



Major Sponsor  
\$25,000\* +

April 6-10, 2016

COMPANY \_\_\_\_\_ DATE \_\_\_\_\_

CONTACT \_\_\_\_\_ PHONE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_ FAX \_\_\_\_\_

AUTHORIZED SIGNATURE \_\_\_\_\_ TITLE \_\_\_\_\_

Sponsorship opportunities and exclusivity may vary depending on pre-existing national concert tour sponsoring agreements and venue restrictions beyond the control of the Azalea Festival. If exclusivity applies, it will be defined as any product or service your company provides east of I-95. All Festival advertising and promotion is subject to approval by the North Carolina Azalea Festival Board of Directors.

\*Additional sponsorship opportunities and impressions can be customized following Sponsor/Festival Activation Meeting.

**Major Sponsor (\$25,000\*) Event Benefits:**

# Tickets	Event
12	Patrons' Party Gala
10	Headliner Night Concerts (2) with VIP Preferred Parking
10	Concert Hospitality Suite
20†	Airlie Garden Party Luncheon with VIP Preferred Parking
10	Celebrity Reception
4	Parade Reviewing Stand with VIP Preferred Parking
10	Spring Soirée
1	Framed Limited Edition Print
8	Official Festival T-shirts
1	Case of Festival Souvenir Books
2	(2) 10ft x 10ft Booth Spaces at Street Fair

†More Airlie Tickets Available!

Option to purchase 40 additional Airlie Garden Party Luncheon tickets while supplies last.  
Additional tickets are \$175 (plus tax) without preferred parking.

The North Carolina Azalea Festival at Wilmington, Inc., is a non-profit corporation classified as a 501(c)(4) civic organization under the IRS code. Contributions are not charitable in nature. Please consult a tax professional for advice about your contribution for tax purposes.

## **Major Sponsor Corporate Recognition Benefits:**

### Name/Logo Incorporated on Printed Materials

Your logo used in all Festival public communication materials. (Letterhead, faxes, select tickets, etc.) Includes permission to use Festival logo (as it applies to our brand standard policy) in your company's advertising materials.

### Festival Newspaper Advertising

Reaching a total circulation of more than 566,000 people throughout Coastal Carolina; total exposure to well over one million.

### Television/Cable News, Parade Coverage, and Advertising and Announcements

Sponsor recognition, live and follow-up news coverage, and commercials and public service announcements reaching more than 1,500,000 viewing households across the state.

### Radio Advertising and Announcements

Both commercials and Public Service Announcement airtime reaching a total market of more than 300,000 households in the Wilmington DMA.

### Corporate Banner and Sponsor Recognition

(With Logo) At major venues and events, attended by over 300,000 people during the five-day Festival.

### Festival Parade Float OR Parade Balloon

Annual parade attendance estimated at more than 100,000 with extensive live and follow-up television coverage.

I'd prefer to upgrade to a Parade Balloon instead of a Parade Float - Please note that there is a \$2,500 upcharge



### Logo With Link on Festival Website

Link provided to your company's website, email, or contact information through your logo. The Festival website exceeds 350,000 page views annually.

### Festival Press Releases

Distributed to print and broadcast outlets in 100+ regional media markets in the Southeast.

### Logo on Printed Public Schedule

### Two 10 Ft. X 10 Ft. Booth Spaces at Street Fair

### Recognition at Press Conferences

### One Full-page, Full Color Ad in Festival Souvenir Book

7,500 Festival Souvenir Books, averaging 60 pages, circulated throughout Wilmington and North Carolina.

