE SPONSORSHIP OF EVENT

LOGO WITH LINK ON WEBSITE

The Festival website exceeds 600,000 page views annually

LISTING ON E-NEWSLETTER

200,000+ e-Newsletters are OPENED annually.

RECOGNITION ON EVENT PAGES (WEBSITE, OTHER)

INCLUSION IN SOCIAL MEDIA FOR EVENT

One (1) Festival produced tagged post on Instagram and Facebook

LOGO RECOGNITION ON SIGNAGE AT EVENT

FESTIVAL PARADE FLOAT SHARED WITH THREE OTHER SPONSORS

Annual Parade attendance estimated at more than 100,000.

SPEAKING OPPORTUNITY AT EVENT

RECOGNITION ON SITE AT EVENT

RECOGNITION IN ALL EVENT PROMOTION

TICKET PACKAGE

THURSDAY FESTIVAL WEEK	FRIDAY FESTIVAL WEEK	SATURDAY FESTIVAL WEEK	OTHER
4 TICKETS <i>Celebrity Reception</i> 4 TICKETS <i>Concert A in Seated Section</i>	6 TICKETS <i>Airlie Luncheon Garden Party (option to purchase an additional 8 while supplies last)</i> 4 TICKETS <i>Concert B in Seated Section</i>	4 TICKETS <i>Parade Bleachers</i> 4 TICKETS <i>Patrons' Party Gala</i>	1 LIMITED EDITION COMMEMORATIVE PRINT 8 VIP TICKETS <i>Spring Fashion Show</i>

ADDITIONAL SPONSORSHIPS:

SPONSOR LEVEL	GOLD SPONSOR \$1,250	SILVER SPONSOR \$500	BRONZE SPONSOR \$250
RECOGNITION ON FASHION SHOW WEBPAGE	LOGO	LOGO	LISTING
LOGO ON SHARED SIGNAGE AT EVENT	*	*	*
RECOGNITION ON ONE SOCIAL MEDIA POST, E-NEWSLETTER, AND FACEBOOK EVENT PAGE	LOGO	LOGO	LISTING
SPRING FASHION SHOW TICKETS	2 VIP TICKETS	2 TICKETS	2 TICKETS
AIRLIE LUNCHEON GARDEN PARTY TICKETS	2 TICKETS		
RESERVED SEATS TO BOTH CONCERTS	2 TICKETS	2 TICKETS	



QUEEN'S DANCE PARTY EVERGREEN SPONSOR | \$4,500 LEVEL

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.

QUEEN'S DANCE PARTY EVERGREEN SPONSOR BENEFITS

TITLE SPONSORSHIP OF EVENT

LOGO WITH LINK ON WEBSITE

The Festival website exceeds 600,000 page views annually

LISTING ON E-NEWSLETTER

200,000+ e-Newsletters are OPENED annually.

RECOGNITION ON EVENT PAGES (WEBSITE, OTHER)

INCLUSION IN SOCIAL MEDIA FOR EVENT

One (1) Festival produced tagged post on Instagram and Facebook

LOGO RECOGNITION ON SIGNAGE AT EVENT

SPEAKING OPPORTUNITY AT EVENT

RECOGNITION ON SITE AT EVENT

RECOGNITION IN ALL EVENT PROMOTION

TICKET PACKAGE

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

ADDITIONAL QUEEN'S DANCE PARTY SPONSORSHIPS:

SPONSOR LEVEL	GOLD SPONSOR \$1,000	SILVER SPONSOR \$500	BRONZE SPONSOR \$250
RECOGNITION ON EVENT WEBPAGE	LOGO	LOGO	LISTING
LOGO ON SHARED SIGNAGE AT EVENT	*	*	*
RECOGNITION ON ONE SOCIAL MEDIA POST, E-NEWSLETTER, AND FACEBOOK EVENT PAGE	LOGO	LOGO	LISTING
QUEEN'S DANCE PARTY TICKETS	4 TICKETS	2 TICKETS	2 TICKETS
AIRLIE LUNCHEON GARDEN PARTY TICKETS	2 TICKETS		
RESERVED SEATS TO BOTH CONCERTS	2 TICKETS	2 TICKETS	



ACES FOR AZALEAS VOLLEYBALL TOURNAMENT PRESENTING SPONSOR | \$4,500 LEVEL

The Aces for Azaleas Volleyball Tournament is your chance to bump, set, spike your way from one Festival year to the next. Held in the summer in between Festivals, it is a great way to keep the Festival spirit alive.

ACES FOR AZALEAS VOLLEYBALL TOURNAMENT SPONSOR BENEFITS

TITLE SPONSORSHIP OF EVENT

LOGO WITH LINK ON WEBSITE

The Festival website exceeds 600,000 page views annually

LISTING ON E-NEWSLETTER

200,000+ e-Newsletters are OPENED annually.

RECOGNITION ON EVENT PAGES (WEBSITE, OTHER)

INCLUSION IN SOCIAL MEDIA FOR EVENT

One (1) Festival produced tagged post on Instagram and Facebook

LOGO RECOGNITION ON SIGNAGE AT EVENT

SPEAKING OPPORTUNITY AT EVENT

RECOGNITION ON SITE AT EVENT

RECOGNITION IN ALL EVENT PROMOTION

TICKET PACKAGE

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

ADDITIONAL ACES FOR AZALEAS VOLLEYBALL TOURNAMENT SPONSORSHIPS:

SPONSOR LEVEL	SPIKE SPONSOR \$750	SET SPONSOR \$500	TEAM REGISTRATION \$100
RECOGNITION ON EVENT WEBPAGE	LOGO	LISTING	
LOGO ON SHARED SIGNAGE AT EVENT	*	*	
RECOGNITION ON ONE SOCIAL MEDIA POST, E-NEWSLETTER, AND FACEBOOK EVENT PAGE	LOGO	LISTING	
AZALEA VOLLEYBALL TOURNAMENT TEAMS	1	1	1
AIRLIE LUNCHEON GARDEN PARTY TICKETS	2 TICKETS		
RESERVED SEATS TO BOTH CONCERTS		2 TICKETS	

AZALEAS FOR ATHLETES SPONSORSHIPS

PRESENTING TITLE SPONSOR | \$8,500 LEVEL



Test your hooping skills at the first-ever Azaleas for Athletes 3x3 Basketball Tournament, in partnership with the UNCW Seahawk Club and UNCW Women's Basketball! This fast-paced event is open to all skill levels with two divisions: Open (all male, all female, or co-ed) and Women's, for ages 18+. Games follow simplified FIBA rules in a double elimination format, with a \$125 team fee. Enjoy great music, competitive energy, and support Seahawk student athletes. Grab your team and get ready to ball!

AZALEAS FOR ATHLETES TITLE SPONSOR BENEFITS

TITLE SPONSORSHIP OF EVENT

LOGO WITH LINK ON WEBSITE

The Festival website exceeds 600,000 page views annually

LISTING ON E-NEWSLETTER

200,000+ e-Newsletters are OPENED annually.

RECOGNITION ON EVENT PAGES (WEBSITE, OTHER)

INCLUSION IN SOCIAL MEDIA FOR EVENT

One (1) Festival produced tagged post on Instagram and Facebook

LOGO RECOGNITION ON SIGNAGE AT EVENT

SPEAKING OPPORTUNITY AT EVENT

RECOGNITION ON SITE AT EVENT

RECOGNITION IN ALL EVENT PROMOTION

FESTIVAL PARADE FLOAT SHARED WITH THREE OTHER SPONSORS

Annual Parade attendance estimated at more than 100,000.

TICKET PACKAGE

THURSDAY FESTIVAL WEEK	FRIDAY FESTIVAL WEEK	SATURDAY FESTIVAL WEEK	OTHER
4 TICKETS <i>Celebrity Reception</i> 4 TICKETS <i>Concert A in Seated Section</i>	6 TICKETS <i>Airlie Luncheon Garden Party (option to purchase an additional 30 while supplies last)</i> 4 TICKETS <i>Concert B in Seated Section</i>	4 TICKETS <i>Parade Bleachers</i> 4 TICKETS <i>Patrons' Party Gala</i>	1 FRAMED COMMEMORATIVE PRINT 2 TEAMS <i>Azaleas for Athletes</i> 4 TICKETS <i>UNCW Women's Hoops Season Tickets</i>

ADDITIONAL SPONSORSHIPS

SPONSOR LEVEL	EVERGREEN EVENT SPONSOR \$4,500	SPECIALTY SPONSOR \$750	BASKET SPONSOR \$250
RECOGNITION ON EVENT WEBPAGE	LOGO	LOGO	LISTING
INCLUSION ON SHARED SIGNAGE AT EVENT	LOGO	LOGO	LISTING
RECOGNITION ON ONE SOCIAL MEDIA POST, E-NEWSLETTER, AND FACEBOOK EVENT PAGE	LOGO	LOGO	LISTING
VENDOR SPACE	*	*	*
AZALEAS FOR ATHLETES TEAMS	1	1	
COURT SIGNAGE	4	1	1 AT BASKET
PATRON'S PACKAGE WORTH OF TICKETS (\$1,600 VALUE)	*		
UNCW WOMEN'S HOOPS SEASON TICKETS	2		



AZALEA GOLF CLASSIC SPONSORSHIPS PRESENTING TITLE SPONSOR | \$8,500 LEVEL

Tournament setup will be a four-person scramble with no handicaps and multiple flights (separate winners' divisions based on day-of scores). Teams will cost \$550 and includes for each member: a breakfast sandwich, lunch, two drink tickets, and a mulligan.

AZALEA GOLF CLASSIC TITLE SPONSOR BENEFITS

TITLE SPONSORSHIP OF EVENT

LOGO WITH LINK ON WEBSITE

The Festival website exceeds 600,000 page views annually

LISTING ON E-NEWSLETTER

200,000+ e-Newsletters are OPENED annually.

RECOGNITION ON EVENT PAGES (WEBSITE, OTHER)

INCLUSION IN SOCIAL MEDIA FOR EVENT

One (1) Festival produced tagged post on Instagram and Facebook

LOGO RECOGNITION ON SIGNAGE AT EVENT

SPEAKING OPPORTUNITY AT EVENT

RECOGNITION ON SITE AT EVENT

RECOGNITION IN ALL EVENT PROMOTION

FESTIVAL PARADE FLOAT SHARED WITH THREE OTHER SPONSORS

Annual Parade attendance estimated at more than 100,000.

TICKET PACKAGE

THURSDAY FESTIVAL WEEK	FRIDAY FESTIVAL WEEK	SATURDAY FESTIVAL WEEK	OTHER
4 TICKETS <i>Celebrity Reception</i> 4 TICKETS <i>Concert A in Seated Section</i>	6 TICKETS <i>Airlie Luncheon Garden Party (option to purchase an additional 8 while supplies last)</i> 4 TICKETS <i>Concert B in Seated Section</i>	4 TICKETS <i>Parade Bleachers</i> 4 TICKETS <i>Patrons' Party Gala</i>	1 LIMITED EDITION COMMEMORATIVE PRINT 2 TEAMS <i>Azalea Golf Classic</i>

ADDITIONAL SPONSORSHIPS

SPONSOR LEVEL	EVERGREEN EVENT SPONSOR \$4,500	SPECIALTY SPONSOR \$750	REGISTER A TEAM \$550	HOLE SPONSOR \$100
RECOGNITION ON EVENT WEBPAGE	LOGO	LOGO		LISTING
INCLUSION ON SHARED SIGNAGE AT EVENT	LOGO	LOGO		LISTING
RECOGNITION ON ONE SOCIAL MEDIA POST, E-NEWSLETTER, AND FACEBOOK EVENT PAGE	LOGO	LOGO		LISTING
PERSONALIZED ACTIVATION AT ONE HOLE/GREEN	*	*		
AZALEA GOLF CLASSIC TEAMS	1	1	1	
SIGNAGE ON HOLES	4 HOLES	1 HOLE		1 HOLE
PATRON'S PACKAGE WORTH OF TICKETS (\$1,600 VALUE)	*			

Team Registration Includes: Four players, 2 golf cart rentals, 2 drink tickets per player, 4 mulligans, breakfast sandwich and lunch per player



BATTLESHIP BOOM & BLOOM FIREWORKS BONANZA PRESENTING SPONSOR | \$8,500 LEVEL

Enjoy a premium fireworks viewing experience on the deck of the Battleship NORTH CAROLINA!

BOOM & BLOOM FIREWORKS SPONSOR BENEFITS

TITLE SPONSORSHIP OF EVENT

LOGO WITH LINK ON WEBSITE

The Festival website exceeds 600,000 page views annually

LISTING ON E-NEWSLETTER

200,000+ e-Newsletters are OPENED annually.

RECOGNITION ON EVENT PAGES (WEBSITE, OTHER)

INCLUSION IN SOCIAL MEDIA FOR EVENT

One (1) Festival produced tagged post on Instagram and Facebook

LOGO RECOGNITION ON SIGNAGE AT EVENT

SPEAKING OPPORTUNITY AT EVENT

RECOGNITION ON SITE AT EVENT

RECOGNITION IN ALL EVENT PROMOTION

FESTIVAL PARADE FLOAT SHARED WITH THREE OTHER SPONSORS

Annual Parade attendance estimated at more than 100,000.

TICKET PACKAGE

THURSDAY FESTIVAL WEEK	FRIDAY FESTIVAL WEEK	SATURDAY FESTIVAL WEEK	OTHER
4 TICKETS <i>Celebrity Reception</i> 4 TICKETS <i>Concert A in Seated Section</i>	6 TICKETS <i>Airlie Luncheon Garden Party (option to purchase an additional 30 while supplies last)</i> 4 TICKETS <i>Concert B in Seated Section</i>	4 TICKETS <i>Parade Bleachers</i> 4 TICKETS <i>Patrons' Party Gala</i> 50 GA TICKETS <i>Boom & Bloom Bonanza</i>	1 LIMITED EDITION FRAMED COMMEMORATIVE PRINT

ADDITIONAL SPONSORSHIPS

SPONSOR LEVEL	EVERGREEN EVENT SPONSOR \$4,500	GOLD SPONSOR \$750	SILVER SPONSOR \$500	BRONZE SPONSOR \$250
RECOGNITION ON EVENT WEBPAGE	LOGO	LOGO	LISTING	LISTING
INCLUSION ON SHARED SIGNAGE AT EVENT	LOGO	LOGO	LISTING	LISTING
RECOGNITION ON ONE SOCIAL MEDIA POST, E-NEWSLETTER, AND FACEBOOK EVENT PAGE	LOGO	LOGO	LOGO	LISTING
BOOTH SPACE AT EVENT	*	*	*	*
BOOM & BLOOM TICKETS	6	4	2	2
PATRON'S PACKAGE WORTH OF TICKETS (\$1,600 VALUE)	*			



PET ROYALTY COURT CONTEST PRESENTING SPONSOR \$4,500 LEVEL

Enter your pet's best shot into the Pet Royalty Court Contest for an opportunity to become a member of the Pet Royalty Court, which will be featured on the Festival website and social media accounts! Open to pets of any kind, size, and variety!

PET ROYALTY COURT CONTEST TITLE SPONSOR BENEFITS

TITLE SPONSORSHIP OF EVENT

LOGO WITH LINK ON WEBSITE

The Festival website exceeds 600,000 page views annually

LISTING ON E-NEWSLETTER

200,000+ e-Newsletters are OPENED annually.

RECOGNITION ON EVENT PAGES (WEBSITE, OTHER)

INCLUSION IN SOCIAL MEDIA FOR EVENT

One (1) Festival produced tagged post on Instagram and Facebook

LOGO RECOGNITION ON SIGNAGE AT EVENT

SPEAKING OPPORTUNITY AT EVENT

RECOGNITION ON SITE AT EVENT

RECOGNITION IN ALL EVENT PROMOTION



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>	4 ENTRIES <i>Pet Royalty Contest</i>
			4 TICKETS <i>Derby4Dogs</i>

ADDITIONAL PET ROYALTY COURT CONTEST SPONSORSHIPS:

SPONSOR LEVEL	BEST IN SHOW SPONSOR \$1,000	PAWSOME SPONSOR \$750	CAT'S MEOW SPONSOR \$500	DOG HOUSE SPONSOR \$250
RECOGNITION ON EVENT WEBPAGE	LOGO	LOGO	LISTING	LISTING
RECOGNITION ON SHARED SIGNAGE AT EVENT	LOGO	LOGO	LISTING	LISTING
RECOGNITION ON ONE SOCIAL MEDIA POST, E-NEWSLETTER, AND FACEBOOK EVENT PAGE	LOGO	LOGO	LOGO	LISTING
PET ROYALTY CONTEST ENTRIES	6 ENTRIES	6 ENTRIES	4 ENTRIES	2 ENTRIES
AIRLIE LUNCHEON GARDEN PARTY TICKETS	2 TICKETS	2 TICKETS		
RESERVED SEATS TO BOTH CONCERTS	2 TICKETS		2 TICKETS	
PAWS4PEOPLE® DERBY4DOGS TICKETS	2 TICKETS	2 TICKETS		



AZALEA ALLEY PRESENTING SPONSOR | \$8,500 LEVEL

Azalea Alley is the newest area of the Street Fair, hosting a bar, live music acts, and other fun activities. This family-friendly area gives guests a break from the sun to enjoy a cold drink and a continuous stream of live entertainment.

GABLE AZALEA EVENT SPONSOR BENEFITS

TITLE SPONSORSHIP OF EVENT

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*

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

ADDITIONAL AZALEA ALLEY SPONSORSHIPS:

AZALEA ALLEY STAGE SPONSOR | \$4,500

EVERGREEN MARKETING BENEFITS AND TICKET PACKAGE

LOGO ON WEBSITE, EVENT PAGE, SOCIAL POST, AND SIGNAGE ON SITE

AZALEA ALLEY ACTIVITIES SPONSOR | \$2,000

PRESENTING SPONSOR OF FRIDAY OR SATURDAY NIGHT AZALEA ALLEY ACTIVITIES LIKE LIVE MUSIC, DJ, AND MORE.

*Comes with one patron ticket package (\$1,600
value), logo on website event page, social post and
signage on site.*



AZALEA FESTIVAL YOUTH COMMITTEE SPONSORSHIPS | \$4,500 LEVEL

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 FESTIVAL YOUTH COMMITTEE EVERGREEN SPONSOR BENEFITS

TITLE SPONSORSHIP OF EVENT LOGO WITH LINK ON WEBSITE <i>The Festival website exceeds 600,000 page views annually</i> LISTING ON E-NEWSLETTER <i>200,000+ e-Newsletters are OPENED annually.</i> RECOGNITION ON EVENT PAGES (WEBSITE, OTHER)	INCLUSION IN SOCIAL MEDIA FOR EVENT <i>One (1) Festival produced tagged post on Instagram and Facebook</i> LOGO RECOGNITION ON SIGNAGE AT EVENT	SPEAKING OPPORTUNITY AT EVENT RECOGNITION ON SITE AT EVENT RECOGNITION IN ALL EVENT PROMOTION
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TICKET PACKAGE

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

ADDITIONAL SPONSORSHIPS:

SPONSOR LEVEL	GOLD SPONSOR \$750	SILVER SPONSOR \$500	BRONZE SPONSOR \$250
RECOGNITION ON AFYC WEBPAGE	LOGO	LOGO	LISTING
RECOGNITION ON ONE SOCIAL MEDIA POST AND E-NEWSLETTER	LOGO	LOGO	LISTING
AIRLIE LUNCHEON GARDEN PARTY TICKETS	2 TICKETS		
RESERVED SEATS TO BOTH CONCERTS	2 TICKETS	2 TICKETS	



INTERNATIONAL BLOOMS / DEI SPONSORSHIPS

PRESENTING TITLE SPONSOR | \$8,500 LEVEL

Through the International Blooms Program, the Festival highlights one country’s heritage each year. The chosen country is highlighted at various Festival events through special musical and dance performances invited guests and groups representing the country, food and art displays, and more.

TITLE SPONSORSHIP OF EVENT LOGO WITH LINK ON WEBSITE <i>The Festival website exceeds 600,000 page views annually</i> LISTING ON E-NEWSLETTER <i>200,000+ e-Newsletters are OPENED annually.</i> RECOGNITION ON EVENT PAGES (WEBSITE, OTHER)	INCLUSION IN SOCIAL MEDIA FOR EVENT <i>One (1) Festival produced tagged post on Instagram and Facebook</i> LOGO RECOGNITION ON SIGNAGE AT EVENT	SPEAKING OPPORTUNITY AT EVENT RECOGNITION ON SITE AT EVENT RECOGNITION IN ALL EVENT PROMOTION FESTIVAL PARADE FLOAT SHARED WITH THREE OTHER SPONSORS <i>Annual Parade attendance estimated at more than 100,000.</i>
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TICKET PACKAGE FOR THE 2026 FESTIVAL

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

ADDITIONAL SPONSORSHIPS:

SPONSOR LEVEL	EVERGREEN EVENT SPONSOR \$4,500	EQUITY SPONSOR \$750	INCLUSION SPONSOR \$100
RECOGNITION ON PROGRAM WEBSITE	LOGO	LOGO	LOGO
INCLUSION ON SHARED BANNER AT PARADE	LOGO	LOGO	LISTING
RECOGNITION ON ONE SOCIAL MEDIA POST AND E-NEWSLETTER	LOGO	LOGO	LISTING
PERSONALIZED ACTIVATION AT PERFORMING ARTS STAGE	*	*	
PATRON'S PACKAGE WORTH OF TICKETS (\$1,600 VALUE)	*		
AIRLIE LUNCHEON GARDEN PARTY TICKETS		2	



