



South Carolina/FORTUNE Partnership Opportunity

Program Objectives

- To promote South Carolina as the optimal location for business expansion and relocation.
- To provide South Carolina companies with an opportunity to promote their company and support the South Carolina economic development efforts.

Program Elements

- South Carolina introductory pages,
 - Gold, Silver and Bronze Sponsorships,
 - South Carolina story
- Text and format determined by South Carolina and FORTUNE Magazine.

Program Logistics

Upon receiving commitment, FORTUNE's economic development team will coordinate and execute all aspects of the project.

Timing

Approximately two to three months to allow for mailing list development, sales materials preparation, distribution of sales materials, sales calls on prospective sponsors, writer selection, development of text and creative format, and production of section. All this will be executed by FORTUNE Branded Content with input from South Carolina. Once we have a signed agreement from you, we will have a project kick-off call and go through all these elements and their timing.

Benefits to South Carolina

- Exposure to FORTUNE's audience of almost four million leading business decision makers of the North American edition.
- Every page of FORTUNE is now also available on the tablet version
- Reach C-suite executives and the 140,000+ FORTUNE subscribers who have been involved in a real estate/site location decision in the last 12 months.
- No cost way to promote South Carolina as an innovative state and optimal site for business expansion and relocation to business leaders across North America.
- A high-impact, engaging, persuasive South Carolina story in FORTUNE delivered turnkey.
- 100 issues hot-off-the-press for South Carolina to distribute to key government and business leaders.
- South Carolina will receive section reprints.
- The South Carolina section digital PDF will be posted on the FORTUNE Branded Content portion of FORTUNE.com.
- South Carolina will receive the section PDF for posting on their website and for use in marketing efforts.

- Sponsoring companies & organizations will be invited to attend an “End of Project Event” with Governor Haley, South Carolina economic development officials and FORTUNE Publisher Meredith Long to celebrate the publication of the South Carolina section in FORTUNE magazine.
- FORTUNE will produce a 5 to 10 minute video which will promote South Carolina as a Great Place to Do Business as explained by top South Carolina company executives. The filming would take place as part of the traditional “End-of-Project Event” where Governor Haley and FORTUNE host the South Carolina section sponsors to a reception or lunch to thank the companies for participating in the project. The FORTUNE video team would conduct brief one-on-one interviews with the South Carolina company executives giving them the opportunity to explain how their experience in South Carolina has been so successful. These interviews will be integrated into a cohesive video about South Carolina that includes filming additional South Carolina features that tie into the theme. These testimonials are a very powerful marketing opportunity for South Carolina. Of course, interviews with Governor Haley and officials of the South Carolina Department of Commerce would also be included in the marketing video. The finished video can be housed on the state’s website, the sponsor’s websites, and the FORTUNE Branded Content portion of the FORTUNE.com website.
- FORTUNE offers South Carolina companies a substantial economic development section discount off open rates to maximize participation in the section.
- FORTUNE will offer 3 tiers of sponsorship offerings to maximize corporate participation in the South Carolina section.
- Reinforces and acknowledges commitment to existing South Carolina business.
- Sponsorship section creates an outstanding testimonial marketing document for doing business in South Carolina.
- Expansion and relocation prospects are identified through e-mail responses, web-site promotion and direct calls to South Carolina economic development staff.

Benefits to Sponsors

- Exposure to FORTUNE's audience of almost four million readers of the North American edition.
- A PDF of the section is provided to each South Carolina section sponsor.
- Gold, Silver and Bronze sponsorship packages can showcase products or services and communicate company marketing, public relations or investor relations message, as well as successes in South Carolina.
- Recognition as one of the leading corporate citizens of South Carolina.

Qualified, measurable RESULTS for governments and sponsoring companies

Many states have repeated their section business with FORTUNE, which attests to the fact that FORTUNE economic development sections work. A review of some repeat sections includes:

<u>State</u>	<u>Repeat Economic Development Sections in FORTUNE</u>
Georgia	2011, 2015
North Carolina	1992, 1995, 1998, 2003, 2005, 2007
Pennsylvania	1995, 1998, 2001, 2005
Tennessee	2004, 2008, 2011
Massachusetts	1995, 2000, 2001, 2005
Mississippi	2007, 2010, 2013
Missouri	1997, 2007, 2010, 2013

Pricing

- Substantial economic development section discount pricing is available for all sponsors at Gold, Silver and Bronze sponsorship levels.
- South Carolina is not required to participate financially in the project.

Why FORTUNE?

FORTUNE is the most prestigious business management magazine in the United States. Its subscriber base of top management is intimately involved in all phases of the site selection and business expansion process. FORTUNE provides the right editorial environment, the right target audience and a proven record of success in providing effective economic development sections for states and cities.

About the Time Inc. Branded Content Team

The Time Inc. Branded Content group is a 16 member team that uses superior reporting, storytelling, and design to create content that is engaging, useful, and that generates readership for our partners. This expertise also means that we can highlight South Carolina in a way that resonates with the FORTUNE audience of senior and top-level managers.

Editorial Team: Jamie Luke, Director of Content for the Time Inc. Branded Content group, which includes FORTUNE, MONEY and Time. Jamie has over 10 years of experience writing and editing at Time Inc., Daily Candy and the Gilt Groupe.

Art Direction Team: We have a three-person design team led by Greg Leeds with experience in a wide variety of industries, including publishing, corporate identity, marketing, communications, finance and economic development.

Economic Development Director: Tom Lewis, BBA, MBA, CEcD is a 30+ year economic development professional that led a successful economic development program for the Dallas Regional Chamber of Commerce and has produced over 70 successful economic development sections during his 25+ years with FORTUNE.

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