



NORTH CAROLINA AZALEA FESTIVAL DIGITAL SPONSOR SCREENS

Advertise your business or service on High Definition LED screens in prime locations throughout the North Carolina Azalea Festival. This opportunity is ideal for branding campaigns, special events, and limited time offers.

OFFICE USE ONLY

COMPANY _____ DATE _____

CONTACT _____ PHONE _____

ADDRESS _____

CITY/STATE/ZIP _____

EMAIL _____ FAX _____

CLIENT SIGNATURE _____ DATE _____



Beverage Tents



Multicultural & Kid's Performance Stages



25+ Screens at The Main Stage Concert Series

Payment and ads due by Friday, March 29th

All ads should be submitted as a high-resolution .jpeg image (size 1920x1080) to admin@ncazaleafestival.org.

The North Carolina Azalea Festival reserves the right to resize, re-crop or otherwise alter ads that are supplied incorrectly.

Full payment is due at execution of this contract.

DIGITAL MARKETING OPPORTUNITIES

DIGITAL BILLBOARD ADS AT STREET FAIR

Audience: 100,000 - 200,000

15+ Screens at venue

(288) 10-second ad spots

_____ shown Saturday OR Sunday at \$900 per day

Saturday Sunday

\$ _____

_____ shown Saturday, & Sunday at \$1,500

DIGITAL BILLBOARD ADS AT STREET FAIR MULTICULTURAL STAGE & CHILDRENS PERFORMANCE STAGES

Audience: 5,000 local and visiting

3+ Screens at venue

(432) 10-second ad spots

_____ shown Saturday or Sunday at \$250

\$ _____

_____ shown Saturday and Sunday at \$400

DIGITAL BILLBOARD ADS AT CONCERTS

Audience: 6,000/show local and visiting

25+ Screens at venue

(1,632) 10-second ad spots

_____ shown at one show at \$500 Each

\$ _____

_____ shown at all three shows at \$1,250

DIGITAL BILLBOARD ADS AT GARDEN PARTY

Audience: 3,000

7+ Screens at venue

(72) 10-second ad spots

_____ (72) 10-second ad spots shown on all screens \$1,000

\$ _____

TOTAL \$ _____



NORTH CAROLINA AZALEA FESTIVAL DIGITAL SPONSOR SCREENS

DIGITAL MARKETING OPPORTUNITIES CONTINUED

SOCIAL MEDIA ADS

Audience: 40,000+ _____ (3) ads promoted on NCAF social sites at \$500 \$ _____
Twitter, Instagram, or Facebook

LOGO ON VISITOR'S PAGE ON WEBSITE

Audience: 300,000+ page views annually _____ at \$500 \$ _____
With link to your business

E-NEWSLETTER AD

Audience: avg. open rate of 32.37% _____ at \$250 \$ _____
(Industry avg. 15.5%)
Ad/photo with link

GARDEN PARTY DIGITAL BILLBOARDS AND ONLINE DIGITAL MARKETING PKG

Garden Party digital ads, (3) social media _____ at \$1,500 \$ _____
ads, logo on Visitors' Page on the website
Includes (2) Airlie Luncheon Garden Party Tickets
7+ Screens

CONCERTS/SOCIAL MEDIA PKG

All Concerts, (3) social media posts, and a _____ at \$2,000 \$ _____
10x10 printed banner
Includes (2) Main Stage Concerts Tickets to EACH Main Stage
25+ Screens Show, (3) Social Media Ads, and (1) 10x10 printed banner at the
Concerts

CONCERTS/STREET FAIR/SOCIAL MEDIA PKG

All Concerts, all days at the Street Fair _____ at \$2,750 \$ _____
including Multicultural Area, and (3) social
media posts
Includes (2) Main Stage Concerts Tickets to EACH Main Stage
40+ Screens Show and (3) Social Media Ads!

DIGITAL SPONSOR SCREEN PACKAGES (BEST DEALS!)

STREET FAIR/GARDEN PARTY PKG

Street Fair, all days, and Garden Party _____ at \$2250 \$ _____
22+ Screens Includes (2) Airlie Luncheon Garden Party Tickets

CONCERTS/STREET FAIR PKG

All Concerts, all days at Street Fair _____ at \$2,500 \$ _____
including Multicultural Area
Includes (2) Main Stage Concerts Tickets to EACH Main Stage
40+ Screens Show!

CONCERTS/GARDEN PARTY PKG

All Concerts and Garden Party _____ at \$2,000 \$ _____
32+ Screens Includes (2) Main Stage Concerts Tickets to EACH Main Stage
Show OR (2) Airlie Luncheon Garden Party Tickets

ALL DIGITAL BILLBOARDS PKG

All digital billboards all available Festival _____ at \$4,000 \$ _____
days to include: Concerts, Street Fair,
Includes (2) Main Stage Concerts Tickets to EACH Main Stage
Multicultural Area, and Garden Party Show, (1) 10x10 printed banner at the Concerts, and (2) Airlie
50+ Screens Luncheon Garden Party Tickets (**\$1500 Value!**)
EXCLUSIVE SPOT

NORTH CAROLINA AZALEA FESTIVAL REPRESENTATIVE SIGNATURE: _____ DATE: _____

CHECK - All checks should be made payable to the North Carolina Azalea Festival CASH CALL FOR PAYMENT (CC)