



NORTH CAROLINA AZALEA FESTIVAL

Donor Sponsor \$5,000

APRIL 7-11, 2010

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 Azalea Festival Board of Directors.

TICKETS

EVENT

- 4.....PATRONS PARTY GALA
- 4.....WEDNESDAY & FRIDAY NIGHT CONCERTS
With VIP Preferred Parking and Priority Seating
- 6*.....AIRLIE GARDEN PARTY LUNCHEON
With VIP Preferred Parking
- 4.....CELEBRITY RECEPTION
- 4.....CONCERT HOSPITALITY SUITE
- 4.....PARADE BLEACHER SEATS
- 4.....PRE-FESTIVAL PARTY (JANUARY, 2010)
- 1.....FRAMED LIMITED EDITION PRINT

*Option to purchase 6 additional Airlie Garden Party Luncheon tickets while supplies last. Additional tickets are \$150 each (without preferred parking).

CONTINUED

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.

Donor Corporate Recognition Benefits

DESCRIPTION

PRINTED AND INTERNET PUBLIC SCHEDULE

Name listed on Festival Public Schedule; distribution is expected to exceed 250,000 local, regional, and national viewers.

FESTIVAL PARADE FLOAT

Float shared with other Donors. Annual parade attendance estimated at more than 100,000 with extensive live and follow-up television coverage reaching more than 400,000 households.

LISTING ON FESTIVAL WEBSITE

The Festival website expects over 90,000 visitors during March and April.

FESTIVAL NEWSPAPER ADVERTISING

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

CORPORATE BANNER AND SPONSOR RECOGNITION

At major venues and events, attended by over 300,000 people during the four-day Festival.

ONE-HALF PAGE, BLACK & WHITE AD IN FESTIVAL SOUVENIR BOOK

8,000 Festival Souvenir Books, averaging 60 pages, circulated throughout Wilmington and North Carolina.

FESTIVAL PRESS RELEASES

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

FESTIVAL SPONSOR RECOGNITION IN FOLLOW-UP NEWSPAPER AD

FESTIVAL SOUVENIR BOOKS



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