

# 2024 Corporate Partner Program



SOUTH CAROLINA  
ASSOCIATION OF COUNTIES



# Partnering with the South Carolina Association of Counties makes good business sense.

Join the South Carolina Association of Counties (SCAC) Corporate Partner Program and get exclusive opportunities to connect with local leaders.

Becoming an SCAC Corporate Partner is an efficient, cost-effective way to market your company's products and services directly to county leaders throughout the state. The program offers multiple exposure opportunities at SCAC events during the year and in the Association's quarterly magazine and annual directory.

## Partnership Levels & Benefits

The Corporate Partner Program offers four partnership levels:

- **Bronze**, \$1,500 annually
- **Silver**, \$3,000 annually
- **Gold**, \$5,000 annually
- **Platinum**, \$10,000 annually

Each partnership level includes a complimentary subscription to the *County Focus Magazine* and copies of the annual *SCAC Directory of County Officials*. Partners at each level receive complimentary promotion on SCAC's website and an exclusive opportunity to attend and exhibit at SCAC's Annual Conference.

## Events

Partners at the platinum, gold and silver levels receive complimentary registrations to the following SCAC events:

- Counties Connect: A Legislative Action Day (February)
- Annual Conference (July/August)
- Fall Advocacy Meeting (October)



Bronze level partners may register for these events at a discounted rate.

Partners will have the opportunity to host an exhibit booth at the SCAC Annual Conference on a first-come, first-served basis. **Exhibit booths during the Annual Conference are available only to SCAC Corporate Partners.** Partners at the platinum and gold levels receive an exclusive pre-paid booth at the Annual Conference. Booth priority is given to partners at the platinum and gold levels, and partners at those levels will have the opportunity to select their booth locations.

All partners will be recognized during the three events.

## Advertising

Partners at the platinum, gold and silver levels receive complimentary ad space in each issue of *County Focus Magazine* and in the annual *SCAC Directory of County Officials*. Bronze level partners may purchase ad space at a discounted rate.

## A La Carte Advertising Options

Additional advertising options are available a la carte, including:

- Banner ad in SCAC monthly e-newsletter, *County COMPASS* (distributed to more than 1,500 county government officials and stakeholders).
- Discounted rates on ads in *County Focus Magazine* and the *SCAC Directory of County Officials*.
- Exclusive event sponsorships (see Corporate Partner Program Add-Ons, pg. 5).

For additional information regarding the Corporate Partner Program, including partner exhibit booths at the Annual Conference, contact **Tish Anderson at [tanderson@scac.sc](mailto:tanderson@scac.sc)**.

*Participation as an SCAC Corporate Partner does not imply, nor shall it be considered or presented as, an endorsement by SCAC or any service or product provided by the partner company. The SCAC Board of Directors reserves the right, for cause shown, to disapprove an application or to terminate an existing participant. Use of SCAC logos, the acronym "SCAC" and the words "South Carolina Association of Counties" without the prior authorization and express written permission of SCAC is prohibited. This includes use by companies who engage with SCAC as corporate partners, exhibitors or advertisers.*



# SCAC Corporate Partner Program Benefits Overview

<p><b>Bronze Partner</b> \$1,500/year</p>	<ul style="list-style-type: none"> <li>• Access to the <i>Friday Report</i> and <i>Legislative Alerts</i> (electronic)</li> <li>• Company name listed on SCCounties.org</li> <li>• Recognition in and subscription to <i>County Focus Magazine</i> and the <i>SCAC Directory of County Officials</i></li> <li>• Discounted advertising rates in magazine and directory</li> <li>• Name badge recognition (ribbon)</li> <li>• Company name recognition on event onsite signage, in app and printed program (when applicable)</li> <li>• Discounted event registrations</li> <li>• Annual Conference exhibitors notice (first come, first served)</li> <li>• Advance Annual Conference registration list and post-event list</li> </ul>
<p><b>Silver Partner</b> \$3,000/year</p>	<p>Bronze Partner benefits plus</p> <ul style="list-style-type: none"> <li>• Company name and link on SCCounties.org</li> <li>• Two subscriptions to <i>County Focus Magazine</i> and the <i>SCAC Directory of County Officials</i></li> <li>• Quarter-page ad in magazine and directory (deadlines apply)</li> <li>• Two complimentary registrations to Annual Conference</li> <li>• Company name recognition in all pre- and post-event emails to county officials</li> </ul>
<p><b>Gold Partner</b> \$5,000/year</p>	<p>Silver Partner benefits plus</p> <ul style="list-style-type: none"> <li>• Logo and link on SCCounties.org</li> <li>• Four subscriptions to <i>County Focus Magazine</i> and the <i>SCAC Directory of County Officials</i></li> <li>• Half-page ad in magazine and directory (deadlines apply)</li> <li>• Use of SCAC meeting facilities (based on availability)</li> <li>• Company name and logo on event onsite signage, in app (with link) and printed program (when applicable)</li> <li>• Two complimentary registrations each to Counties Connect and Fall Advocacy Meeting</li> <li>• Four complimentary registrations to Annual Conference</li> <li>• Exclusive pre-paid exhibit booth at Annual Conference</li> <li>• Pre-selected booth location at Annual Conference</li> </ul>
<p><b>Platinum Partner</b> \$10,000/year</p> <p><i>*Exclusive to one company per industry (first come, first served)</i></p>	<p>Gold Partner benefits plus</p> <ul style="list-style-type: none"> <li>• Six subscriptions to <i>County Focus Magazine</i> and the <i>SCAC Directory of County Officials</i></li> <li>• Full-page ad in magazine and directory (deadlines apply)</li> <li>• Consideration for pertinent/timely articles in SCAC publications (approved by SCAC staff)</li> <li>• Company recognition at the podium at SCAC conferences and meetings</li> <li>• Early access to the Annual Conference hotel block</li> <li>• Six complimentary registrations to Annual Conference</li> <li>• Four complimentary registrations to Counties Connect and the Fall Advocacy Meeting</li> <li>• Ad in Annual Conference program (deadline applies)</li> <li>• Opportunity to present at the Annual Conference (approved by SCAC staff)</li> </ul>



# SCAC Corporate Partner Program Add-Ons

<b>SCAC Event App</b>	<b>Year-round</b> <i>(Counties Connect, Annual Conference, Fall Advocacy Meeting)</i> <ul style="list-style-type: none"> <li>• App Sponsor: \$3,500 *Exclusive               <ul style="list-style-type: none"> <li>◦ Onsite signage recognition, exclusive banner ad in app, conference program recognition</li> </ul> </li> </ul>
<b>Counties Connect: A Legislative Action Day</b>	<b>February 21, 2024</b> <b>USC Alumni Center/Palmetto Club, Columbia, SC</b> <i>Approximately 150 Attendees</i> <ul style="list-style-type: none"> <li>• Break Sponsor: \$1,000 *Exclusive</li> <li>• Lunch Sponsor: \$2,500 *Exclusive</li> </ul>
<b>Annual Conference</b>	<b>July 29-August 1, 2024</b> <b>Wild Dunes Resort</b> <i>Approximately 400 Attendees</i> <ul style="list-style-type: none"> <li>• Name Badge Lanyard Sponsor: \$2,500 *Exclusive               <ul style="list-style-type: none"> <li>◦ Lanyards will include your company name or logo and be distributed to all attendees</li> </ul> </li> <li>• Break Sponsor - \$750 each               <ul style="list-style-type: none"> <li>◦ Monday Morning</li> <li>◦ Monday Afternoon</li> <li>◦ Tuesday Morning</li> <li>◦ Tuesday Afternoon</li> <li>◦ Wednesday Afternoon</li> </ul> </li> <li>• Boxed Lunch Sponsor: \$2,000 *Exclusive               <ul style="list-style-type: none"> <li>◦ Held in the Foyer Monday between Institute of Government classes</li> </ul> </li> <li>• Movie Break Sponsor: \$1,500 *Exclusive               <ul style="list-style-type: none"> <li>◦ Held in the Exhibit Hall Tuesday afternoon</li> </ul> </li> </ul>
<b>Fall Advocacy Meeting</b>	<b>October, 2024</b> <b>Location TBD, Columbia, SC</b> <i>Approximately 100 Attendees</i> <ul style="list-style-type: none"> <li>• Break Sponsor: \$1,000 *Exclusive</li> <li>• Lunch Sponsor: \$2,500 *Exclusive</li> </ul>
<b>Legislative Conference</b>	<b>December 5-6, 2024</b> <b>AC Hotel, Greenville, SC</b> <i>Approximately 75 Attendees</i> <ul style="list-style-type: none"> <li>• Break Sponsor: \$1,000 *Exclusive</li> <li>• Lunch Sponsor: \$2,500 *Exclusive</li> </ul>
<b>County COMPASS Banner Ad</b>	<b>Year-round in e-newsletter</b> <ul style="list-style-type: none"> <li>• \$500               <ul style="list-style-type: none"> <li>◦ 12 available - 1/month. First come, first served</li> </ul> </li> </ul>

# Contact Us



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<https://bit.ly/SCACPartner>

Apply to become a Corporate Partner at:  
<https://bit.ly/SCACPartnerContract24>

