

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" options remain available if you choose to advertise and purchase exhibit space at SCAC's Annual Conference.

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).*
- o Complimentary subscription(s) to *County Focus Magazine* and copies of the annual *SCAC Directory of County Officials*.
- o Complimentary/discounted rates 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		PLATINUM - \$10,000	GOLD - \$5,000	SILVER - \$3,000	BRONZE - \$1,500
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	
Subscription 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 recognition on SCAC's website	All Year	One Month			
Exclusive to one company per industry (first come, first served)	✓				
ANNUAL CONFERENCE BENEFITS					
Pre-paid Exhibit Booth (8'x6' / 10'x6') - Includes 2 attendees	✓	✓	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 virtual market	✓	Company Listing	Company Listing	Company Listing	
Pre-selected booth location at Annual Conference	✓	✓			
Early Annual Conference host hotel room block access	✓				
Annual Conference app splash page ad (deadline applies)	✓				
Opportunity to present (approved by SCAC staff)	✓				
Premier ad in conference program	✓				
*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

Exhibit booths are available each year during SCAC's Annual Conference. SCAC Corporate Partners will have the opportunity to commit and, based on the level of commitment, select their booth location. If any booths remain available after May 1, companies that are not SCAC Corporate Partners may reserve a booth on a first come, first-served basis. SCAC expects to have some 600 county officials to attend. Each year, the exhibit hall sells out quickly, so we highly recommend you join the SCAC Corporate Partner Program to ensure you receive a booth. Exhibitors may choose from the following booth sizes: 8'x6' \$800 or 10'x6' (limited) \$850. The booth fee includes two attendees.

ANNUAL CONFERENCE DATE/LOCATION INFORMATION

www.sccounties.org/conferences-and-meetings
For additional information on exhibiting 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

SCAC Corporate Partner Contract

COMPANY INFORMATION (Indicate whether you wish to be selected for display - some required information)

Company/Organization _____
Trade Contact _____
Title _____ Phone _____
Working Address _____
Email _____ Website _____
Type of Business _____
*Indicates to approximately what exhibiting partner benefits, printed material, website and other important considerations.

EVENT/ADVERTISING CONTACTS (Indicate whether you wish to be selected for display - some required information)

Event Contact _____ Title _____
Event _____ Phone _____
Advertising Contact _____ Company _____
Event _____ Phone _____

AGREEMENT

Select Partner Level:
 Platinum Partner \$15,000 Gold Partner \$5,000 Silver Partner \$2,500 Bronze Partner \$1,000

Company Representative _____ Title _____



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.