

# Glen Dale Azalea Event Sponsor



\$15,000

**Event Opportunities: Celebrity Reception,  
Children's Area, Spring Soiree,  
or Queen's Coronation**

EVENT TO BE SPONSORED \_\_\_\_\_

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.

## Glen Dale Azalea Event Benefits:

# Tickets	Event
6	Patrons' Party Gala
6	Headliner Concert A with Hospitality Suite & VIP Preferred Parking
6	Headliner Concert B with Hospitality Suite & VIP Preferred Parking
10*	Airlie Luncheon Garden Party with VIP Preferred Parking
6	Celebrity Reception
2	Parade Reviewing Stand with VIP Preferred Parking
6	Spring Soirée
1	Framed Limited Edition Print

**\*More Airlie Luncheon Garden Party Tickets Available!**  
Option to purchase 30 additional Airlie Luncheon Garden Party 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)(3) public charity under the IRS code. Some contributions may be charitable in nature. Please consult a tax professional for advice about your contribution for tax purposes.

## **Glen Dale Azalea Event Corporate Recognition Benefits:**

### **Printed Public Schedule**

Name listed on Festival Public Schedule.

### **Festival Parade Float**

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

### **Listing on Festival Website**

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

### **Corporate Banner and Sponsor Recognition**

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

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

7,500 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**

### **Social Media Blasts Targeted for Event**

A combined social media audience of over 29,500 people.

### **Speaking Opportunity at Event**