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THE GOVERNORS

A SOUTH CAROLINA GUBERNATORIAL RETROSPECTIVE 1979-2025

STRATEGIC FILMS  • CONTENT CREATION INSTITUTE  • COPPER DOME IMAGES

THEGOVERNORSFILM.COM

THE GOVERNORS

A NEW DOCUMENTARY SERIES

LOGLINE

THROUGH THE LENS OF A SINGLE ICONIC PHOTOGRAPH, THE GOVERNORS UNLOCKS THE PERSONAL STORIES, POLITICAL LEGACIES, AND HISTORIC IMPACT OF SOUTH CAROLINA'S LIVING GOVERNORS, SHAPING A FOUR-DECADE NARRATIVE OF POWER, PURPOSE, AND PROGRESS.

SERIES CONCEPT

THE GOVERNORS IS A SIX-PART DOCUMENTARY SERIES EXPLORING THE LEADERSHIP JOURNEYS OF SOUTH CAROLINA'S LIVING GOVERNORS AS OF 2025. SPARKED BY A POWERFUL PHOTO CAPTURED BY RENOWNED STATEHOUSE PHOTOGRAPHER SAM HOLLAND AND A REFLECTIVE CONVERSATION WITH A FORMER HOUSE CAUCUS EXECUTIVE DIRECTOR, THIS SERIES REVEALS THE HUMAN SIDE OF POWER—HOW EACH LEADER ROSE TO OFFICE, GOVERNED THROUGH CHANGE, AND CONTINUES TO SHAPE THE PALMETTO STATE AND BEYOND.

EACH EPISODE PROVIDES AN INTIMATE PORTRAIT OF ONE GOVERNOR, CHRONICLING THEIR EARLY LIFE, RISE TO OFFICE, ACCOMPLISHMENTS, CONTROVERSIES, AND ENDURING LEGACIES. WITH EXCLUSIVE INTERVIEWS, ARCHIVAL FOOTAGE, AND UNTOLD STORIES, THE GOVERNORS CONNECTS PAST LEADERSHIP TO PRESENT ISSUES AND FUTURE ASPIRATIONS.

EPISODE SUMMARIES

EPISODE 1: RICHARD RILEY THE STATESMAN OF EDUCATION

From Greenville to the Governor’s Mansion, Richard Riley led a movement that transformed South Carolina’s public education system. As Governor (1979–1987), he championed the landmark Education Improvement Act, elevating standards and funding for students across the state. Later serving as U.S. Secretary of Education under President Clinton, Riley became a national voice for learning equity and reform.



EPISODE 2: DAVID BEASLEY THE GLOBAL SERVANT

Elected to the South Carolina House at just 20, David Beasley became governor in 1995, pushing forward welfare reform and economic development. His moral courage was tested when he supported the removal of the Confederate flag from atop the Statehouse, a controversial but defining act. After office, he led the United Nations World Food Programme, earning the Nobel Peace Prize in 2020 for humanitarian leadership.

EPISODE 3: JIM HODGES THE EDUCATION REFORMER

Jim Hodges, South Carolina’s 114th governor (1999–2003), revolutionized early childhood education with the First Steps initiative and launched the SC Education Lottery. He is also remembered for his pivotal role in removing the Confederate battle flag from atop the Statehouse dome in 2000 through the Heritage Act—a major symbolic and cultural shift in state history.

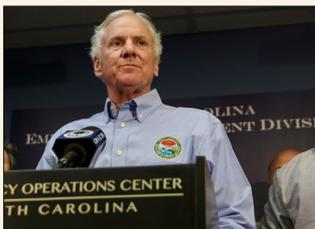


EPISODE 4: MARK SANFORD THE FISCAL CONSERVATIVE

Mark Sanford brought a businessman’s eye to government as Governor (2003–2011), advocating for limited government, spending restraint, and structural reform. A bold and often polarizing figure, Sanford’s tenure reflects the political tension between principle and pragmatism. He later returned to Congress and remains a strong voice on national debt and accountability.

EPISODE 5: NIKKI HALEY THE TRAILBLAZER

Breaking barriers as South Carolina’s first female and Indian-American governor (2011–2017), Nikki Haley redefined leadership in the modern South. She is best known for steering the state through the aftermath of the 2015 Charleston church shooting and championing the removal of the Confederate flag from Statehouse grounds. Her diplomatic rise continued as U.S. Ambassador to the United Nations and 2024 presidential contender.



EPISODE 6: HENRY MCMASTER THE STEADY HAND

A career public servant, Henry McMaster has held nearly every major state office, becoming governor in 2017 and the longest-serving in state history by 2025. His leadership style combines tradition with continuity, navigating economic growth, education reform, and crisis management with a distinctly Southern resolve.



MARKETING PARTNERSHIP LEVELS

THE GOVERNORS documentary series offer a unique marketing and brand alignment opportunity, placing your organization at the center of a powerful storytelling platform that highlights the leadership, legacy, and public service of South Carolina's living governors. Your brand will be prominently featured across production and distribution partners, digital campaigns, live events, and educational distribution, creating a lasting return on investment that extends beyond traditional media.

PALMETTO – \$450,000+

Premiere Marketing Partner

- 30-second recognition at the beginning and end of each episode
- Brand/logo placement on all The Governors materials
- Top billing on "Production Partners" page
- Website presence with direct link
- Speaking opportunity at launch and select events
- VIP access to attend production and post-production days
- Featured in digital and broadcast advertising campaigns
- Cross-promotional opportunities across social media and earned media
- Premiere screening tickets & VIP seating
- Behind-the-scenes access and content
- Co-hosting opportunity at select educational or civic panel discussions

CRESCENT – \$250,000+

- 20-second production credit at the beginning and end of each episode
- Placement on "Production Partners" listing
- Website presence with direct link
- Acknowledgment at major series events
- Participation in digital ad campaign & social strategy
- Access to select VIP events and tapings
- Recognition at premiere screening(s) and press briefings

INDIGO – \$125,000+

- 15-second opening and/or closing production credit on one or more episodes
- Placement on the Production Partners page listing
- Website presence with link to marketing partner's site
- Logo placement on all series-related materials
- Acknowledgment at regional and statewide series events
- Selective access to key production or post-production days
- Participation in cross-promotional social and digital campaigns
- Tickets to premieres and VIP series events
- Inclusion in episode-specific or regional events, with opportunities to co-host a panel or discussion

JESSAMINE – \$75,000+

- Production partner listing
- Website presence
- Logo on select promotional materials
- Tickets to regional screenings or tapings
- Recognition in select press and project email outreach

PARTNER – \$50,000+

- Recognition in a "Thanks to Our Partners" section
- Website presence
- Logo placement in selected platforms
- Tickets to preview screenings and press events

SUPPORTER – \$25,000+

- Website presence
- Name/logo on selected printed or digital materials
- General acknowledgment in project press

TAX BENEFIT CONSIDERATIONS FOR CORPORATE PARTNERS

Participation in The Governors documentary series can offer meaningful tax and financial advantages when structured strategically. For corporate partners, support may qualify under the following provisions of the U.S. tax code:

Section 168(k):

Allows for 100% bonus depreciation of qualified film and television production expenses in the same tax year the project is placed into service. This applies to direct production-related investments and provides an immediate deduction against taxable income.

Section 162:

Permits full deductibility as a business expense when the partnership is structured as a marketing, advertising, or public relations investment. This enables partners to benefit from both brand visibility and tax efficiency.

Community Reinvestment Act (CRA) Credit (for financial institutions):

For banks and similar institutions, partnerships may qualify toward CRA credit if the project demonstrates a measurable impact in areas such as education, civic engagement, or outreach to underserved communities.

Partners are encouraged to consult with their tax advisors or in-house counsel to determine the most advantageous way to structure their participation.

For more information, contact us at info@minorityfilms.com.
Visit us at thegovernorsfilm.com or ccinstitute.org.