

From: Nadine Krimow <Nadine_Krimow@dixonschwabl.com>
To: Veldran, KatherineKatherineVeldran@gov.sc.gov
CC: Jon AlhartJon_Alhart@dixonschwabl.com
Date: 11/12/2013 3:39:22 PM
Subject: RBC Heritage Support Request for Governor Haley



Hi Katherine,

I hope this email finds you very well.

My name is Nadine General and my colleague Jon Alhart and I support the Heritage Classic Foundation with its PR and Social Media efforts for the RBC Heritage PGA TOUR Golf Tournament.

Angela McSwain, Marketing Director for the Heritage passed your contact information on to us. We're reaching out to discuss the opportunity to partner with Governor Haley's office and seek her support to aide in cross-promoting the 2014 RBC Heritage.

As a strong supporter of the RBC Heritage and the statewide reach it has, we're hopeful that her office may be willing to help further promote the tournament for 2014.

The RBC Heritage is rolling out "Plaid Nation" for the 2014 RBC Heritage Presented by Boeing:
This year, the RBC Heritage Presented by Boeing has a new rally cry. Plaid Nation is the spirit that makes the RBC Heritage the most unique stop on the PGA TOUR. It's families and friends coming together year after year to be a part of something big, memorable and fun. It's a heritage of southern hospitality and the truest example of that warm, welcoming Lowcountry lifestyle. It's a spirit that unites people who believe that giving back and paying forward are an honor, not an obligation.

We'd love to work with Governor Haley's team, have her continued support, and encourage the community to join Plaid Nation.

Perhaps she could post on her social media platforms, add verbiage on her website, incorporate the message into any e-blasts or newsletters that her office issues, and/or host a proclamation at the Opening Ceremonies to proclaim Monday, April 14 Plaid Nation Day.

We're happy to schedule some time for a call to further discuss this opportunity with you, or whomever the appropriate contact would be for this request if that works best.

Thank you for your consideration.

Respectfully,
Nadine

Nadine General
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