

# Marketing Opportunities to South Dakota's 66 Counties

Without a doubt, the buying power of South Dakota's 66 counties is tremendous. The South Dakota Association of County Commissioners, with over 320 members, is here to help you reach the key decision-makers involved in the daily operations of county government.

From sponsoring the biggest gathering of county officials in the state at the South Dakota County Annual Convention to advertising in the *County Comment* electronic newsletter, there are countless opportunities for you to reach your target markets.

This folder is a "roadmap" that will show you the vast and multi-faceted ways you can get involved with South Dakota's counties. To make it easy, each section has contact information listed.

## **South Dakota Association of County Commissioners**

Kris Jacobsen, Executive Director

Holli Hennies, Deputy Director

211 East Prospect Avenue

Pierre, SD 57501

Phone: (605) 224-4554

Email: [kris@sdcountycommissioners.org](mailto:kris@sdcountycommissioners.org)

Email: [holli@sdcountycommissioners.org](mailto:holli@sdcountycommissioners.org)

Website: [www.sdcountycommissioners.org](http://www.sdcountycommissioners.org)

## The best business decision you will make all year...

- The South Dakota Association of County Commissioners (SDACC) is an organization established to promote and protect the interests of South Dakota's 66 counties. SDACC provides a wide variety of services to its member counties including lobbying, communication, training and education. Its activities and policies are determined by its members and a board of directors consisting of one director from each of the 8 districts across the state and one director from Minnehaha, Lincoln and Pennington Counties.
- There are 66 counties in the state of South Dakota (320 County Commissioners). And since county commissioners ultimately approve or deny county purchases, they must be kept up-to-date on product and service availabilities. Joining this association is the most efficient and cost-effective way to showcase your company to purchasing decision-makers.
- South Dakota counties must be well-informed about purchases in areas including financial management and investments, office equipment, road and bridge replacement and repair, law enforcement and juvenile care, employee benefits and personnel policy management, disaster planning and emergency preparedness, firefighting equipment, energy conservation and management, local tax assessment and collection, election equipment, telecommunications, computer applications, data storage, cybersecurity, and the list goes on.
- We hope you will consider becoming an Associate Member of our organization with an annual fee of **only \$350.**

## As an SDACC Associate Member, you will receive the following...

- **Subscription to the “County Comment” e-newsletter.** The “County Comment” is the official electronic publication of the South Dakota Association of County Commissioners. It is distributed quarterly to all South Dakota County Commissioners, elected officials and their courthouses across the state. These officials depend on the “County Comment” as a valuable source of information and advertising for products and services required by their counties. All four issues will be distributed electronically.
- **Biannual Directory of County Commissioners and Officials.** SDACC publishes a biannual directory of county commissioners, county officials and Associate Members in odd-numbered years, following the November general elections. This publication contains the names, addresses, phone, fax numbers and email addresses of all county offices with a special section devoted to Associate Members. County, state and a host of other personnel use this publication on a daily basis as a comprehensive and extremely valuable source of county information.
- **Recognition and links on the SDACC website.** South Dakota Association of County Commissioners' extensive website at [www.sdcountycommissioners.org](http://www.sdcountycommissioners.org) provides information about counties, SDACC activities, important topics and news headlines, resource links and more. With visitors each day, the SDACC website is where counties go for the most current county information.
- **Notice of upcoming SDACC events.** Each year the South Dakota Association of County Commissioners coordinates events such as Spring Workshop and Annual Convention where commissioners and officials are updated on county issues. Our Associate Members will also be invited to these very informative events.

**Make the decision to join TODAY for the most cost effective route to market  
your products and services to South Dakota Counties!!!**

Complete the application below and mail it along with your check in the amount of only **\$350.00**. Companies can join the South Dakota Association of County Commissioners (SDACC) at any time, but membership runs on the calendar year.

**South Dakota Association of County Commissioners  
Associate Member Application - 2027**

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Company Website: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Business Category: \_\_\_\_\_

Signature: \_\_\_\_\_

Mail to: SDACC  
211 E Prospect Ave  
Pierre, SD 57501  
with check enclosed in the amount of \$350

For more information, contact:

**South Dakota Association of County Commissioners**

Kris Jacobsen, Executive Director

Holli Hennies, Deputy Director

211 East Prospect Avenue

Pierre, SD 57501

Phone: (605) 224-4554

Email: [kris@sdcountycommissioners.org](mailto:kris@sdcountycommissioners.org)

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Website: [www.sdcountycommissioners.org](http://www.sdcountycommissioners.org)

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# COUNTY COMMENT

*South Dakota Association of County Commissioners*

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Please consider the SDACC Electronic newsletter titled the “*County Comment*” in your company’s advertising media plans. The “*County Comment*” is the official e-newsletter of the South Dakota Association of County Commissioners. It is distributed four times each year. We know that even the most well-intentioned email publications can quickly become clutter if the content and frequency aren’t purposeful, so we strive to ensure that the content is useful and relevant for members.

The “*County Comment*” is emailed to all 66 county courthouses across the state of South Dakota. These officials depend on the “*County Comment*” as a valuable source of information and advertising for products and services required by their counties.

Below you’ll find advertising information and an order form. We’re looking forward to a successful year and hope your organization will take part. If you have any questions, please contact us.

## *County Comment E-Advertising Information*

|                                                  |                                         |                                             |
|--------------------------------------------------|-----------------------------------------|---------------------------------------------|
| <b>Ad Size W X H - 2” X 2”</b> (144 px X 144 px) | <b>Insertion Rate - \$300.00 / year</b> | <b>Ad Specifications: JPEG, GIF or PNG.</b> |
|--------------------------------------------------|-----------------------------------------|---------------------------------------------|

### **Advertising Order**

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please complete and return this advertising order form and ad as early as possible to reserve your ad space.  
Ads accepted by Email. Questions and comments are always welcome.

**South Dakota Association of County Commissioners**

211 East Prospect Avenue

Pierre, SD 57501

Phone: (605) 224-4554

Email: [kris@sdcountycommissioners.org](mailto:kris@sdcountycommissioners.org)

Website: [www.sdccountycommissioners.org](http://www.sdccountycommissioners.org)

## Exhibit Space Contract - September 14-15, 2027 Best Western Ramkota Hotel - Rapid City, SD

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Web Site: \_\_\_\_\_

Company Email: \_\_\_\_\_

Convention Contact Person Email: \_\_\_\_\_

*(Confirmation will be sent to the contact person listed above by email)*

Brief Description of Nature of Business: \_\_\_\_\_

### Exhibit Space Options and Costs

#### Exhibit Fee

☐ 1st Booth \$500.00 ☐ 2nd Booth \$350.00

☐ Outdoor Equipment Display \$100.00  
*(Available with purchase of indoor space)*

Exhibit space availability is limited and will be handled on a  
pre-paid, first come basis.

Electricity Requirements ☐ Yes ☐ No

Additional Meal Packages (\$100 each) No. Requested: \_\_\_\_\_

One complimentary meal package is available with each booth purchase.

**Total Amount Due: \$** \_\_\_\_\_

Name Badges Needed (names of company representatives attending the event)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Enclose check made payable to SDACC for the **Total Amount Due** to confirm Exhibit Space.

Please return contract to:

SDACC, 211 East Prospect Ave, Pierre, SD 57501

Phone: (605) 224-4554

Email: kris@sdcountycommissioners.org Email: holli@sdcountycommissioners.org

### Exhibit Benefits

#### Booth Space and Accommodations:

10' X 10' Display space

One 8' table with tablecloth

Two Chairs

Complimentary electrical access  
(extension cords not provided)

**Outdoor Equipment Display:** Available with inclusion of indoor vendor space for \$100.

**Networking Opportunities:** Visible and available during breaks and evening social.

#### Recognition/Acknowledgements:

Company name, contact information and a description of product/service in the printed convention agenda, also recognition at a special appreciation vendor & attendee breakfast.

**Meals:** One(1) full complimentary convention meal package.

Additional meals packages = \$100 ea.

**Name Badges:** Name badges for all pre-registered exhibitors.

### Terms & Conditions

**Payment Schedule:** Full payment is due to SDACC with registration form to guarantee exhibit space.

**Cancellation Policy:** No refund will be issued after August 1st.

**Booth Assignment:** SDACC reserves the right to make and/or change booth assignments as it deems appropriate. Every attempt will be made to ensure competitors will not be next to each other.

**Booth Set-Up/Tear Down & Staffing:** Tuesday morning is reserved for vendor set up. Tear down is Wednesday afternoon after the final scheduled break. Exhibit booths must be staffed during all exhibit hours.

**Lodging Information:** Room block listing will be provided upon registration.

**Liability, Loss or Damage:** Exhibitor agrees it will hold harmless and indemnify SDACC for any loss or damage, expense or penalty arising from any action including an action based upon strict liability or negligence for personal injury or property damage to exhibitor, its employees, guests or property.

## Sponsorship Contract

**Increase your exposure, visibility and recognition by becoming a contributing sponsor of the South Dakota County Annual Convention!**

This event brings 300+ attendees involved in all aspects of county government to one area and provides you a unique marketing opportunity with county decision-makers. Let county officials know you support local government at their convention. Sponsors are recognized with your company name on signage posted throughout the facility, and in the slide show that runs continuously.

You may choose to be a sponsor of the event or simply donate toward the general convention fund. To become a sponsor, please complete the form below indicating at which level you would like to contribute.

Thank you for your support of South Dakota counties!

|                          |                        |                   |
|--------------------------|------------------------|-------------------|
| <input type="checkbox"/> | <b>Premier Sponsor</b> | <b>\$5,000.00</b> |
| <input type="checkbox"/> | <b>Elite Sponsor</b>   | <b>\$3,000.00</b> |
| <input type="checkbox"/> | <b>Leader Sponsor</b>  | <b>\$1,000.00</b> |
| <input type="checkbox"/> | <b>Partner Sponsor</b> | <b>\$500.00</b>   |

|                          |                     |
|--------------------------|---------------------|
| <input type="checkbox"/> | <b>Meals</b>        |
| <input type="checkbox"/> | <b>Breaks</b>       |
| <input type="checkbox"/> | <b>Social</b>       |
| <input type="checkbox"/> | <b>General Fund</b> |

**Company Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**City, State, Zip Code:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Contact Person Email:** \_\_\_\_\_

To be listed in the convention print material as a sponsor, please complete contract and enclose payment to the address below:

South Dakota Association of County Commissioners

211 East Prospect Avenue  
Pierre, SD 57501

Phone: (605) 224-4554

Email: [kris@sdcountycommissioners.org](mailto:kris@sdcountycommissioners.org)

**Exhibit AND Sponsor  
or any combination  
that works for  
YOU!**