2027 PARTNERSHIP GUIDE

GROUNDBREAK CAROLINAS

INFLUENCE THE INDUSTRY.

BUILD YOUR BUSINESS.

Connecting the people, companies, and ideas shaping construction in North Carolina and South Carolina.

BE SEEN. BE HEARD. BE REMEMBERED.



GROUNDBREAK CAROLINAS

THE RIGHT AUDIENCE CHANGES EVERYTHING.

Your next opportunity starts long before the next project.

In construction, relationships drive business. Reputation creates opportunity. Consistent visibility builds recognition with the people who influence important decisions.

BUILD VISIBILITY AND INFLUENCE

Stay in front of the professionals and organizations that matter.

ESTABLISH CREDIBILITY

Demonstrate expertise and become a trusted industry resource.

STRENGTHEN RELATIONSHIPS

Connect with owners, developers, contractors, designers and industry leaders.

CREATE OPPORTUNITIES

Support business development before decisions are made.

The best time to build a relationship is before you need one.

GROUNDBREAK CAROLINAS

INFLUENCE THE PEOPLE WHO SHAPE THE INDUSTY.

It is not just about how many people you reach. It is about who you reach.

7,000	6,000	2017	NC + SC
MONTHLY VISITS	NEWSLETTER RECIPIENTS	ESTABLISHED	GEOGRAPHIC FOCUS

WHO WE REACH

- Owners & Developers
- General & Specialty Contractors
- Architecture & Engineering
- Suppliers & Technology
- Professional Services
- Associations & Industry Influencers

GROUNDBREAK CAROLINAS

BE KNOWN FOR WHAT YOU KNOW.

Expertise creates value. Visibility creates recognition. Credibility builds trust. Influence creates opportunity.

GroundBreak Carolinas helps companies turn knowledge, accomplishments, and perspectives into content that informs, engages, and influences the industry.

EXECUTIVE PERSPECTIVES	Leadership, strategy, and market trends
INDUSTRY INSIGHTS	Technology, workforce, economics, risk
PROJECT STORIES	Capabilities, innovation, and outcomes
COMPANY NEWS	Milestones, growth, and accomplishments
EMPLOYMENT BRANDING	Attract talent, showcase culture, and become an employer of choice.
SPECIAL REPORTS	Research, white papers, practical insight

Advertising tells people what you do. Thought leadership shows why you matter.

GROUNDBREAK CAROLINAS

ONE AUDIENCE. MULTIPLE WAYS TO ENGAGE.

Visibility is valuable. Consistent visibility is powerful.

WEBSITE

Content and perspectives

THOUGHT LEADERSHIP

Articles and executive insights

ENEWSLETTER

Direct distribution

SOCIAL MEDIA

Content amplification

GROUNDBREAKER AWARDS

Industry recognition

VIDEO

Engaging conversations

CREATE → PUBLISH → AMPLIFY → ENGAGE

GROUNDBREAK CAROLINAS

CHOOSE YOUR LEVEL OF INFLUENCE.

Partnerships designed around your business objectives.

CORNERSTONE PARTNER

MARKET LEADERSHIP

Lead the conversation. Shape the market.

Premium visibility, executive thought leadership, interviews, and strategic planning.

- Home page and website banner ads
- GroundBreaker Award sponsor
- 12 Newsletter banner ads
- 12 Articles
- 2 Executive interviews
- Preferred editorial access

$24,000
$2,000 per month

STRATEGIC PARTNER

THOUGHT LEADERSHIP

Build authority. Strengthen relationships.

A coordinated program of advertising, featured content, and executive perspectives.

- Home page and website banner ads
- 9 Newsletter ads
- 9 Articles
- 1 Executive interview
- Preferred editorial access

$18,000
$1,500 per month

BRAND PARTNER

MARKET PRESENCE

Increase visibility. Build recognition.

An accessible annual program combining advertising, visibility, and content.

- Website banner ads
- 6 Newsletter banner ads
- 6 Articles
- Editorial access

$12,000
$1,000 per month

CUSTOM PARTNERSHIPS Custom content, special reports, content sponsorships, video, and tailored campaigns.

GROUNDBREAK CAROLINAS

TRUST IS EARNED. INFLUENCE IS BUILT.

“People who want to keep up with what's going on in the Carolinas’ construction economy now have a wonderful resource for data and news that are hard to find elsewhere.”

DR. BRUCE YANDLE, DEAN EMERITUS, CLEMSON UNIVERSITY

“In construction, relationships create opportunities and reputation opens doors. GroundBreak Carolinas helps companies build both.”

CAROLINAPOWER

“Some of the best money I’ve ever spent in marketing.”

DAVIS & FLOYD

“GroundBreak makes it easy for A/E/C marketers to reach a Carolinas-specific audience through their enewsletter, website and associated social platforms. We have certainly benefited from our relationship as a partner.”

A M KING

“GroundBreak Carolinas has elevated ABC Carolinas’ profile. GroundBreak has and continues to be a valuable partner of ABC Carolinas.”

ABC CAROLINAS

“GroundBreak Carolinas does a great job of passing along our industry news and elevating contractors throughout both Carolinas."

CAROLINAS AGC

A great media partnership builds credibility, influences audiences, strengthens relationships, and creates opportunities.

GROUNDBREAK CAROLINAS

THE INDUSTRY IS MOVING.
MAKE SURE YOUR BRAND MOVES WITH IT.

The next opportunity is already taking shape.

Across the Carolinas, companies are investing, expanding, designing, developing, and building. New projects emerge. New relationships form. New leaders shape what comes next.

BE VISIBLE. BE CREDIBLE. BE INFLUENTIAL.

BECOME A 2027 GROUNDBREAK CAROLINAS PARTNER.

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