

SCAC CORPORATE PARTNER PROGRAM



The South Carolina Association of Counties (SCAC) is the only statewide organization representing county government in South Carolina. The association was chartered on June 22, 1967, and since then has worked to empower county officials through advocacy, education, and collaboration.

SCAC's membership, which includes all 46 counties, spans the spectrum from urban to rural. By virtue of a county's membership in SCAC, all of its elected and appointed officials are part of an organization dedicated to improving county government. By bringing together Local Leaders, the association and county officials are able to create Statewide Strength.



NEW OPPORTUNITIES

The South Carolina Association of Counties announces a NEW way to market your company, both efficiently and cost-effectively, to South Carolina's 46 counties! The new SCAC Corporate Partner Program provides a comprehensive marketing opportunity to showcase your products and services directly to county leaders. The program also offers companies year-round exposure to county officials and employees at multiple SCAC events and in the association's quarterly magazine and annual directory.



ACCESS

If you are looking for ways to build and strengthen relationships with county governments, this new program is for you. As an SCAC Corporate Partner, you will be able to maintain contact with county officials throughout the year. You will also be updated on trends in county government and legislative initiatives.



COST EFFECTIVE

This new "one stop shop" approach will minimize costs and make it easier to budget because you are able to support the SCAC as a partner at one of four levels for the entire year. Still, A la carte advertising options remain available if you choose to advertise in *County Focus Magazine* or *SCAC Directory of County Officials*.

BENEFITS OVERVIEW

- o Four levels of partnership - \$1,500, \$3,000, \$5,000, or \$10,000
- o Advertising in *County Focus Magazine* and annual *SCAC Directory of County Officials* will be included in the top levels.
 - » Discounted advertising may be purchased at the lower level.
- o Complimentary/discounted rates to attend (including premier exposure) three SCAC events;
 - » *Mid-Year Conference (February)*, *Annual Conference (August)*, and *County Council Coalition Fall Meeting (October)*.
 - In addition, all Partners will be recognized during all three events, whether virtual or in-person.*
- o Complimentary subscription(s) to *County Focus Magazine* and copies of the annual *SCAC Directory of County Officials*.
- o Exclusive opportunity to attend and exhibit at SCAC's Annual Conference.
- o Complimentary promotion on SCAC's website and Annual Conference app.
- o Exclusive benefits and exposure at the top levels.
- o Benefits will be available on a calendar year basis, and much more!

 SOUTH CAROLINA ASSOCIATION OF COUNTIES	 SCAC CORPORATE PARTNER Platinum	 SCAC CORPORATE PARTNER Gold	 SCAC CORPORATE PARTNER Silver	 SCAC CORPORATE PARTNER Bronze
YEAR-ROUND BENEFITS				
Use of SCAC Partner Logo	✓	✓	✓	✓
Access to the <i>Friday Report & Legislative Alerts</i> (electronic)	✓	✓	✓	✓
Company logo or listing and/or website link on SCAC's website for the entire year	Company Logo + Link	Company Logo + Link	Company Listing + Link	Company Listing Only
Quarterly subscriptions to <i>County Focus Magazine</i>	6	4	2	1
Complimentary copies of the <i>SCAC Directory of County Officials</i> (available in March)	6	4	2	1
Use of SCAC meeting facilities (based on availability)	✓	✓		
Exclusive to one company per industry (first come, first served)	✓			
ANNUAL CONFERENCE BENEFITS				
Exclusive Pre-paid Exhibit Booth	✓	✓	20% discount on booth	10% discount on booth
Annual Conference exhibitors notice - first come, first served	✓	✓	✓	✓
Advance registration list & post-event list	✓	✓	✓	✓
Company logo in conference program and onsite signage	✓	✓	Company Listing	Company Listing
Complimentary registrations (spouse included)	6	4	2	Discounted Registration
Company logo/website link in conference app	✓	Company Listing	Company Listing	Company Listing
Pre-selected booth location at Annual Conference	✓	✓		
Early Annual Conference host hotel room block access	✓			
Annual Conference app ad (deadline applies)	✓			
Opportunity to present (approved by SCAC staff)	✓			
Premier ad in conference program (deadline applies)	✓			
*MULTIPLE CONFERENCE BENEFITS				
Name badge recognition (ribbons)	✓	✓	✓	✓
Complimentary registrations: Mid-Year Conference and County Council Coalition Meeting	4	2	Discounted Registration	Discounted Registration
Traveling, customized pop-up sign with company logo displayed (deadline applies)	✓	✓	✓	
Company recognition from the podium	✓	✓		
Logo recognition and website link in all pre- and post-event emails to county officials	✓	✓	Company Listing	
MAGAZINE/DIRECTORY BENEFITS				
Company logo in <i>County Focus Magazine</i> & <i>SCAC Directory of County Officials</i> (deadline applies)	✓	✓	Company Listing	Company Listing
Ad in <i>County Focus Magazine</i> (deadline applies)	Full-page B&W-Four Color	Half-page B&W-Four Color	Quarter-page B&W-Four Color	10% Discount
Ad in <i>SCAC Directory of County Officials</i> (deadline applies)	Full-page B&W-Four Color	Half-page B&W-Four Color	Quarter-page B&W-Four Color	10% Discount
Consideration for pertinent/timely articles in publications (SCAC staff approval)	✓			

*Multiple Events Include: *Mid-Year Conference (February)*, *Annual Conference (August)*, *County Council Coalition Meeting (October)*

VISIT WWW.SCCOUNTIES.ORG/CORPORATE-PARTNER-PROGRAM TO FILL OUT THE CORPORATE PARTNER CONTRACT TODAY!

A LA CARTE OPTIONS

Advertise in *County Focus Magazine* and join many other advertisers who already know that it's one of the best ways to sell products and services to South Carolina's 46 counties. Target more than 1,500 members of the South Carolina Association of Counties, the only organization dedicated to statewide representation of county government in South Carolina.

County officials in South Carolina read *County Focus*, because it's the only publication in the state that focuses on counties, legislation affecting counties, and successful county programs, projects, and activities. This award-winning magazine also publishes articles by U.S. Senators and Congressmen concerning important issues facing county officials across the state.

COUNTY FOCUS MAGAZINE ADVERTISING DEADLINES

March 15 - Number 1 (Spring Issue)
June 15 - Number 2 (Summer Issue)
September 15 - Number 3 (Fall Issue)
December 15 - Number 4 (Winter Issue)

SCAC *Directory of County Officials* identifies all elected and appointed county officials in the state. This popular publication also identifies SCAC's Officers, Board of Directors, Past Presidents and SCAC Corporate Partners; regional councils of government; federal and state officials; and members of the S.C. General Assembly. Addresses and telephone numbers are included for county officials, state officials, and members of the General Assembly.

SCAC DIRECTORY OF COUNTY OFFICIALS ADVERTISING DEADLINE December 31st

For additional information on advertising in the magazine or directory please visit:
sccounties.org/scac-publications
or contact Stuart Morgan at smorgan@scac.sc

NEW IN 2022

Exhibit booths during SCAC's Annual Conference are available to SCAC Corporate Partners only beginning in 2022. SCAC Corporate Partners will have the opportunity to commit and, based on the level of commitment, select their booth location. SCAC expects to have some 600 county officials to attend. Priority will be given to Partners committed at the top levels. More detailed exhibit booth information will be provided closer to the Annual Conference which will be held August 1-4, 2022.

ANNUAL CONFERENCE DATE/LOCATION INFORMATION

www.sccounties.org/conferences-and-meetings

For additional information regarding Partner exhibit booths at SCAC's Annual Conference please contact:

Tish Anderson at tanderson@scac.sc

COMPLETE AND RETURN THE CORPORATE PARTNER CONTRACT TODAY!

sccounties.org/corporate-partner-program



The image shows a sample of the SCAC Corporate Partner Contract form. The form is titled "SCAC Corporate Partner Contract" and is divided into several sections: COMPANY INFORMATION, EVENT/ADVERTISING CONTACTS, AGREEMENT, and 2021 SCAC TERMS OF PARTNERSHIP. The form includes fields for Company/Organization, Title, Address, Phone, Email, and Website. It also has checkboxes for selecting a Partner Level (Platinum, Gold, Silver, or Bronze) and a section for the 2021 SCAC Terms of Partnership, which includes a payment schedule and a list of terms.



SCAC CORPORATE PARTNER ENDORSEMENT POLICY

Participation as a SCAC Corporate Partner shall not imply, nor be considered or presented as, an endorsement by SCAC of any service or product provided by the company. The SCAC Board of Directors reserves the right, for cause shown, to disapprove an application, or terminate an existing participation. Use of SCAC logos, the words "SCAC" and "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.