

A STRATEGIC FILMS AND COPPER DOME IMAGES DOCUMENTARY PRODUCED IN COOPERATION WITH THE CONTENT CREATION INSTITUTE



# THE GOVERNORS

A SOUTH CAROLINA GUBERNATORIAL RETROSPECTIVE 1979-2025

CONTENT CREATION INSTITUTE • SCETV • STRATEGIC FILMS • FLETCHER FILM PRODUCTIONS • 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.

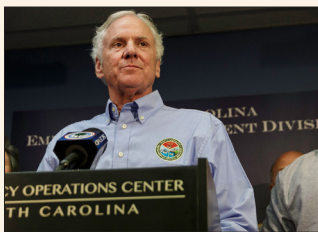


## EPISODE 4: MARK SANFORD THE FISCAL CONSERVATIVE

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 – \$850,000+

### Marketing benefits

- “Presented by” credit on the entire series
- 20-second underwriting placement
- Recognition in series credits
- Premiere event recognition
- Recognition across marketing and educational initiatives

## CRESCENT – \$650,000+

### Marketing benefits

- 10-second underwriting placement for selected episode
- 5-second placement for all episodes
- Recognition in series credits
- Participation in premiere and screening events
- Recognition in educational materials

## INDIGO – \$500,000+

### Marketing benefits

- 5-second underwriting placement for all episodes
- Recognition in series credits
- Participation in premiere and screening events
- Inclusion in outreach and screening initiatives
- Recognition in educational materials

## 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](mailto:info@minorityfilms.com).  
Visit us at [thegovernorsfilm.com](http://thegovernorsfilm.com) or [ccinstitute.org](http://ccinstitute.org).