



PIN PALS PROGRAM



PIN PALS PROGRAM PIN PARTNER BENEFITS*:

- THE NORTH CAROLINA AZALEA FESTIVAL WILL PROVIDE DIGITAL MARKETING FOR THE PIN PALS PROGRAM
- YOU LOGO ON AZALEA FESTIVAL WEBSITE ON PIN PALS PROGRAM PAGE
- YOUR COMPANY LISTED IN AT LEAST ONE SOCIAL MEDIA POST ADVERTISING YOUR DISCOUNT
Over 70,000 followers on NCAF social media
- LISTING ON EACH BUSINESS AND THEIR DISCOUNT PROVIDED TO ALL SPONSORS IN THEIR SPONSOR PACKAGE
Sponsorship Packages are provided to Sponsors one week prior to the Festival

- INCLUSION IN AN EMAIL NEWSLETTER SENT OUT TO OVER 25,000 FESTIVAL EMAIL SUBSCRIBERS
- 20% OFF AN AD IN THE AZALEA FESTIVAL FUN GUIDE
The Festival Fun Guide is an online map of the downtown area Festival events. Ads/locations will also be featured on large signage at the Street Fair displaying the map (purchased downtown businesses' locations will be shown).
- INCREASED BUSINESS TRAFFIC AND BUSINESS PROMOTION THROUGH FESTIVAL PARTNERSHIP

- ENTRY INTO FIVE DRAWINGS FOR AN OPPORTUNITY TO WIN ONE OF THE FOLLOWING AZALEA FESTIVAL EVENT TICKET PACKAGE:

- 2 Drawings for 2 Garden Party Tickets (a value of \$500)
- 3 Drawings for 2 Azalea Festival Concert Tickets (a value of \$100)

* Benefits subject to modification.

PRESENTED BY



SIGN UP TO BE A PIN PALS PROGRAM PARTNER

COMPANY:

DATE:

CONTACT::

PHONE:

ADDRESS:

CITY/STATE/ZIP:

EMAIL:

FAX:

AUTHORIZED SIGNATURE:

TITLE:

YOUR PLEDGED DISCOUNT COMMITMENT:

EXAMPLE DISCOUNTS:

- | | | | |
|---|--------------------------------------|------------------------------------|------------------------------------|
| • 20% Off Your Purchase | • \$1 Off Your Purchase | • Free Cookie with Dinner Purchase | • Kids Eat Free with Purchase |
| • Buy One Sandwich Get One Free (or Half-Off) | • Half Off First Month of Membership | • \$10 Off Any Tours | • Free Hotel Upgrade with Purchase |

COMPANY LOGO MUST BE EMAILED TO INFO@NCAZALEAFESTIVAL.ORG TO BE INCLUDED IN ANY MARKETING

UPGRADE TO PRIZE SPONSOR

"Prize Sponsor" will be a business that signs up for our Pin Program; offers a discount for all customers as well as a high-value prize (\$250) for winner's packages as determined by NCAF. Prize Sponsor will receive name recognition in prize listing, as well as two free Festival Concert Tickets of choice.