

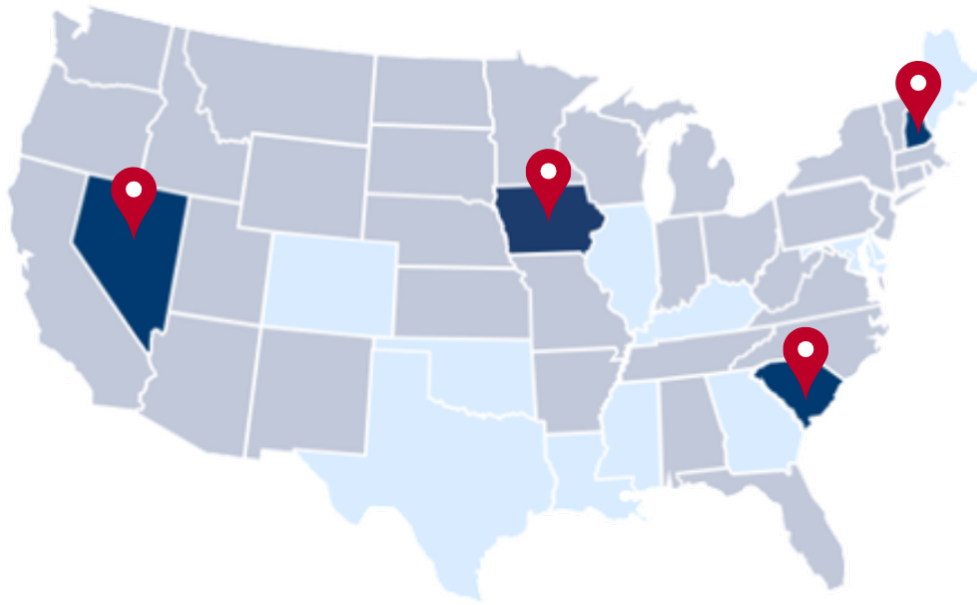


# CORNERSTONE

— EARLY PRIMARY STATES —

## THE RACE TO 2028:

Offering on-the-ground capabilities across the four critical early presidential primary states - delivering intelligence, relationships and strategic positioning when it matters most.



★IOWA★NEW HAMPSHIRE★NEVADA★  
★SOUTH CAROLINA★

Cornerstone maintains an active footprint in four critical early presidential primary and caucus states: Iowa, New Hampshire, Nevada and South Carolina. Our offices in all four of these pivotal states are led by experienced political strategists who have spent decades navigating state and local politics. As such, they have a deep understanding of how their state shapes the national political environment long before the general election. Our unique on-the-ground presence ensures clients benefit from early and exclusive intelligence and real-time campaign developments - including identifying emerging issues, recognizing shifting voter preferences, deep relationships with senior staff, early knowledge of candidate and surrogate visits and regular conversations with national and local political reporters.



CORNERSTONE

— AN EMPLOYEE-OWNED COMPANY —



Our tailored approach goes beyond simple introductions. Cornerstone's team members are deeply embedded in the political, civic and business communities that define each early state. This local presence allows us to help clients not only understand emerging dynamics, but also develop clear objectives, refine messaging and design tailored engagement strategies before entering the state, positioning them effectively as the national conversation takes shape.

Cornerstone's team includes former chiefs of staff to the Republican National Committee (RNC) and Democratic National Committee (DNC). These experienced team members strengthen our extensive familiarity with how both the RNC and DNC structure and manage the primary process.

We have decades of experience navigating:

- Party rules and procedural frameworks
- State party coordination and compliance environments
- Shifts in national-to-state dynamics throughout the cycle

We provide disciplined political strategy and execution support, including political landscape assessments, stakeholder mapping, message development and sequencing of engagement around key political and civic moments.

We offer a suite of services that keep clients informed, visible and strategically aligned throughout the cycle, including:

- Relationship building with campaign managers and senior staff to establish trust and communication early in the election cycle
- Access to curated events in early states and through virtual briefings on election developments and the latest changes in the narrative driving the campaigns
- Insights into RNC and DNC operations, procedures and rules related to the presidential primaries
- Regular newsletters and intelligence updates from Cornerstone's bipartisan strategists to keep you informed
- Editorial calendars and engagement planning aligned with key state and national election milestones to provide your organization with opportunities to engage early and often

## CASE STUDY: PREPARING A GLOBAL TECHNOLOGY COMPANY FOR PURPOSE DRIVEN ENGAGEMENT IN AN EARLY PRIMARY STATE

Amid heightened political sensitivity and increased national scrutiny during the early stages of the presidential cycle, a leading global technology company sought to strengthen its reputation and deepen community engagement in an early primary state—without becoming entangled in partisan politics.

Cornerstone developed a disciplined, state-focused public affairs strategy grounded in political intelligence, message discipline and stakeholder insight. The engagement began with a Washington based strategy session that aligned senior leadership around clear objectives, political sensitivities and success metrics.

Drawing on a detailed analysis of the state's political and civic landscape, Cornerstone shaped messaging and engagement sequencing to ensure credibility with local stakeholders. Research driven insights informed a messaging roadmap and editorial calendar designed to guide both launch moments and sustained engagement throughout the election cycle.

Key elements of Cornerstone's support included:

- Facilitating a senior level strategy session to define goals, risks and indicators of success
- Analyzing the state's political calendar, key audiences, and influencers to inform engagement timing
- Developing a values based messaging framework tailored to local stakeholders
- Recommending qualitative and quantitative research to test, validate, and refine messages

Through disciplined planning and locally informed execution, Cornerstone positioned the company as a thoughtful, credible stakeholder and long-term partner—laying the groundwork for values-based engagement in a politically complex environment.