



# PALMETTO PATRIOTS INITIATIVE: Outreach 2020

In an effort to serve more South Carolina Veterans by the year 2020, the South Carolina Association of County Veterans Affairs Officers (SCACVAO) will conduct a 24-month series of outreach events providing education and advocacy services starting in spring 2019. A program under the **Palmetto Patriots Initiative**, Outreach 2020 will be held in all 46 counties and will be open to all Veterans with a specific focus on rural, elderly, and female Veterans.

Each Outreach 2020 event will be divided into three sessions. The first session will feature industry leaders discussing different benefits available to Veterans, including healthcare, education, financial assistance, or dependent benefits. In the second session, representatives from SCACVAO partner agencies will address guests about services their company offers Veterans and/or Veteran dependents. Finally, breakout sessions will allow Veterans the opportunity to enroll for services on the spot, increasing the rate of direct service provision and overall success of the programs. SCACVAO is confident Outreach 2020 will be a win-win for all involved.

To ensure maximum visibility and reach, SCACVAO will implement a strong marketing strategy to promote Outreach 2020. With the support of the United States Department of Veterans Affairs, SCACVAO will be blanketing South Carolina with promotional information in an effort to reach all Veterans in need. Press releases, social media campaigns, as well as a kickoff party at the State House will be instrumental in getting the word out.

Partnership/sponsorship opportunities at the statewide and local levels are available to businesses interested in making an impact with Veterans across South Carolina.



*For more information on Outreach 2020  
contact Todd Humphries at (864) 487-2579  
or [todd.humphries@palmettovets.org](mailto:todd.humphries@palmettovets.org).  
Learn more about SCACVAO at [palmettovets.org](http://palmettovets.org).*

# SUPPORT OUTREACH 2020

## Statewide Partnership Opportunities

(Recognition at ALL Outreach 2020 events)

### Presenting Partner • \$7,500

- Company name/logo included in event title
- Premier sponsorship recognition in all Outreach 2020 media campaigns
- Premier recognition on sponsor banner displayed at all Outreach 2020 events
- Opportunity to place promotional item in guest bags
- 5 dedicated social media posts recognizing sponsorship
- Premier recognition on SCACVAO website
- Premier recognition in promotional e-blasts
- Premier booth space at all Outreach 2020 events
- Company representative to welcome guests at all Outreach 2020 events
- 10 invitations to the Outreach 2020 Kickoff at the SC State House

### Gold Partner • \$5,000

- Priority sponsorship recognition in Outreach 2020 media campaigns
- Priority recognition on sponsor banner displayed at all Outreach 2020 events
- Opportunity to place promotional item in guest bags
- 3 dedicated social media posts recognizing sponsorship
- Priority recognition on SCACVAO website
- Priority recognition in promotional e-blasts
- Priority booth space at all Outreach 2020 events
- 6 invitations to the Outreach 2020 Kickoff at the SC State House

### Silver Partner • \$2,500

- Sponsorship recognition in Outreach 2020 media campaigns
- Recognition on sponsor banner displayed at all Outreach 2020 events
- Opportunity to place promotional item in guest bags
- 2 social media posts recognizing sponsorship
- Recognition on SCACVAO website
- Recognition in promotional e-blasts
- Featured booth space at all Outreach 2020 events
- 4 invitations to the Outreach 2020 Kickoff at the SC State House

### Bronze Partner • \$1,000

- Recognition on sponsor banner displayed at all Outreach 2020 events
- Opportunity to place promotional item in guest bags
- 1 social media post recognizing sponsorship
- Recognition on SCACVAO website
- Recognition in promotional e-blasts
- Booth space at all Outreach 2020 events
- Verbal recognition at all Outreach 2020 events
- 2 invitations to the Outreach 2020 Kickoff at the SC State House

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## Local Sponsorship Opportunities

(Recognition at ONE Outreach 2020 event of sponsor's choosing)

### Community Sponsor • \$500

- Recognition at Outreach 2020 event
- Opportunity to place promotional item in guest bags at Outreach 2020 event
- Recognition on SCACVAO website
- Priority booth space at Outreach 2020 event

### Community Benefactor • \$250

- Recognition at Outreach 2020 event
- Recognition on SCACVAO website
- Booth space at Outreach 2020 event

### Community Supporter • \$100

- Recognition at Outreach 2020 event
- Booth space at Outreach 2020 event

### Community Friend • \$50

- Recognition at Outreach 2020 event



*To become an Outreach 2020 partner/sponsor,  
contact Todd Humphries at (864) 487-2579  
or [todd.humphries@palmettovets.org](mailto:todd.humphries@palmettovets.org).*