



ECONOMIC  
DEVELOPMENT  
PARTNERSHIP of  
NORTH CAROLINA

## INVESTOR SPONSORSHIP OPPORTUNITIES

EDPNC offers several new opportunities to showcase executives, increase brand building and networking. To discuss sponsorship opportunities, please contact Ann Turnbull at [ann.turnbill@edpnc.com](mailto:ann.turnbill@edpnc.com) or (919) 906-4756.

### “INVESTOR SPOTLIGHT” VIDEO

*Sponsorship: \$3,000 (for EDPNC investors under \$25k investment level).*



The EDPNC Investor Spotlight video series showcases the insights and initiatives of North Carolina's business executives to increase awareness of their contributions to our state's economy and communities. Featured guests share their views on the future of business in North Carolina, economic development, outlook for new jobs, and how their company is

contributing to North Carolina's business recruitment and expansion.

All Investor Spotlight videos are currently being filmed in-studio in downtown Raleigh in compliance with all mandated public health and safety requirements. The EDPNC Investor Spotlight receives extensive promotion. Each executive profile is featured in one edition of EDPNC's quarterly newsletter, The Catalyst, that exclusively reaches 150+ of North Carolina's most influential business executives and influencers across all industry sectors. Investor Spotlight is promoted across all of EDPNC's social media assets, and hosted on [EDPNC.com](http://EDPNC.com).

### THE CATALYST NEWSLETTER

*Sponsorship: Presenting Sponsor Fee: \$1,000 per issue or \$3,500 for (4) issues.*

*The Quiz” Sponsor Fee: \$500 or \$1,500 for a series of 4.*



The Catalyst is the official newsletter produced exclusively for EDPNC Investors. Each quarterly issue reaches 150+ of North Carolina's top business leaders and influencers. The Catalyst provides EDPNC quarterly economic development and business recruitment data, research and commentary on NC's economy and outlook, perspectives on important developments taking

place in NC's business sectors, facts, figures and news you can use, EDPNC updates, investor Q&A profiles, and a sponsored “quiz” designed to drive traffic to its sponsor.

Presenting Sponsors of each newsletter are recognized in The Catalyst's introductory section and may provide native advertising for inclusion in the newsletter with hyperlinks to generate sales traffic for a product, service, white paper, etc.

“The Quiz” is a novel brain teaser that is engaging and fun. Sponsors receive brand acknowledgment.



## ECONOMIC DEVELOPMENT PARTNERSHIP of NORTH CAROLINA

### “5 QUESTIONS WITH...”

*Sponsorship: \$1,000 (For EDPNC investors under \$25k investment level).*



Five Questions With (5QW) showcases a North Carolina business leader's interests, community engagement, and contributions to North Carolina. This Q&A-formatted executive profile reveals the personality and professional insights of a featured leader in a casual and engaging tone.

5QW elevates awareness of your company's executive and their perspective on important topics to North Carolina's business community. 5QW profiles receive extensive promotion across EDPNC's social media, on EDPNC.com, and in our quarterly newsletter, The Catalyst, that exclusively reaches 150+ of North Carolina's most influential business executives and influencers across all industry sectors.

### FIRESIDE CHAT WEBINARS

*Presenting Sponsors: \$1,000 per webinar.*

*[Sponsorship is open to EDPNC investors and non-investors.]*



Hosted by EDPNC CEO Christopher Chung, each Fireside Chat delivers an informal and insightful discussion with North Carolina executives on important trends facing the state's economic development and outlook.

*The 1-hour FiresideChat format creates an unique opportunity for conversation on:*

- The outlook for North Carolina's economic development
- North Carolina's position to produce more well-paying jobs in the future
- The “new normal” outlook for business
- Stimulus resources that are being considered or available to businesses
- Activities of business leaders to support vulnerable North Carolina communities

*Sponsors receive:*

- Recognition as Presenting Sponsor
- Opportunity to deliver welcoming remarks
- Company logo on webinar registration page and during webinar
- EDPNC.com promotional support
- (4) complimentary webinar registration tickets

Each Fireside Chat is promoted on *EDPNC.com* and across its social media, and featured in EDPNC's quarterly newsletter, The Catalyst, that exclusively reaches 150+ of North Carolina's most influential business executives and influencers across all industry sectors.