



South Carolina 811 Safety Consortium 2017 Opportunities

What is the South Carolina 811 Safety Consortium?

South Carolina 811 exists not only to take and transmit locate requests, but also to educate stakeholders about the importance of submitting a locate request and digging safely.

SC² is an opportunity for stakeholders to partner with South Carolina 811 for the purpose of educating excavators and the general public about the 811 message and the importance of utility damage prevention.

SC811 would like to partner with any of our member companies to help promote their specific safety messages, as it relates to underground utility damage prevention, while simultaneously helping SC811 promote the importance of calling 811 before you dig.

There are three different levels of partnership - Platinum, Gold and Silver. See the following pages to learn more about these levels of partnership to determine what would be the best fit for your organization.

How do you get involved?

For questions or to become a partner, contact Charleigh Elebash at Charleigh.elebash@sc811.com or 803-451-7718. Each partnership runs for a calendar year and deliverables will be presented at the end of the year.



Silver Partner - \$2500

Silver Partner Snapshot

Presenting Sponsor at SC² Tailgate Meetings:

- Recognition at these 12-16 events around the state
- Option to speak for a few minutes at the meetings

Joint Billboard Campaign:

- Partner logo featured on a minimum of two billboards.
- All traffic stats and photos of boards.

Partner Logo on SC811 Website:

- Partner Logo featured on SC811 website and linked to partner's website.

SC811 Social Media Posts to Promote Partner:

- SC811 will post at least four approved social media posts on determined dates
- Partner will be provided with engagement (views, likes, comments, etc.) from that post

Detail

SC² Tailgate Training Sessions:

For a second year, SC811 will host SC² Tailgate Training Sessions in addition to our normal presentations. At these hour long classes, partners will have the opportunity to speak at each meeting. All partners will be recognized at each event.

Joint Billboard Campaign:

Silver level partners will be featured on a minimum of two billboards for SC811's 2017 Billboard Campaign. Partners will have choice of available boards to have their logo featured on. All traffic stats and photos of the board at location will be provided by the end of the campaign.

Partner Logo on SC811 Website:

Partner Logo will be featured on SC811 website and will be directed to home page or other related page partner's website.

SC811 Social Media Posts to Promote Partner:

SC811 will post at least four approved social media posts on determined dates (excluding 4/1 & 8/11) which will promote company, safety accomplishments, etc. Partner will be provided with engagement (number of people who saw message, likes, comments, etc) from that post.



Gold Partner - \$5000

Gold Partner Snapshot

All Silver Partner Options PLUS

Presenting Sponsor at SC² Tailgate Meetings:

- Documentation of attendees
- Metrics from pre- and post-assessment quiz

Joint Billboard Campaign:

- Additional billboard location (total of three, minimum)

Detail

SC² Tailgate Training Sessions:

For a second year, SC811 will host SC² Tailgate Training Sessions in addition to our normal presentations. At these hour long classes, partners will have the opportunity to speak at each meeting. All partners will be recognized at each event. A list of attendees (names & company names only) will be provided to the partner. Partner will also be provided with a roll up of the pre- and post-assessment about knowledge of 811 and the law.

Joint Billboard Campaign:

Gold level partners will be featured on a minimum of three billboards for SC811's 2017 Billboard Campaign. Partners will have choice of available boards to have their logo featured on. All traffic stats and photos of the board at location will be provided by the end of the campaign.

Partner Logo on SC811 Website:

Partner Logo will be featured on SC811 website and will be directed to home page or other related page partner's website.

SC811 Social Media Posts to Promote Partner:

SC811 will post at least four approved social media posts on determined dates (excluding 4/1 & 8/11) which will promote company, safety accomplishments, etc. Partner will be provided with engagement (number of people who saw message, likes, comments, etc) from that post.



Platinum Partner - \$7500

Platinum Partner Snapshot

All Silver and Gold Partner Options PLUS

All Event Sponsor:

- Partner will be recognized in print and verbally at all 2017 events hosted by SC811.

Online Training Portal Sponsor:

- Partner logo in prime position on the entry page for the SC Squared Online Training.
- A list of participants, company names & dates of people who took online training class.

Detail

All Event Sponsor:

SC811 puts on a couple of events each year including the 811 Run. Partners will receive prime sponsor placement at each event. For example at the 811 Run, partners will have their logo on the run shirts, their logo featured on the sponsor banner and verbally recognized at the event.

Online Training Portal Sponsor:

In 2017, SC811 will begin its online training program based on the SC² Training Sessions. On the entry page to the online training portal, the platinum partner will have their logo in prime position. Additionally partner will receive a list of all people, their company name and the date they completed the online training for the calendar year 2017.

SC² Tailgate Training Sessions:

For a second year, SC811 will host SC² Tailgate Training Sessions in addition to our normal presentations. At these hour long classes, partners will have the opportunity to speak at each meeting. All partners will be recognized at each event, but platinum partners will receive prime placement. A list of attendees (names & company names only) will be provided to the partner. Partner will also be provided with a roll up of the pre- and post-assessment about knowledge of 811 and the law.

Joint Billboard Campaign:

Platinum level partners will be featured on a minimum of four billboards for SC811's 2017 Billboard Campaign. Partners will have choice of available boards to have their logo featured on and first choice of extra locations when available. All traffic stats and photos of the boards at each location will be provided by the end of the campaign.

Partner Logo on SC811 Website:

Partner Logo will be featured on SC811 website and will be directed to home page or other related page partner's website.



SC² Partnership Application

2017

Company Contact: _____

Company _____

Address _____

City _____ State _____ Zip _____

(Phone) _____ (E-mail) _____

Level of Partnership (Please check one): Platinum Gold Silver

Method of Payment (Please check one): Check Enclosed Please invoice me

****If you are interested only specific pieces of the partnership, please contact us to create a tailored program.****

Return to:

South Carolina 811
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