

Patron Sponsor



\$1,250

COMPANY _____ DATE _____

CONTACT _____ PHONE _____

Please note, only the contact person listed on the Patron application has the authority to purchase extra tickets through the Patron Package. Anyone else will not be permitted to purchase and/or pick up tickets.

ADDRESS _____

CITY/STATE/ZIP _____

EMAIL _____ FAX _____

Please write the names below as you would like them to appear on your Official North Carolina Azalea Festival Patron Badges. If left blank, Badge #1 will default to contact name, and Badge #2 will default to company name. If no company is listed, "Guest" will be used.

BADGE #1 NAME _____ BADGE #2 NAME _____

SOUVENIR BOOK LISTING _____

2017 PATRON PACKAGE
Please see details on the back

_____ Package at \$1,250 Each (*Choose 1 below*)

2 Parade Bleacher Seats OR Azalea Festival Decal \$ _____

SOUVENIR BOOK UPGRADE
The Patron listing is included in the Patron Package; ad space is an additional cost. Please see details on the back.

_____ 1/8 page at \$200 Each

_____ 1/4 page at \$400 Each

_____ 1/2 page at \$800 Each \$ _____

_____ Full page at \$1,200 Each

_____ Premium Placement (see back for price)

DIGITAL MARKETING UPGRADE
Advertise your business on our website, social media, or e-newsletter.

_____ Logo on Visitor's Page at \$500 Each

_____ (3) Social Media Mentions at \$500 Each \$ _____

_____ E-Newsletter Mention at \$250 Each

TOTAL ENCLOSED (or bill credit card*) \$ _____

ACCOUNT NUMBER _____ EXP. DATE _____ SECURITY CODE _____

BILLING ADDRESS _____

AUTHORIZED SIGNATURE _____ DATE _____

Or mail check to: North Carolina Azalea Festival, PO Box 3275, Wilmington, NC 28406. Please be advised it is the date of the Festival's receipt of payment that determines the Patron number you are assigned. It is your responsibility to confirm receipt.

PATRON SPONSOR EVENT BENEFITS:

# Tickets	Event
2	Patrons' Party Gala
2	Headliner Concert A with Hospitality Suite & VIP Preferred Parking
2	Headliner Concert B with Hospitality Suite & VIP Preferred Parking
2*	Airlie Luncheon Garden Party
2	Celebrity Reception
2	Parade Bleacher Seats OR Azalea Festival Sticker Decal →
1	Unframed Limited Edition Commemorative Print



Individuals and businesses are limited to the purchase of three (3) Patronships each. THE FESTIVAL IS UNABLE TO “GUARANTEE” A PRECISE NUMBER OF “ON-SITE” PARKING FOR THE AIRLIE GARDENS LUNCHEON EVENT. The Festival will strive to provide as much on-site parking for this event as permitted by the Airlie Gardens Foundation and New Hanover County. In order to ensure the best possible chance to receive priority parking at the Airlie Gardens Luncheon, you should purchase your patronship as soon as possible. Parking is allotted in order of your assigned patronship number. Additional ticket purchases through your patronship are available only while supplies last, and do not include priority parking.

*More Airlie Luncheon Garden Party Tickets Available!

A form for purchasing additional tickets to the Airlie Luncheon Garden Party and other Festival events will be sent to your mailing address after all entertainment is announced.

At that time you may purchase eight (8) additional Airlie Luncheon Garden Party Tickets at a cost of \$175 (plus tax) without preferred parking. All Festival tickets (including the Airlie Luncheon Garden Party) are only available while supplies last. It is the Festival Office's date of receipt of purchase monies that governs the availability of tickets you desire to purchase.

SOUVENIR BOOK UPGRADE

The 2017 Azalea Festival Souvenir Book is a quality program distributed free to all sponsors and at numerous Festival events. Over 7,500 souvenir books are printed annually. Our Souvenir Book team will connect with you regarding ad size and design.

Ad Size	Price
Eighth page	\$200
Quarter page	\$400
Half page (Horizontal or Vertical)	\$800
Full page**	\$1,200

Premium Placements: TBD upon purchase	Price
Outside back cover**	\$2,000
Inside front/inside back cover**	\$1,800
Full page**	\$1,500
Half page (Horizontal or Vertical)	\$1,000
Quarter page	\$600

DIGITAL MARKETING UPGRADE

North Carolina Azalea Festival staff will reach out to you regarding content and sizing.

Digital Marketing Opportunities		Stats & Platforms
\$500	Logo on Website Visitor's Page	3,814 Pageviews (October 1, 2015 - April 20, 2016)
\$500	(3) Social Media Mentions	27,000 Facebook Likes; 5,600 Twitter Followers; 4,400 Instagram Followers
\$250	E-Newsletter Mention	Our average open rate is 22.7%, compared to the industry average of 21.37%

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.