

NC FREEDOM FEST



2025 SPONSORSHIP PACKAGE

NC FREEDOM FEST | SEPTEMBER 6TH, 2025 | WWW.NCFREEDOMFEST.ORG



The NC Freedom Fest is an all-inclusive, Military & First Responders Appreciation Festival that celebrates all of the men & women serving our country at home and abroad. Formerly known as “Wings of Wayne”, this festival is a community event in Historic Downtown Goldsboro that is held annually on the Saturday following the Labor Day Holiday. This date for the next festival is September 6th, 2025. The festival specializes in recognizing our Military heritage and community by showcasing local active and retired military, while celebrating all they do for our city and country. The mission of the NC Freedom Fest is to create a community driven festival celebrating diversity through our heritage, arts, crafts, culture and of course, America. It is a great source of local pride, with the entire community involved in celebrating our heroes. The festival encourages volunteerism and civic participation as this helps keep our growing festival free to all, as well as promotes the unique qualities of Downtown Goldsboro.

Not only has NC FF made an impact in our community, we have also gained attention at the National level.



Our event, coupled with meaningful volunteer work, resulted in the receipt of the Spirit of Hope Award for the USAF. This award is a United States Military awards presented by the Department of Defense. It is annually awarded to individuals or organizations whose work benefits the quality of life of service members and their families. We could not be more honored that our “One Community” approach is making a difference nationwide!

NC Freedom Fest would not be possible without our dedicated Festival Committee and Board of Directors.

EVENT SUMMARY



LIVE ENTERTAINMENT

Free live shows on 2 stages, jam-packed with talent across the footprint of the festival. NC Freedom Fest will feature a top national band.

STATIC DISPLAYS

Experience a hands-on adventure with various military & emergency vehicles on display while interacting with service members and first responders.

KIDS ACTIVITIES

Find free, interactive activities, inflatables, and entertainment for the young and the young at heart.

DELICIOUS FOOD

Enjoy all types of delectable cuisine from one of our many food vendors!

BEER GARDEN

Enjoy choice beverages from local breweries & distributors inside the beer garden, or take them anywhere in the footprint of the festival.

CAR & BIKE SHOW

The Wayne County Cruisers host the NC Freedom Fest Car & Bike Show on Center Street!

LOCAL VENDORS & MERCHANTS

Arts, Crafts, Clothing, Local Businesses... you name it, NC Freedom Fest has it!

FAMILY INCLUSIVE AREA

This is an area with interactive elements for festival goers who might not feel comfortable with the crowd and sound of the concert in Freedom Field.

ART CONTEST & AWARDS

Artists from the community compete for the Grand Prize while showing what NC Freedom Fest means to them.

MILITARY APPRECIATION AWARDS

We will recognize outstanding members of SJAFB. This affords the public a better understanding of the amazing talent and commitment of our Airmen.

F-15E FLYOVER

Festival goers will be enjoy the special treat as we witness a 2-ship F15E flyover of Historic Downtown, and NC Freedom Fest!

TITLE SPONSOR



The Title Sponsorship Package is designed for a company interested in having their name featured in every aspect of the festival. This is an exclusive opportunity to be the main sponsor of NC Freedom Fest.

\$15,000

- ◆ BUSINESS NAME ON ALL FESTIVAL MATERIALS
- ◆ RECOGNITION IN ALL RADIO ADVERTISEMENTS
- ◆ LOGO IN DIGITAL & PRINT ADVERTISEMENTS
- ◆ LOGO ON ALL BILLBOARDS
- ◆ LOGO WITH LINK ON FESTIVAL WEBSITE
- ◆ PREMIER AD IN FESTIVAL MAGAZINE
- ◆ CORPORATE BANNER & SPONSOR RECOGNITION



TITLE SPONSOR BENEFITS

- ◆ FEATURED CONTENT ON NCFE SOCIAL MEDIA
- ◆ FACEBOOK LIVE VIDEO
- ◆ SPEAKING OPPORTUNITY AT THE FESTIVAL
- ◆ ON-AIR INTERVIEW—CURTIS MEDIA
- ◆ LOGO ON TRAVELLING BILLBOARD
- ◆ FESTIVAL YARD SIGN
- ◆ LOGO ON FESTIVAL T-SHIRT
- ◆ 20 EVENT T-SHIRTS
- ◆ LOGO IN PRINTED FESTIVAL GUIDE
- ◆ 20 HOSPITALITY PASSES
- ◆ COMPLIMENTARY 10 X 10 VENDOR SPACE

COMMANDER SPONSORS



The Commander Sponsorship Package is designed for a company interested in sponsoring the most high profile elements of NC Freedom Fest, and getting the extra exposure of having their logo on the travelling billboards as they are displayed throughout the community.

\$10,000

SOUND OF FREEDOM MAIN STAGE SPONSORS

The Sounds of Freedom Main Stage is the main place for action at NC Freedom Fest. The site features the opening ceremony, Art Contest Awards presentation, Military Appreciation Awards presentation, and the headliners performance. This partnership includes the items below, and a banner on the front facing fence in one of three locations.

HOSPITALITY TENT SPONSOR

Advertise to the Festival's Visitors/Major Sponsors in this area. In addition to the benefits listed below, this partnership includes a banner in the Hospitality Tent.

FREEDOM FIELD SPONSOR

Freedom Field is the site of the free concert, Kids Zone, Food Trucks and more. In addition to the benefits listed below, this partnership includes a banner at the entrance to Freedom Field.

COMMANDER SPONSOR BENEFITS

- ◆ BUSINESS NAME /LOGO ON FESTIVAL MATERIALS
- ◆ LOGO ON TRAVELLING BILLBOARD
- ◆ LOGO ON DIGITAL & PRINT ADVERTISEMENTS
- ◆ LOGO WITH LINK ON FESTIVAL WEBSITE
- ◆ LOGO ON FESTIVAL T-SHIRT
- ◆ FACEBOOK LIVE VIDEO
- ◆ ON-AIR INTERVIEW WITH CURTIS MEDIA
- ◆ CORPORATE BANNER AND SPONSOR RECOGNITION
- ◆ FEATURED CONTENT ON NCFE SOCIAL MEDIA
- ◆ RECOGNITION AT FESTIVAL (SEPT 6TH, 2025)
- ◆ FESTIVAL YARD SIGN FOR YOUR BUSINESS
- ◆ COMPLIMENTARY 10 X 10 VENDOR SPACE
- ◆ 12 EVENT T-SHIRTS
- ◆ 12 HOSPITALITY PASSES

PATRIOT SPONSORS



The Patriot Sponsorship Package is designed for a company interested in sponsoring the most high profile elements of NC Freedom Fest.

\$7,500

SOUND OF FREEDOM MAIN STAGE SPONSORS

The Sounds of Freedom Main Stage is the main place for action at NC Freedom Fest. The site features the opening ceremony, Art Contest Awards presentation, Military Appreciation Awards presentation, and the headliners performance. This partnership includes the items below, and a banner on the front facing fence in one of three locations.

HOSPITALITY TENT SPONSOR

Advertise to the Festival's Visitors/Major Sponsors in this area. In addition to the benefits listed below, this partnership includes a banner in the Hospitality Tent.

FREEDOM FIELD SPONSOR

Freedom Field is the site of the free concert, Kids Zone, Food Trucks and more. In addition to the benefits listed below, this partnership includes a banner at the entrance to Freedom Field.

PATRIOT SPONSOR BENEFITS

- ◆ BUSINESS NAME /LOGO ON FESTIVAL MATERIALS
- ◆ LOGO ON DIGITAL & PRINT ADVERTISEMENTS
- ◆ LOGO WITH LINK ON FESTIVAL WEBSITE
- ◆ LOGO ON FESTIVAL T-SHIRT
- ◆ FACEBOOK LIVE VIDEO
- ◆ ON-AIR INTERVIEW WITH CURTIS MEDIA
- ◆ CORPORATE BANNER AND SPONSOR RECOGNITION
- ◆ FEATURED CONTENT ON NCFE SOCIAL MEDIA
- ◆ RECOGNITION AT FESTIVAL (SEPT 6TH, 2025)
- ◆ FESTIVAL YARD SIGN FOR YOUR BUSINESS
- ◆ COMPLIMENTARY 10 X 10 VENDOR SPACE
- ◆ 8 EVENT T-SHIRTS
- ◆ 8 HOSPITALITY PASSES

VALOR SPONSORS



The Valor Sponsorship Package is designed for a company interested in sponsoring a feature or zone at NC Freedom Fest.

\$5,000

KIDS ZONE SPONSOR

The Kids Zone includes free entertainment for the young and young at heart featuring inflatables galore. In addition to the benefits listed below, this partnership includes a banner at the entrance of this area.

FOOD ZONE SPONSOR

The Food Zone is the most delectable area of the Festival. In addition to the benefits listed below, this partnership includes a banner at the Food Zone.

BEER GARDEN SPONSOR

The Beer Zone is the most refreshing area of the Festival. In addition to the benefits listed below, this partnership includes a banner at the Beer Zone.

THE HUB/FAMILY INCLUSIVE AREA SPONSOR

Located at the Hub, children will enjoy complimentary activities and entertainment in this area. In addition to the benefits below this partnership includes a banner at the Hub.

STREET FAIR SPONSOR

The Street Fair draws vendors, artisans and businesses from all over. In addition to the benefits listed below, this partnership includes a banner in this area.

STREET FAIR STAGE SPONSOR

This partnership supports the stage with live music located in the Street Fair, plus the items listed below

VALOR SPONSOR BENEFITS

- ◆ BUSINESS NAME OR LOGO ON FESTIVAL MATERIALS
- ◆ LOGO IN PRINTED PUBLIC FESTIVAL GUIDE
- ◆ LOGO IN DIGITAL AND PRINT ADVERTISEMENTS
- ◆ RECOGNITION AT FESTIVAL (SEPT 6TH, 2025)
- ◆ LOGO WITH LINK ON FESTIVAL WEBSITE
- ◆ FESTIVAL YARD SIGN FOR DISPLAY AT YOUR BUSINESS
- ◆ BUSINESS NAME ON FESTIVAL T-SHIRT
- ◆ COMPLIMENTARY 10 X 10 VENDOR SPACE
- ◆ CORPORATE BANNER AND SPONSOR RECOGNITION
- ◆ 6 EVENT T-SHIRTS
- ◆ FEATURED CONTENT ON NCFE SOCIAL MEDIA
- ◆ 6 HOSPITALITY PASSES

VALOR SPONSORS



The Valor Sponsorship Package is designed for a company interested in sponsoring a feature or zone at NC Freedom Fest.

\$5,000

CAR & BIKE SHOW SPONSOR

The Car & Bike show, hosted by the Wayne County Cruisers. In addition to the benefits listed below, this partnership includes a banner in this area.



BEAUTIFICATION SPONSOR

Help make NC Freedom Festiva beautiful & festive with the colors of freedom! In addition to the benefits listed below, this partnership includes a banner at the Festival.

SANITIZATION SPONSOR

The Sanitization Sponsor is a unique opportunity to support the Festival and receive brand exposure. In addition to the benefits below this partnership includes a banner at the Festival.

PICKLE TRAIN

The Pickle Train sponsor supports one of the most popular attractions for the Festival. In addition to the benefits below this partnership includes a banner at the Festival.

NC FREEDOM FEST MASCOT SPONSOR

This sponsorship category will support the new NC FF Mascot and you will have a banner on site with your logo. You will also receive the benefits listed below:

VALOR SPONSOR BENEFITS

- ◆ BUSINESS NAME OR LOGO ON FESTIVAL MATERIALS
- ◆ LOGO IN PRINTED PUBLIC FESTIVAL GUIDE
- ◆ LOGO IN DIGITAL AND PRINT ADVERTISEMENTS
- ◆ RECOGNITION AT FESTIVAL (SEPT 6TH, 2025)
- ◆ LOGO WITH LINK ON FESTIVAL WEBSITE
- ◆ FESTIVAL YARD SIGN FOR DISPLAY AT YOUR BUSINESS
- ◆ BUSINESS NAME ON FESTIVAL T-SHIRT
- ◆ COMPLIMENTARY 10 X 10 VENDOR SPACE
- ◆ CORPORATE BANNER AND SPONSOR RECOGNITION
- ◆ 6 EVENT T-SHIRTS
- ◆ FEATURED CONTENT ON NCFE SOCIAL MEDIA
- ◆ 6 HOSPITALITY PASSES

SALUTING SPONSORS



The Saluting Sponsorship Package is designed for a business or individual interested in supporting a local nonprofit, getting access to marketing opportunities, and supporting the operational costs of the Festival. This option is a great tool for sponsors who are looking for more benefits from their package.

\$2,500

STAND OUT AS A SALUTING SPONSOR

This sponsorship category is focused on positive brand exposure and awareness.

In choosing this category you will not only be supporting NC Freedom Fest, but a portion of your sponsorship will also support a Local Charity. The 2025 NCFB Benevolent cause will be announced at a later date.

Saluting Sponsors will also receive the benefits listed below:

SALUTING SPONSOR BENEFITS

- ◆ LOGO WITH LINK ON FESTIVAL WEBSITE
- ◆ BUSINESS NAME ON FESTIVAL T-SHIRT
- ◆ FEATURED CONTENT ON NCFB SOCIAL MEDIA
- ◆ LOGO IN PRINTED PUBLIC FESTIVAL GUIDE
- ◆ RECOGNITION AT FESTIVAL (SEPT 6TH, 2025)
- ◆ FESTIVAL YARD SIGN FOR DISPLAY AT YOUR BUSINESS
- ◆ COMPLIMENTARY 10 X 10 VENDOR SPACE
- ◆ 4 EVENT T-SHIRTS
- ◆ 4 HOSPITALITY PASSES

HONORING SPONSORS



The Honoring Sponsorship Package is designed for a business or individual interested in honoring a special servicemember or first responder. Supporting local nonprofits, and gaining exposure to a new audience, all while helping support the operational costs of the festival

\$1,000

UNIQUE OPPORTUNITY FOR HONORING SPONSORS

This sponsorship category honors a special servicemember or first responder of your choosing with a tribute banner that will be on display during the 2025 NC FF event. This tribute banners will be yours to keep after the completion of the event. Additionally, NC FF will sponsor a flag in your honoree's name, which will fly on the lawn of Wayne Community College from approximately September 12 Thru November 14, 2025 at the Goldsboro Rotarians 5th Annual Field of Honor event.

In choosing this category you will not only be supporting NC Freedom Fest, but also the Goldsboro Rotary Club which raises funds to support charitable programs of Rotary International and Goldsboro Club.

The Honoring Sponsor will also receive all the benefits listed below:

HONORING SPONSOR BENEFITS

- ◆ LOGO WITH LINK ON FESTIVAL WEBSITE
- ◆ BUSINESS NAME ON FESTIVAL T-SHIRT
- ◆ LOGO IN PRINTED PUBLIC FESTIVAL GUIDE
- ◆ RECOGNITION AT FESTIVAL (SEPT 6TH, 2025)
- ◆ FESTIVAL YARD SIGN FOR YOUR DISPLAY
- ◆ COMPLIMENTARY 10 X 10 VENDOR SPACE
- ◆ 2 EVENT T-SHIRTS
- ◆ 2 HOSPITALITY PASSES

BENEFITS OF SPONSORSHIP

Why Support NCFF?

- ◆ **Show of Appreciation** | You are helping celebrate and say “thank you” to the men & women who keep us safe both here and abroad
- ◆ **Engaging the Community** | Residents and visitors of Goldsboro will see that you support this great cause
- ◆ **Expand Your Reach** | As NCFF grows each year so does our audience., which introduces your brand to new consumers.
- ◆ **The Heroes We Celebrate are Members of our Community** | They are your neighbors, teachers, coaches, and they are there when we are in need, no matter the cause.
- ◆ **Return on Investment** | The benefits of sponsoring NCFF are endless, but the opportunity to forge new connections with the heroes around us who keep us safe is really the best return!
- ◆ **It’s A Great Cause** | Because, Why Not?
- ◆ **Award Winning** | NCFF keeps earning awards, on the local, state and national level.



	TITLE	COMMANDER	PATRIOT	VALOR	SALUTING	HONORING
LOGO ON BILLBOARDS	*	*				
RECOGNITION IN RADIO ADS	*	*				
FACEBOOK LIVE INTERVIEW	*	*	*			
LOGO AND/OR NAME ON 2025 POSTER	*	*	*			
MEET & GREET (BASED UPON ARTIST AVAILABILITY)	8	4	2			
ON AIR RADIO INTERVIEW—CURTIS MEDIA	*	*	*			
LOGO ON TRAVELLING BILLBOARD						
LOGO AND/OR NAME IN DIGITAL & PRINT ADS	*	*	*	*		
LOGO AND/OR NAME ON T-SHIRTS	*	*	*	*	*	*
LOGO WITH LINK ON FESTIVAL WEBSITE	*	*	*	*	*	*
FEATURED SOCIAL MEDIA CONTENT	*	*	*	*	*	*
LOGO IN PRINTED FESTIVAL GUIDE	*	*	*	*	*	*

BRANDING & ADVERTISING

VENUE RECOGNITION

SPEAKING OPPORTUNITY ON-STAGE	*					
CORPORATE BANNER DISPLAY	*	*	*	*	*	*
COMPLIMENTARY VENDOR SPACE	*	*	*	*	*	*
RECOGNITION AT FESTIVAL	*	*	*	*	*	*

OTHER PERKS

EVENT T-SHIRTS	20	12	8	6	4	2
HOSPITALITY TENT PASSES	20	12	8	6	4	2
FESTIVAL YARD SIGN	*	*	*	*	*	*
TAX-DEDUCTIBLE	*	*	*	*	*	*

2025 SPONSORSHIP AGREEMENT

NC Freedom Fest is fully-funded by the generosity of our sponsors and it could not happen without the support of local businesses, volunteers, and our community. Any help that you can give to continue our effort to celebrate our Military and First Responders dedication to our community, state, and country is much appreciated.

BUSINESS NAME	<input type="text"/>		
PRIMARY CONTACT	<input type="text"/>		
TITLE	<input type="text"/>		
MAILING ADDRESS	<input type="text"/>		
EMAIL	<input type="text"/>	WEBSITE	<input type="text"/>
PHONE	<input type="text"/>		
FACEBOOK PAGE	<input type="text"/>		

SPONSORSHIP LEVELS

- \$15,000 | TITLE SPONSOR / Element _____
- \$10,000 | COMMANDER SPONSOR
Element _____
- \$7,500 | PATRIOT SPONSOR / Element _____
- \$5,000 | VALOR SPONSOR / Element _____
- \$2,500 | SALUTING SPONSOR /
Element _____
- \$1,000 | HONORING SPONSOR
Honoree _____

Sponsorship opportunities are on a first come, first served basis. Previous year sponsors will be given first refusal on sponsoring the same category with a deadline of Jan 31, 2025.

If you would like to sponsor something you do not see in this package, please contact us as info@ncfreedomfest.org and we will be happy to work together. Packages can be customized to fit specific needs.

Both sponsorship agreement and payment must be received no later than June 6, 2025 to be included in / on marketing materials.

Upon execution of this sponsor agreement, please email a high resolution copy of your logo to info@ncfreedomfest.org.

NC FREEDOM FEST
PO BOX 562 | GOLDSBORO, NC 27533
TAX ID 84-4852158

NC FREEDOM FEST IS A 501(C)3 ORGANIZATION—ALL CONTRIBUTIONS ARE TAX DEDUCTIBLE

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