

**From:** Veldran, Katherine <KatherineVeldran@gov.sc.gov>  
**To:** Derek Patondpaton@wmgllc.com  
**Date:** 10/23/2015 2:45:17 PM  
**Subject:** Re: Demographics of South Carolinians

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Let's talk this weekend. I should be able to help. KV

On Oct 21, 2015, at 11:22 AM, Derek Paton <dpaton@wmgllc.com> wrote:

Hey Kat,  
I hope you are well. I hear we might see you this weekend.

I am wondering if you can help me, I am working on an RFP submission for the Heritage and their 50<sup>th</sup> anniversary celebration. Pretty exciting. One of the objectives is to put together a yearlong series of events in SC to celebrate the anniversary...

Do you have demographics/psychographic information (That you are able to share of course) on who SC folks are and what their likes and dislikes are?

Any data that you have that you are able to share would be extremely helpful.

The other thing I am looking for is a master list of events/festivals. I have someone internally scouring chamber of commerce sites to put it together but if you have something that exists that you are able to send over that would be helpful too.

Thanks so much and we will see you this weekend.

**Derek Paton**  
Vice President | Golf Division

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