



Presented by The South County EDC and Dalton Group

SPONSORSHIP PROPOSAL

South County Mobile Information Center

A Public-Private Partnership Driving Community, Commerce, and Connection



WHY THIS MATTERS

Connecting South County

South County is a fast-growing, diverse community with unique mobility and economic needs.

The Mobile Information Center brings essential resources directly to the people — where they live, work, and gather — helping them thrive.

This is about economic empowerment, business growth, community awareness, and connection.

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SCEDC & Dalton Automotive Group

Mobile Information Center

SCEDC:

South County EDC champions quality of life in South County by attracting and retaining good jobs, strengthening communities, equipping the workforce, and advancing the infrastructure that supports a thriving region.

Dalton Group:

Leader in mobility solutions and automotive innovation.

Committed to fleet modernization, vehicle access, and the future of mobility.

Shared Goal:

Bringing communities together through information and mobility.



WHAT THE MOBILE INFORMATION CENTER IS

The Mobile Information Center is a professionally wrapped, fully branded outreach vehicle designed to bring services and information directly into the community. It is deployed at a variety of gatherings, including community events, job fairs, business walks, and civic functions, ensuring visibility and accessibility.

The Center serves as a resource hub, offering information and support in four key areas:

- Workforce development
- Small business support
- Community information
- Regional mobility solutions

In addition to its functional role, the Mobile Information Center also acts as a traveling billboard, reinforcing brand presence while simultaneously delivering services.





Your Brand, Amplified

Impact & Visibility Opportunities

High-Visibility Branding

Your brand travels across South County year-round.

Community Engagement

Be seen as a community driver of economic growth..

Strategic Association

Align with SCEDC's mission and Dalton Automotive mobility vision.

Multi-Channel Promotion

Brand inclusion in media, digital campaigns, event signage, and vehicle wrap.

SPONSORSHIP OPPORTUNITIES

Sponsorship Levels	Contributions
Drive Partner	\$10,000
Momentum Partner	\$5,000
Pathway Partner	\$3,000
Horizon Partner	\$1,200
Waypoint Partner	\$750

SPONSORSHIP BENEFITS



- Large brand placement on vehicle wrap and prime signage spots.
- Inclusion in all press releases, media features, and promotional videos related to the Mobile Center.
- Recognition as a Drive Partner at every event where the Mobile Center appears.
- Participation in quarterly outreach and programming planning sessions.



- Medium brand placement on vehicle wrap and event signage.
- Recognition as a Momentum Partner at events featuring the Mobile Center.
- Co-brand opportunity for a company-hosted Mobile Center appearance.
- Logo inclusion in all printed and digital marketing materials.

SPONSORSHIP BENEFITS



- Recognition as a Pathway Partner at SCEDC events.
- Brand inclusion in all printed/digital marketing materials.
- Invitation to participate in select Mobile Center activations.



- Recognition on SCEDC's website and newsletters.
- Invitation to 1–2 outreach events annually.
- Option to renew annually to maintain community presence.



- Name-only listing on SCEDC website and annual report.
- Mention in one SCEDC newsletter annually.
- Entry-level pathway to upgrade into higher partnership tiers.

SPONSORSHIP BENEFITS



- Recognition on the SCEDC website, newsletters, and annual report.
- Invitation to 1–2 outreach events annually.
- Option to renew annually to maintain brand presence and community goodwill.

COLLECTIVE IMPACT & GROWTH

Together, our Drive Partners, Momentum Partners, and Pathway Partners form a powerful sponsorship ecosystem that propels the South County Mobile Information Center forward.

Each tier plays a vital role:

Drive Partners set the pace and lead with visibility.

Momentum Partners amplify presence and keep the energy moving.

Pathway Partners anchor community connection and extend our reach into neighborhoods.

This balanced framework ensures that every sponsor, regardless of level, is recognized as an essential part of bringing resources, visibility, and opportunity to South County.

And because the Mobile Information Center is built for growth, Pathway Partners have the option to scale their sponsorship into Momentum or Drive levels in future years — creating long-term alignment with South County's economic and community development.



Drive South County Forward

Join Us

We're inviting visionary companies to join as partners in this unique initiative. Together, we will bring resources, awareness, and opportunity directly to the people of South County.

Drive South County Forward With Us

*Together, we can create lasting visibility, connect communities, and
power economic growth across South County.*

Contact Us Today
South County Economic Development Council (SCEDC)