



# Make Branding History

**SPONSOR ONE OF THE MOST IMPORTANT AND EXCITING POLITICAL EVENTS OF 2015!**



In 2012 The Bully Pulpit at the College of Charleston hosted over a dozen candidates and 8 major media events covered by 155 local, national and global networks.

Over 108 million TV impressions—the equivalent of \$21mm in advertising—were generated.

**NOW YOU CAN “OWN” A PIECE OF AMERICAN POLITICAL HISTORY IN 2015 →**

# What is “The Bully Pulpit?”



## THE BULLY PULPIT

Inaugurated for the 2008 elections, The Bully Pulpit Series was created to grow civic participation throughout the College of Charleston student community through access and active dialogue with our nation's leaders. Founded on the principle that an informed citizenry makes a strong democracy, the non-partisan series equips youthful voters with the information needed to engender political and social change.

We are exceedingly proud of the success of this effort, but it has grown to be so much more...

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## VALUE BEYOND MEASURE

The Bully Pulpit provides sponsors unprecedented brand exposure on both regional and national levels, supporting the highest ideals of American democracy in action. Politicians, academicians, journalists, industry leaders, community members, college students and audiences from around the state and nation come together in this relaxed, intimate setting to discuss issues of critical importance to South Carolina, the nation and the world. Brand sponsors will have the opportunity to meet all participating presidential candidates through invitation-only meetings and receptions, plus engage with students, academics and the media in this exceptional program.

It is an extraordinary marketing opportunity that offers the added value of supporting students eager to become tomorrow's leaders.



# Don't Miss This Opportunity

**SUPPORT THE COLLEGE OF CHARLESTON WHILE PLACING YOUR BRAND OR ORGANIZATION CENTER STAGE!**

## **TITLE SPONSOR INVESTMENT: \$25,000**

The Bully Pulpit Series takes great pride in always going the extra mile to provide our series Title Sponsor one-of-a-kind opportunities to personalize and “own” a key element of the series. All this while connecting you with major political figures, industry leaders, media, students and citizens of the state, in the elegant and charming environment of the College of Charleston. Specifically, you will:

• Listed as the series sponsor on all media and promotional materials, including but not limited to website, press releases, media alerts, posters/fliers, candidate

invitation letters, fact sheets, briefing booklets

- Your logo proudly displayed on: Bully Pulpit website linked to a sponsor website, signage at Bully Pulpit venues and in The Bully Pulpit Briefing Booklet
- Mention in the welcome address at all Bully Pulpit events
- Access to Bully Pulpit logos and promotional materials, photos, video content and audiences (eg. Merchandise promotions, message distribution, etc.)
- Ten reserved seats/passes to all Bully Pulpit events with approved access to staff-only spaces (guest green room, media sets, planning meetings, etc.)
- Branded space at Bully Pulpit events and VIP invitations to all event receptions

## EVENT SPONSOR INVESTMENT: \$5,000

An Event Sponsor has the opportunity to select a specific event to financially support. You receive:

- Listing as a sponsor on programs and signage for the selected event
- Listing as a sponsor on website and press releases
- Six reserved seats/passes to the event
- Event tabling opportunity/audience access
- Branded space at Bully Pulpit events
- VIP invitation to event reception

## FRIENDS-OF-THE BULLY PULPIT SPONSOR INVESTMENT: \$100.00+

Friends of The Bully Pulpit Series can provide personal support for its important educational purpose while gaining an all-access pass to Bully Pulpit events. Your contribution includes:

- Recognized donation to the Bully Pulpit website
- Two reserved seats/passes to all Bully Pulpit events
- Invitation to all event receptions



Surrounded by the southern charm of a world-renowned city famous for its history, culture, architecture and culinary innovation, the College of Charleston is one of the oldest continuously operating colleges in the United States. Founded in 1770, it is a nationally recognized, public liberal arts and sciences university located in the heart of Charleston, South Carolina. Today the College's beautiful and historic campus offers a distinctive atmosphere that promotes intellectual inspiration and professional growth. Coupled with its long heritage of political engagement, it is the ideal setting for the Bully Pulpit Series and a welcoming host for all who come to visit.

## CONTACT

For more information regarding sponsorship opportunities, please contact:

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