



2019 | 9TH CONGRESSIONAL ELECTION (NORTH CAROLINA)

North Carolina's 9th Congressional District **was considered ground zero for Republicans and Democrats going into the 2020 election.** In a historically conservative district, where President Trump won by double digits in 2016, the Democrat challenger lead in every poll before the special election on September 10, 2019.

The Committee to Defend the President quickly mobilized for State Senator Dan Bishop, **spending more than \$200,000 in support of his candidacy.** During the most critical time of the election, the Committee delivered television and targeted digital advertisements, and implemented a countywide grassroots outreach program.



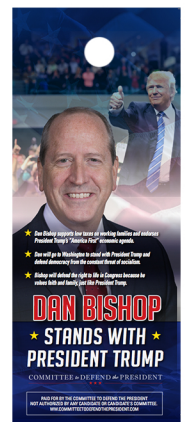
TELEVISION ADVERTISEMENT

Invested \$150,000 in TV advertising on local channels. The Committee's ad was **seen throughout the district by nearly 1 million television viewers.**



DIGITAL STRATEGY & ADVERTISING

Invested \$40,000 in targeted digital strategy and advertising on Facebook, Youtube, Google, and other platforms. The Committee's video ads had **over 1.3 million views on video advertisements.**



DOOR KNOCKING

Invested \$14,500 in a countywide grassroots outreach program. The Committee designed a pro-Bishop/pro-Trump door hanger and **knocked on over 6,000 doors - of Trump supporters and registered voters** who voted in any election since 2016 - throughout Mecklenburg county.

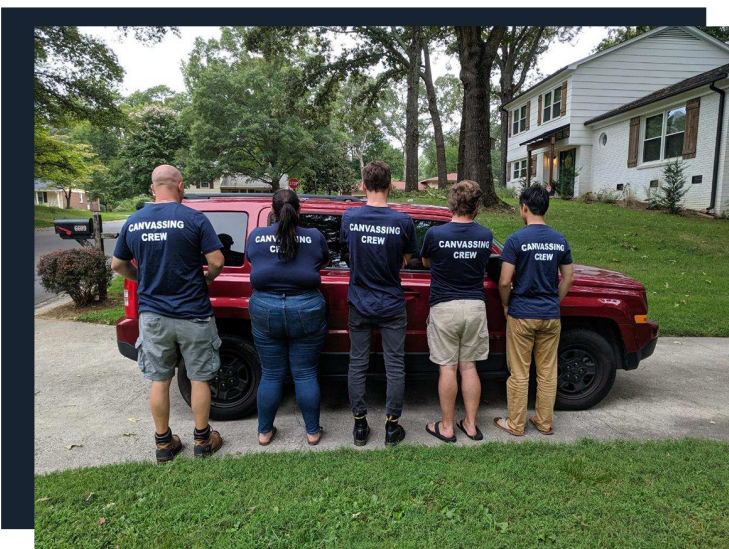
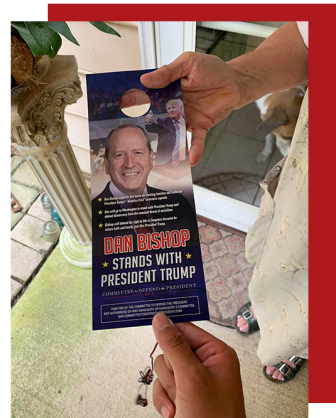


PENNED OP-ED

Chairman Ted Harvey penned an op-ed published by the widely-distributed and well-read *Richmond Observer*. The Committee's Chairman explained that **a vote for President Trump's candidate, Dan Bishop would be a vote for economic prosperity.**

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CONGRATULATIONS
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