



NORTH CAROLINA AZALEA FESTIVAL

Major Sponsor \$25,000

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
12.....	PATRONS PARTY GALA
10.....	WEDNESDAY & FRIDAY NIGHT CONCERTS With VIP Preferred Parking and Priority Seating
20*.....	AIRLIE GARDEN PARTY LUNCHEON With VIP Preferred Parking
10.....	CELEBRITY RECEPTION
10.....	CONCERT HOSPITALITY SUITE
4.....	PARADE REVIEWING STAND With VIP Preferred Parking
10.....	PRE-FESTIVAL PARTY (JANUARY, 2010)
1.....	FRAMED LIMITED EDITION PRINT
8.....	OFFICIAL FESTIVAL T-SHIRTS
1.....	CASE OF FESTIVAL SOUVENIR BOOKS

*Option to purchase 20 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.

Major Sponsor Corporate Recognition Benefits

DESCRIPTION

NAME/LOGO INCORPORATED ON PRINTED MATERIALS

Your logo used in all Festival public communication materials. (Letterhead, faxes, billboards, etc.) Includes permission to use Festival logo 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 around 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.

BILLBOARD ADVERTISING

More than 100,000 exposures during the Festival promotional period.

CORPORATE BANNER AND SPONSOR RECOGNITION

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

FESTIVAL PARADE FLOAT

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

LOGO WITH LINK ON FESTIVAL WEBSITE

Link provided to *your company's* website, email, or contact information through your logo.

FESTIVAL PRESS RELEASES

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

LOGO ON PRINTED AND INTERNET PUBLIC SCHEDULE

TWO 10 ft. x 10 ft. BOOTH SPACES AT STREET FAIR

RECOGNITION AT PRESS CONFERENCES

SPONSOR RECOGNITION IN SOUVENIR BOOK

One full-page, full-color ad.



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