2027

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**, $2,500 annually
- **Silver**, $4,000 annually
- **Gold**, $6,500 annually
- **Platinum**, $12,000 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 17)
- Annual Conference (July 26-29)
- Fall Advocacy Meeting (October 19)

Bronze level partners may register for these events at a discounted rate. All partners will be recognized during the events.

Exhibit Booth

Partners will have the opportunity to host an exhibit booth at the SCAC Annual Conference on a first come, first served basis once event registration emails have been sent. 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. **Platinum and Gold partners must sign up to claim their booth space.** Partners at the Silver and Bronze levels can sign up and purchase booths on a first come, first served basis as available.

Advertising

Partners at the Platinum, Gold and Silver levels receive complimentary ad space in each issue of *County Focus* magazine (a total of four issues annually) and in the annual *SCAC Directory of County Officials*. Bronze level partners may purchase ad space at a discounted rate.

Platinum partners are entitled a banner ad and Gold partners are offered a down-page ad in the County COMPASS enewsletter. Advertising deadlines apply for all print and digital publications.

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).

Questions?

For additional information regarding the Corporate Partner Program, including partner exhibit booths at the Annual Conference, contact Abby Stiver at **astiver@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

	Platinum	Gold	Silver	Bronze
Advertising/Publication Benefits				
Recogniton in County Focus magazine & Directory of County Officials (deadlines apply)	Logo	Logo	Name	Name
Ad in County Focus magazine (deadlines apply)	Full-page	Half-page	Quarter-page	10% discount
Ad in Directory of County Officials (deadline applies)	Full-page	Half-page	Quarter-page	10% discount
Ad in County COMPASS e-newsletter (deadlines apply)	Banner	Down page	—	—
Consideration for articles in publications (SCAC staff approval)	✓	—	—	—
Access to the Friday Report & Legislative Alerts (email)	✓	✓	✓	✓
Quarterly subscription to *County Focus* magazine	6	4	2	1
Complimentary copies of the Directory of County Officials (Mar.)	6	4	2	1
Company logo or listing and/or website link on SCcounties.org	Logo + Link	Logo + Link	Name + Link	Name + Link
Tagged social media posts	3	1	—	—
Use of SCAC Partner Logo	✓	✓	✓	✓
Conference Benefits				
Complimentary registrations for Annual Conference (spouse included)	6	4	2	**Discounted**
Complimentary registrations for Counties Connect (Feb.) and Fall Advocacy Meeting (Oct.)	4	2	**Discounted**	**Discounted**
Early host hotel room block access for Annual Conference	✓	—	—	—
Exclusive pre-paid Annual Conference exhibit booth (first come, first served)	✓	✓	20% discount	10% discount
Pre-selected Annual Conference booth location	✓	✓	—	—
Advance registration list & post-event list for Annual Conference	✓	✓	✓	✓
Opportunity to present at Annual Conference (SCAC staff approval)	✓	—	—	—
Name badge recognition (ribbons)	✓	✓	✓	✓
Recognition in onsite signage	Logo	Logo	Logo	Name
Company recognition from the podium	✓	—	—	—
Recognition in Annual Conference program	Logo	Logo	Name	Name
Premier ad in Annual Conference program (deadline applies)	✓	—	—	—
Recognition in event app	Logo + Link	Logo + Link	Name	Name
Ad in event app (deadline applies)	✓	—	—	—
Logo + link in all pre- and post-event emails	✓	✓	Name	Name
Other Benefits				
Use of SCAC meeting rooms (based on availability)	✓	✓	—	—

SCAC Corporate Partner Program Add-Ons

SCAC Event App	**Year-round** *(Counties Connect, Annual Conference, Fall Advocacy Meeting and Legislative Conference)* • App Sponsor: $3,500 ***Exclusive** ◦ Onsite signage recognition, exclusive banner ad in app, conference program recognition
Counties Connect: A Legislative Action Day	**February 17, 2027** **Pastides Alumni Center/Palmetto Club, Columbia, SC –** *Approximately 150 Attendees* • Break Sponsor: $1,000 ***Exclusive** • Lunch Sponsor: $2,500 ***Exclusive**

Annual Conference	**July 26-29, 2027**
	Wild Dunes Resort – *Approximately 400 Attendees*
	• Tabletop Sponsors – $750 each (limit four)
	  ◦ Tabletops (mini-booths) are set-up Tuesday and Wednesday during the Welcome Reception and Legislative Breakfast. Sponsors should have representatives at the table.
	• Name Badge Lanyard Sponsor: $2,500 ***Exclusive**
	  ◦ Lanyards will include your company name or logo and be distributed to all attendees
	• Daily Break Sponsor – $1,000 each (one per day)
	  ◦ Select Monday, Tuesday or Wednesday
	• Movie Break Sponsor: $1,500 ***Exclusive**
	  ◦ Held in the Exhibit Hall Tuesday afternoon
	• Boxed Lunch Sponsor: $2,000 ***Exclusive**
	  ◦ Held in the Foyer Monday between Institute of Government classes
	• Room Key Sponsor: $3,000 ***Exclusive**
	  ◦ Company logo printed on room key wristbands and includes **advance notice** for Wild Dunes Resort room block for **one room** Monday-Wednesday only

Fall Advocacy Meeting	**October 19, 2027** **Pastides Alumni Center, Columbia, SC –** *Approximately 100 Attendees* • Break Sponsor: $1,000 ***Exclusive**
Legislative Conference	**December 2-3, 2027** **AC Hotel, Greenville, SC –** *Approximately 75 Attendees* • Break Sponsor: $1,000 ***Exclusive** • Lunch Sponsor: $2,500 ***Exclusive**
***County COMPASS* Banner Ad**	**Year-round in e-newsletter** • $500 ◦ multiple available - 1/month. First come, first served

Contact Us

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sccounties.org/partners

Ready to commit? Complete the Corporate Partner Agreement:
form.jotform.com/SCAC/partner