

A LEGACY  
TO CELEBRATE



AN EVENT  
TO REMEMBER

**Connecting your brand to one of the  
Midland's premiere events!**

**Legacy of Black Business Gala  
Sponsorship Package**

Carolina Panorama Newspaper • P.O. Box 11205 • Columbia, SC 29211 • (803) 256-4015

Dear Community Leaders,

The Carolina Panorama requests your support of the Annual Legacy of Black Business Awards Gala, held to honor businesses for their longevity and service to the Midlands. The event will be held at the Friday, October 11, 2019. There will be a 6 p.m. reception followed by dinner.

### **Mission Statement**

Carolina Panorama's mission is to promote "Positive News for a Positive Community"

### **Goals**

The Carolina Panorama strives to promote economic development by providing a medium for companies to connect to consumers.

### **Description of Property**

The *Legacy of Black Business Awards Gala* is A Carolina Panorama Newspaper Signature Event. Your company will be seen by a diverse and affluent audience of more than 150,000 online readers and 45,000 print readers.

### **Sponsor Benefits**

Access to consumers through one of the largest newspapers in Central South Carolina. Network and connect with customers locally. Increased visibility with impressions from a plethora of marketing tools such as videos, hyperlink banner ads, photos, audio sound bites, weekly, daily E-mail blasts, website takeover and company website widget embedded. Global presence increased on social media platforms such as Facebook, LinkedIn, Twitter, Instagram and YouTube. Name recognition and continued customer loyalty.

### **Demographics**

The Carolina Panorama Newspaper is distributed throughout Richland, Lexington, Orangeburg, Fairfield and Calhoun Counties. Carolina Panorama readers range from age 6 to 102 and older, from the affluent to the everyday layman. The newspaper is read and used by business owners, corporate executives, teachers, preachers, students and community leaders.

<b>County</b>	<b>Population</b>	<b>African American (%)</b>	<b>Persons under 18 (%)</b>	<b>Persons over 65 (%)</b>	<b>Median Income (\$)</b>	<b>Female (%)</b>	<b>Retail Sales (\$1000)</b>
<b>Richland</b>	407,051	46.9	22.0	11.3	48,674	51.5	4,780,665
<b>Lexington</b>	281,833	15.2	23.7	14.2	54,170	51.1	3,974,471
<b>Orangeburg</b>	89,208	62.2	22.6	17.1	33,615	53.1	1,016,637
<b>Fairfield</b>	22,747	58.8	20.5	18.0	36,213	52.2	224,856
<b>Calhoun</b>	14,781	41.9	19.7	19.7	41,727	51.3	65,919

## History

Nathaniel Abraham, Sr. is the founder of the Carolina Panorama. He is the son of a sharecropper from Orangeburg, SC. He is a Civil Rights advocate and Korean War Veteran. Upon moving to Columbia in 1963, he launched his career in the newspaper industry. “Nat” as he is affectionately called, has a long working history with community leaders to empower others. For more than half a century, he has used the news media as a platform to champion the underdog and help those whose voices otherwise would not be heard. He has played a pivotal role in many publications across the state of South Carolina. Nathaniel was married to the late Jean Grant Abraham for 45 years. They have three children: Natalie McKinnie, (Thaddeus) of Augusta, GA; Tenita Abraham of Fort Mill, SC; and Nathaniel Abraham, Jr (Patricia) of Columbia; and five grandchildren.

The Carolina Panorama is in its 33<sup>rd</sup> year of operation and under the leadership of the second generation, Nathaniel Abraham, Jr. Nate uses the Carolina Panorama as a platform to spur economic growth. He gives local businesses a visible presence with his weekly business column. He has featured more than 400 small businesses in the newspaper.

In honor of his father’s 50 years of service in the newspaper industry, Nate created the Legacy of Black Business to honor his Dad along with other long-serving business owners. At the inaugural Legacy of Black Business Gala, nineteen businesses were honored for being in business 40 years or more and under the operation of the second generation or more. To date 98 businesses have received the Legacy of Black Business Award for their longevity and services meeting similar guidelines. Here are some quotes to share the significance of this event:

October 2013 - *“They finally honored him”* - Louise C. Damon

May 2014 - *“I want to bring this event to Charleston”*- Ms. Thaje’ Padgett

October 2017 - *“Thank you for honoring us”*- Ms. Elise J. Martin (102 years old)

February 2018 - *“They didn’t have to do it. But they did”* - Samuetta Marshall

October 2019 - *“ The Elmore family would like to thank all of the attendees for the support of this wonderful event and remembering Historic Waverly Community,”* Cresswell Elmore, son of George Elmore”-

## Impact

Your support of this sponsorship will positively impact the community. It will demonstrate your commitment to connect with consumers where they live and work. Consumers like spending money with businesses that support local organizations. Investing in the Legacy of Black Business will leave a lasting impact and label your company as one that is involved in and cares about the community.

*Thank you in advance for your support!  
By advertising with us, becoming a sponsor, or purchasing tickets,  
you keep the community connected.*

If you have questions or need more information, please contact Patricia Abraham at email: [patriciaabraham@carolinapanorama.com](mailto:patriciaabraham@carolinapanorama.com) Phone: (803) 256-4015

<b>Sponsorship Investment Level</b>	<b>Benefits</b>	<b>Community Engagement</b>	<b>Print Advertisement Carolina Panorama 45,000 Circulation</b>	<b>Digital Advertisement (26 Weeks) <a href="http://www.carolinapanorama.com">www.carolinapanorama.com</a> 150,000 Yearly Visitors</b>
<b>Forever Keepsake Sponsor \$11,000/Year One (1)</b>	<ul style="list-style-type: none"> <li>• Naming Rights</li> <li>• Visibility</li> <li>• Networking</li> <li>• Access</li> <li>• Spokesperson</li> <li>• Impressions</li> </ul>	<p>Head Table Seat</p> <p>Greet Audience</p> <p>Company Name listed on video</p> <p>VIP Table (Seating for 8)</p>	<p><b>Name &amp; Logo in Commemorative Hardback Portrait Album</b></p> <p>Top billing on event Company name and logo in ads, media PR,</p> <p>Newspaper Center Spread Ad, Program Book Center Page Spread Ad'</p>	<p>Mid-Top 728x90 pixel (ROS) hyperlink banner ad business sector exclusivity,</p> <p>E-mail blast hyperlink banner ad (300x50 pixels)</p> <p>Business to Follow - Live-Stream of business Social Media Feeds (Facebook, Twitter, etc.) and</p> <p>One (1) minute company video</p>
<b>Royal Red Carpet Sponsor \$5,000/Year Three (3)</b>	<ul style="list-style-type: none"> <li>• Visibility</li> <li>• Networking</li> <li>• Access</li> <li>• Impressions</li> </ul>	<p>Recognition from podium at Event,</p> <p>VIP Table (Seating for 8)</p>	<p><b>Name Plaque &amp; Logo on Royal Red Carpet</b></p> <p>Newspaper - Full Page Ad</p> <p>Program Book Full Page Ad</p> <p>Company listed name media PR, VIP Table (Seating for 8)</p>	<p>300x250 pixel In-Story (ROS) hyperlink banner ad,</p> <p>Business to Follow - Live-Stream of business Social Media Feeds (Facebook, Twitter, etc.) Home Page</p> <p>30 second company video</p>
<b>Photo Booth Sponsor \$3,500/Year One (1)</b>	<ul style="list-style-type: none"> <li>• Visibility</li> <li>• Networking</li> <li>• Access</li> <li>• Impressions</li> </ul>	<p>Recognition from podium at Event,</p> <p>VIP Seating for 4</p>	<p><b>Name &amp; Logo on Photo Booth Portraits</b></p> <p>Newspaper - ½ Page Ad</p> <p>Program Book - ½ Page Ad</p>	<p>88x31 pixel hyperlink Weather Banner Ad</p> <p><b>Business to Follow - Live-Stream of Social Media Feeds (Facebook, Twitter, etc.) Home Page</b></p>
<b>Gratitude Bag Sponsor \$2,000/Year One (1)</b>	<ul style="list-style-type: none"> <li>• Visibility</li> <li>• Networking</li> <li>• Access</li> <li>• Impressions</li> </ul>	<p>Recognition from podium at Event,</p> <p>VIP Seating for 4</p>	<p><b>Name &amp; Logo on Gift Bag</b></p> <p>Newspaper – ¼ Page Ad</p> <p>Program Book – ¼ Page Ad</p>	<p>468x90 pixel hyperlink Banner Ad</p> <p><b>Business to Follow - Live-Stream of Social Media Feeds (Facebook, Twitter, etc.) Home Page</b></p>
<b>Ticket Booth Sponsor \$1,000/Year Two (2)</b>	<ul style="list-style-type: none"> <li>• Visibility</li> <li>• Networking</li> <li>• Access</li> <li>• Impressions</li> </ul>	<p>Recognition from podium at Event,</p> <p>Brochures Included in Gift Bag</p> <p>VIP Seating for 2</p>	<p><b>Name &amp; Logo on Box Office Tickets</b></p> <p>Newspaper - Business Card Ad</p> <p>Program Book - Business Card Ad</p>	<p>320x50 pixel hyperlink Banner Ad</p> <p><b>Business to Follow - Live-Stream of Social Media Feeds (Facebook, Twitter, etc.) Home Page</b></p>

**Sponsorship Opportunities** (Ad in Carolina Panorama Newspaper and Program Book)  
[www.carolinapanorama.com](http://www.carolinapanorama.com)

A. Forever Keepsake	\$11,000
B. Royal Red Carpet	\$5,000
C. Photo Booth	\$3,500
D. Gratitude Bag	\$2,000
E. Ticket Booth	\$1,000

**Program Book Advertisement** (Ad in Legacy of Black Business Program Book)

A. Back Cover:	\$750 (Includes 8 Tickets)
B. Inside Front:	\$500 (Includes 6 Tickets)
C. Inside Back:	\$500 (Includes 6 Tickets)
D. Full Page	\$400 (Includes 4 Tickets)
E. Half Page	\$250 (Includes 2 Tickets)
F. Quarter Page	\$125
G. Business Card	\$50
H. Donor/Patron List	\$30

Note Tickets may be purchased Online  
[www.carolinaboxoffice.com](http://www.carolinaboxoffice.com)

**Please Submit form along with ad materials and payment by Friday, August 16, 2019.**

- **E-mail** – (Put *Legacy of Black Business 2019* in the Subject line.)

Jpg or pdf Ad to [ads@carolinapanorama.com](mailto:ads@carolinapanorama.com).

- **Mail - Check or Money Order to:** Carolina Panorama Newspaper  
PO Box 11205,  
Columbia, SC 29211-1205

- **Online payments go to:**

[https://www.carolinapanorama.com/site/forms/subscription\\_services/paybill/paybill/](https://www.carolinapanorama.com/site/forms/subscription_services/paybill/paybill/)

If you have questions or need more information, please call **Patricia Abraham (803) 256-4015**

<b>Name of Organization/Patron:</b>	
<b>Contact Name:</b>	
<b>Mailing Address:</b>	
<b>City, State, Zip Code:</b>	
<b>Phone number:</b>	
<b>Describe your organization business/services:</b>	

<b>Items</b>	<b>List the appropriate letter for each level.</b>
<b>Sponsorship Level:</b>	
<b>Program Book Level:</b>	
<b>Total Amount Enclosed</b>	