

WHERE BUSINESS STARTS

2022 SPONSORSHIP GUIDE



**GREATER
WINSTON
SALEM INC**



WINSTONSALEM.COM

WHERE IT STARTS



AT GREATER WINSTON-SALEM, INC. WE ARE POSITIONING WINSTON-SALEM AND FORSYTH COUNTY FOR GROWTH BY MAXIMIZING OUR STRENGTHS, PARTNERSHIPS, AND OPPORTUNITIES.

YOU ARE A PART OF OUR STORY. TOGETHER...

BY 2030 WE WILL...

BE THE TOP MID-SIZE CITY IN THE SOUTHEAST

We will encourage accelerated growth through strategic recruitment and expansion efforts while advancing our entrepreneurial ecosystem.

BE A MORE EQUITABLE COMMUNITY

We will use education initiatives and community partnerships to increase economic equity and mobility for all Forsyth County residents.

BE THE BEST PLACE TO RAISE A FAMILY

We will work with our community partners to ensure a high quality of life and access to world-class amenities in order to attract and retain the best talent.



**CLICK THROUGH:
TO OUR 2030 VISION &
STRATEGIC PLAN**

SPONSORSHIPS

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GET INVOLVED

Are you ready to work together? Your sponsorship supports Winston-Salem's growth. Contact Joanna Mitchell with questions about these sponsor opportunities, or to start your sponsorship now!

JOANNA MITCHELL, DIRECTOR OF PROGRAMS & EVENTS
JMITCHELL@WINSTONSALEM.COM | 571.218.2666

EXPAND YOUR REACH

Our relationship with every member organization is unique. Let's discuss how we can maximize your investment. Contact Katie Collins to get started on a partnership package at the investor level.

KATIE COLLINS, SENIOR VP OF OPERATIONS
KCOLLINS@WINSTONSALEM.COM | 336-728-9201

MEMBER ENGAGEMENT

Greater Winston-Salem, Inc. works to develop a vibrant community that's good for business growth and sustainability. With focus areas in economic development, talent recruitment and retention, business advancement, startups, and advocacy, our initiatives are designed to help business and community thrive.

As the largest business organization in Forsyth County, enhancing the business community has been a part of our history for more than 135 years. We empower and inspire our local business members and community leaders to work with us in championing economic growth and prosperity for all.



80,000+
EMPLOYEES OF
MEMBER COMPANIES



60+
ANNUAL
EVENTS



10K+
AVERAGE MONTHLY
ENGAGED FOLLOWERS



INAUGURAL GOLF TOURNAMENT | NOVEMBER 1, 2021

96 ATTENDEES | 20+ COMPANIES REPRESENTED ON-SITE & IN EVENT MARKETING

ANNUAL MEETING

TIMEFRAME: Q1

RECURRENCE: ANNUALLY

ESTIMATED ATTENDANCE: 700

The Annual Meeting is the largest event for Greater Winston-Salem, Inc. bringing entrepreneurs, business owners, and leaders together to celebrate past success and discuss where we are headed. The Innovator of the Year, Collaboration of the Year, Truliant Small Business Awards, and the Duke Energy Citizenship and Service Award recipients are featured.

TABLE SPONSOR

\$750 MEMBER, \$1,000 NON-MEMBER

TITLE SPONSOR

\$15,000

- "Presented by" naming rights
- Introduction of speaker
- 1 seat at speaker's table
- 1 table of 8, preferred seating
- 30 second commercial shown at event
- Company logo in event A/V and recognition from podium
- Prominent company recognition on all event promotions

SUPPORTING SPONSOR

\$7,500

- 1 table of 8, preferred seating
- 30 second commercial shown at event
- Company logo in event A/V and recognition from podium
- Company recognition on all event promotions

COLLABORATION OF THE YEAR SPONSOR

\$5,000

- 1 table of 8
- Award naming rights
- Company representative to announce award recipient
- Company recognition on all event promotions

INNOVATOR OF THE YEAR SPONSOR

\$5,000

- 1 table of 8
- Award naming rights
- Company representative to announce award recipient
- Company recognition on all event promotions

GOLD SPONSOR

\$3,500

- 1 table of 8
- Company name and link on event registration page
- Name recognition at the beginning and end of event PowerPoint

GOLF TOURNAMENT

TIMEFRAME: Q4

RECURRENCE: ANNUALLY

ESTIMATED ATTENDANCE: 150-200

The annual Golf Tournament invites the business community to enjoy a day on the golf course and participate in some friendly competition all while supporting Greater Winston-Salem, Inc.'s primary initiatives in economic recruitment and retention, talent and workforce development, and more.

The Golf Tournament concludes with a post-game outdoor reception where prizes for the top teams and best swings will be awarded.

TITLE SPONSOR

\$10,000

- "Presented by" naming rights
- One (1) foursome
- Logo included on all printed materials (including banners)
- Special recognition during tournament
- Opportunity to set up promotional display on Hole #1
- Company name and link on event registration page

RECEPTION SPONSOR

\$5,000

- One (1) foursome
- Logo included on all printed materials (including banners)
- Opportunity to speak at reception
- Company name included in all promotional materials
- Company name and link on event registration page

LUNCH SPONSOR

\$5,000

- One (1) foursome
- Logo included on all printed materials (including banners)
- Logo displayed in lunch area
- Opportunity to welcome guests at lunch
- Company name included in all promotional materials
- Company name and link on event registration page

GIVEAWAY SPONSOR

\$3,500

- One (1) foursome
- Branding on tote bags (supplied by GWSI), can provide promo items
- Opportunity for representatives to distribute giveaways
- Inclusion on appropriate marketing materials
- Company name and link on event registration page

GOLF TOURNAMENT

TIMEFRAME: Q4

RECURRENCE: ANNUALLY

ESTIMATED ATTENDANCE: 150-200

The annual Golf Tournament invites the business community to enjoy a day on the golf course and participate in some friendly competition all while supporting Greater Winston-Salem, Inc.'s primary initiatives in economic recruitment and retention, talent and workforce development, and more.

The Golf Tournament concludes with a post-game outdoor reception where prizes for the top teams and best swings will be awarded.

BEVERAGE CART SPONSOR (X2) \$2,500

- One (1) Foursome
- Opportunity for representative to ride on beverage cart
- Logo and signage on beverage cart
- Inclusion on appropriate marketing materials
- Company name and link on event registration page

DRIVING RANGE SPONSOR \$2,500

- One (1) Foursome
- Logo and signage at driving range
- Inclusion on appropriate marketing materials
- Company name and link on event registration page

PUTTING GREEN SPONSOR \$2,500

- One (1) Foursome
- Logo and signage at driving range
- Inclusion on appropriate marketing materials
- Company name and link on event registration page

CLOSEST TO THE PIN SPONSOR \$750

- Branded sign on golf course
- Company name and link on event registration page

LONGEST DRIVE SPONSOR \$750

- Branded sign on golf course
- Company name and link on event registration page

HOLE SPONSOR \$500

- Branded sign at hole
- Company name and link on event registration page

EXECUTIVE RECEPTION

SPONSOR LIMIT: 2

RECURRENCE: QUARTERLY

ESTIMATED ATTENDANCE: 50

INVITE-ONLY

This invitation-only event will host local executive-level business leaders for networking and refreshments in an intimate setting. We invite you to connect with fellow colleagues and initiate conversations that will continue to move our community forward.

SUPPORTING SPONSOR

**\$2,500
PER EVENT**

- 2 attendees
- Opportunity for company representative to welcome guests
- Logo and/or name recognition in event promotion
 - Invitation
 - Digital & Printed Materials
 - On-Site Promotion

INVESTOR INSIGHTS

SPONSOR LIMIT: 2

RECURRENCE: QUARTERLY

ESTIMATED ATTENDANCE: 30-50

INVITE-ONLY

Investor-level members are provided with early access to our Quarterly Report and a special invitation to join us for Investor Insights events hosted in conjunction with each report. These discussions with our leadership team will take a look at our efforts to support Winston-Salem's economic growth and to bring our 2030 vision to life.

SUPPORTING SPONSOR

**\$1,000
PER EVENT**

- Opportunity for company representative to welcome guests
- Company name and link on event registration page
- Sponsor remarks at the beginning of event

DIGITAL NEWSLETTER

RECURRENCE: WEEKLY | CONTACTS: 2,500+

Greater Winston-Salem, Inc.'s News and Events weekly email keeps members informed about the latest business news and economic updates, community happenings, and Greater Winston-Salem, Inc. event schedule. Sponsorship includes a digital banner with website link in the footer. Digital ad on Greater Winston-Salem, Inc. website also included.

ANNUAL: \$5,000 | QUARTERLY: \$2,500

WAKE UP WINSTON

RECURRENCE: MONTHLY

ESTIMATED ATTENDANCE: 30-50

Wake Up Winston occurs once a month, on the second Wednesday from 8am-9am. Greater Winston-Salem, Inc. takes care of all event promotion to our members and community. This event is an excellent way to showcase your facility to other local business leaders as well as expand your professional network.

ANNUAL SPONSOR

\$5,000

- Top billing on all event promotion
- Sponsor remarks during event
- 12 events per year
- Logo and/or name recognition in all event promotion such as:
 - GWSI Newsletters
 - Social Media Promotion
 - GWSI Website
 - Any Printed Materials

HOST SPONSOR

\$250
PLUS REFRESHMENTS

- Opportunity for company representative to welcome guests
- Showcase place of business to local business leaders
- Sponsor remarks during event
- Company name and link on event registration page

NEW!

NET NIGHT

RECURRENCE: QUARTERLY

ESTIMATED ATTENDANCE: 50-75

Greater Winston-Salem, Inc.'s after-hours member networking events will be held at local restaurants. The event will give attendees the opportunity to interact with the city's top professionals while tasting delicious samples from some of the best eateries in Winston-Salem.

ANNUAL SPONSOR

\$5,000

- Top billing on all event promotion
- Opportunity for company representative to welcome guests
- 4 events per year
- Sponsor remarks at the beginning of event

SESSION SPONSOR

\$500

- Opportunity for company representative to welcome guests
- Sponsor remarks at the beginning of event
- Company name and link on event registration page

HOST SPONSOR

IN-KIND

- Opportunity for restaurant representative to welcome guests
- Showcase place of business and signature dishes to local business leaders
- Small bites or appetizers provided to guests
- Company name and link on event registration page

ECONOMIC DEVELOPMENT

Greater Winston-Salem, Inc. is the unified voice for business expansion and development in Winston-Salem and Forsyth County. We work with companies of all sizes to help facilitate growth and expansion and create jobs.

// TARGET SECTORS //



ADVANCED MANUFACTURING



AVIATION & AEROSPACE



HEALTHCARE & LIFE SCIENCES



HEADQUARTERS & BUSINESS SERVICES



TECH & HIGH GROWTH
ENTREPRENEURSHIP



STATE OF THE ECONOMY

TIMEFRAME: Q4

RECURRENCE: ANNUALLY

ESTIMATED ATTENDANCE: 500-600

The State of the Economy Luncheon is the county's largest event dedicated to providing the latest information on our local, state and federal economies. This event also provides an economic forecast for Winston-Salem and Forsyth County. With nearly 600 attendees, this event is attended by local business professionals and our city's highest-level executives and civic leaders.

TITLE SPONSOR

\$10,000

- "Presented by" naming rights
- Introduction of speaker
- 1 seat at speaker's table
- 1 table of 8, preferred seating
- 30 second commercial shown at event
- Company logo in event A/V and recognition from podium
- Company name and link on event registration page
- Prominent company recognition on all event promotions

SUPPORTING SPONSOR

\$7,500

- 1 table of 8, preferred seating
- 30 second commercial shown at event
- Company logo in event A/V and recognition from podium
- Company name and link on event registration page
- Company recognition on all event promotions

GOLD SPONSOR

\$3,500

- 1 table of 8
- Company name and link on event registration page
- Name recognition at the beginning and end of event PowerPoint

TABLE SPONSOR - \$750 MEMBER, \$1,000 NON-MEMBER

NEW!

FOUNDERS FORUM

RECURRENCE: BI-MONTHLY

ESTIMATED ATTENDANCE: 50-75

Founders Forum will be the premiere networking event for founders and employees of startups with the goal of championing a more interconnected startup community. These bi-monthly events will feature conversations with local founders as well as established founders of now major companies in a casual and welcoming setting.

ANNUAL TITLE SPONSOR

\$10,000 SOLD

- "Presented by" naming rights
- Top billing on all event promotion
- Opportunity for company representative to welcome guests
- 6 events per year
- Logo and/or name recognition in all event promotion such as:
 - GWS Newsletters
 - Social Media Promotion
 - GWS Website
 - Any Printed Materials

FOOD TRUCK SPONSOR

**\$1,000
PER EVENT**

- "Food truck brought to you by" naming rights
- Opportunity for company representative to welcome guests
- Logo and/or name recognition in all event promotion such as:
 - GWS Newsletters
 - Social Media Promotion
 - GWS Website
 - Any Printed Materials

// ENTREPRENEURIAL ECOSYSTEM //



30+

COLLABORATIVE
PARTNERS



\$50M+

CAPITAL RAISED
SINCE 2019



390%

COMBINED CAPITAL
GROWTH*

*INAUGURAL WINSTON STARTS COHORT

TECH BRIEFING

TIMEFRAME: Q4

RECURRENCE: ANNUALLY

ESTIMATED ATTENDANCE: 100-200

The Tech Briefing is an entertaining, informative, and fast-moving event open to the public and featuring presenters from our area's most promising and fascinating technology-based organizations. These innovations are improving lives around the world and they are being created here in our community.

TITLE SPONSOR \$5,000

- "Presented by" naming rights
- Innovation Council title sponsorship
- Company remarks at beginning of event
- Company logo in event A/V and recognition from podium
- Company logo and link on event registration page
- Prominent company recognition on all event promotions

SUPPORTING SPONSOR \$2,500

- Company logo in event A/V and recognition from podium
- Company logo and link on event registration page
- Prominent company recognition on all event promotions

GOLD SPONSOR \$1,500

- Company logo in event A/V
- Company name and link on event registration page
- Company recognition on all event promotions

INNOVATION COUNCIL

RECURRENCE: BI-MONTHLY

ESTIMATED ATTENDANCE: 20-40

The Innovation Council meets bi-monthly to collaborate and guide the growth of the local innovation ecosystem. It is divided into 4 focus areas: workforce, strategy, innovation, and communications.

ANNUAL TITLE SPONSOR: INCLUDED IN TECH BRIEFING TITLE SPONSORSHIP

- "Presented by" naming rights
- Company recognition during each meeting
- Company logo and link on meeting registration pages

TECH SPEAKER SERIES

RECURRENCE: QUARTERLY

ESTIMATED ATTENDANCE: 50-75

Attracting upwards of 75 attendees to each event, the Tech Speaker Series seeks to educate members of the business community and the general public about the exciting companies, people and ideas driving our economy's tech sector growth.

ANNUAL TITLE SPONSOR \$3,500

- "Presented by" naming rights
- Company logo in event A/V and recognition from podium
- Company logo and link on event registration pages
- Prominent company recognition on all event promotions

PUBLIC POLICY

Greater Winston-Salem, Inc. will advocate for and inform members of key governmental developments that are directly related to doing business here. We will advocate for the best business environment as it relates to economic development, fostering a strong workforce, infrastructure needs, and work-ready programs that benefit employers.

// FOCUS AREAS //



INFRASTRUCTURE



EDUCATION &
WORKFORCE
DEVELOPMENT



TAX, TORT, &
FISCAL REFORM



COVID-19 RELIEF
& RECOVERY



NEW!

RALEIGH LEGISLATIVE TRIP

RECURRENCE: ANNUALLY

ESTIMATED ATTENDANCE: 30

Greater Winston-Salem, Inc. will host a one-day trip that is designed to strengthen Winston-Salem's relationship with the North Carolina General Assembly. It is critical for the business community to maintain a presence in Raleigh. The Greater Winston-Salem, Inc. Legislative Agenda will be the focal point of our advocacy efforts. The trip will leave in the morning and return in the evening. During the trip, there will be scheduled visits with numerous legislators to advocate for the legislative priorities of Greater Winston-Salem, Inc.

TITLE SPONSOR \$7,500

- "Presented by" naming rights
- Four trip tickets
- Company logo and link on event registration page
- Prominent company recognition on all event promotions

SENATE SPONSOR \$5,000

- Two trip tickets
- Company logo and link on event registration page
- Company recognition on all event promotions

HOUSE SPONSOR \$5,000

- Two trip tickets
- Company logo and link on event registration page
- Company recognition on all event promotions

LUNCH SPONSOR \$2,000

- One trip ticket
- Logo displayed in lunch area
- Opportunity to welcome guests at lunch
- Company name and link on event registration page
- Logo included on all printed materials

TRANSPORTATION SPONSOR \$2,000

- Logo displayed on transportation
- Opportunity to welcome guests while boarding
- Company name and link on event registration page
- Logo included on all printed materials

NEW!

ELECTED OFFICIALS RECEPTION

RECURRENCE: ANNUALLY**ESTIMATED ATTENDANCE: 150-200**

The Elected Officials Reception will be hosted as a regional event. The reception will give attendees the opportunity to network with local, state, and federal elected officials as well as business and community leaders from across the Triad. The evening is a dedicated reception to honor our elected leaders for their commitment and service to the state of North Carolina. Guests will enjoy full service hors d'oeuvres, drinks and music. The anticipated guest list will include 200+ regional business leaders. This reception offers a neutral opportunity for elected officials to meet with constituents and allows attendees a chance to thank their representatives for their service.

TITLE SPONSOR

\$5,000

- "Presented by" naming rights
- 8 tickets
- Opportunity for company representative to welcome guests
- Company logo and link on event registration page
- Prominent company recognition on all event promotions and emails
- Prominent company recognition on all event signage

SUPPORTING SPONSOR

\$2,500

- 4 tickets
- Company logo and link on event registration page
- Company recognition on all event promotions and emails
- Company recognition on all event signage

LEGISLATIVE BREAKFAST

RECURRENCE: ANNUALLY

ESTIMATED ATTENDANCE: 75-100

The Legislative Breakfast presents an opportunity for the business community to hear from civic leaders in North Carolina about pertinent issues.

TITLE SPONSOR \$5,000

- "Presented by" naming rights
- 1 table of 8
- Company logo in event A/V and recognition from podium
- Company logo and link on event registration page
- Prominent company recognition on all event promotions

SUPPORTING SPONSOR \$2,500

- 1 table of 8
- Company logo in event A/V and recognition from podium
- Company logo and link on event registration page
- Company recognition on all event promotions

TABLE SPONSOR

\$500 MEMBER, \$750 NON-MEMBER

IMPACT HOUR SERIES

RECURRENCE: BI-MONTHLY

ESTIMATED ATTENDANCE: 50-75

As a part of our public policy division, Impact Hour events focus on local, relevant civic and policy issues relating to Winston-Salem and Forsyth County. Public sector leaders and other representatives in relevant fields provide precise, relatable overviews of trending topics.

ANNUAL TITLE SPONSOR \$5,000

- "Presented by" naming rights
- Opportunity for company representative to welcome guests and provide sponsor remarks
- 6 events per year
- Company logo and link on event registration pages
- Prominent company recognition on all event promotions

SESSION SPONSOR \$500 PER EVENT

- Opportunity for company representative to welcome guests
- Company logo and link on event registration page
- Sponsor remarks at the beginning of event

LEGISLATIVE AGENDA

PUBLISHED: ANNUALLY

ESTIMATED REACH: 1,000

The Legislative Agenda developed by the Public Policy committee of Greater Winston-Salem, Inc. presents our policy priorities in advocating for business growth and success. The agenda is printed and digitally published and is shared with members of Greater Winston-Salem, Inc. It is also a primary piece of collateral used in advocacy efforts and meetings with elected representatives.

BACK COVER	\$2,000
INSIDE FRONT COVER	\$1,500
FULL PAGE	\$1,000
HALF PAGE	\$500

PUBLIC POLICY NEWSLETTERS

RECURRENCE: BI-MONTHLY

ESTIMATED CONTACTS: 2,100

Support Greater Winston-Salem, Inc.'s advocacy efforts as a partner with our Public Policy e-newsletter. Distributed as breaking public policy news on the local, state, and national levels is released, this newsletter helps keep members informed about policies impacting business.

NEWSLETTER SPONSOR **\$3,000**

- Banner and link to company website in the footer of each Public Policy Newsletter
- Opportunity to provide 500-word article bi-monthly which will be included in the newsletter and linked to the Greater Winston-Salem, Inc. blog.

TALENT & WORKFORCE



Through education initiatives and community partnerships, Greater Winston-Salem, Inc. seeks to increase economic equity and mobility for all.

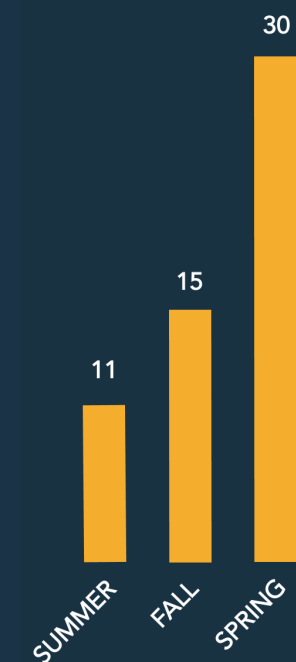
PROGRAM GROWTH

26

STUDENTS
PLACED IN
INTERSHIPS,
2021

100%

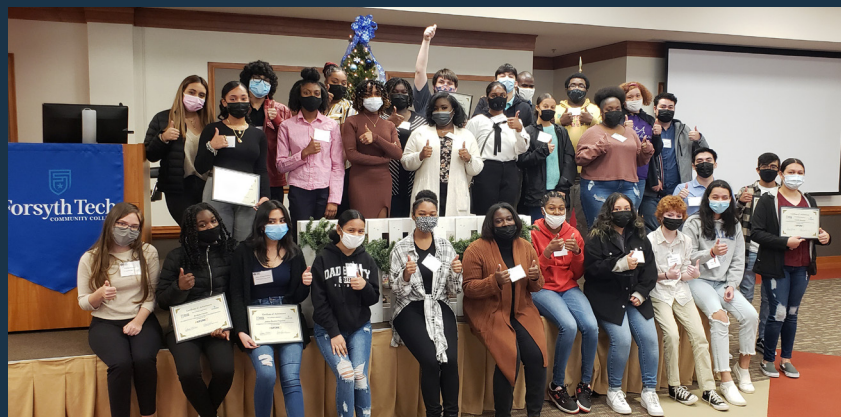
COMPLETION
RATE, SUMMER
PILOT



*ANTICIPATED PLACEMENTS



STATE OF EDUCATION



SUMMER 2021 ASPIRE WS INTERNS

STATE OF EDUCATION

TIMEFRAME: Q3

RECURRENCE: ANNUALLY

ESTIMATED ATTENDANCE: 300-350

We strive to cultivate a community that aligns business with education and gathers together to support the efforts of our K-12 schools, colleges, and universities. We believe education initiatives and community partnerships increase economic equity and mobility for all Forsyth County residents. The State of Education event celebrates and highlights these efforts.

TITLE SPONSOR

\$7,500

- "Presented by" naming rights
- Introduction of speaker
- 1 seat at speaker's table
- 1 table of 8, preferred seating
- 30 second commercial shown at event
- Company logo in event A/V and recognition from podium
- Company logo and link on event registration page
- Prominent company recognition on all event promotions

SUPPORTING SPONSOR

\$3,000

- 1 table of 8, preferred seating
- 30 second commercial shown at event
- Company logo in event A/V and recognition from podium
- Company logo and link on event registration page
- Company recognition on all event promotions

GOLD SPONSOR

\$1,500

- 1 table of 8, preferred seating
- Company name and link on event registration page
- Name recognition at the beginning and end of event PowerPoint
- Logo recognition on event program
- Recognition from podium

TABLE SPONSOR - \$500 MEMBER, \$750 NON-MEMBER

HR ROUNDTABLE

RECURRENCE: 9X ANNUALLY

ESTIMATED ATTENDANCE: 15-20

Greater Winston-Salem, Inc.'s HR Roundtable is a partnership with the Winston-Salem Society for Human Resource Management. The purpose of the HR Roundtable is to provide human resources professionals in Winston-Salem and throughout Forsyth County a place to meet and collaborate with colleagues in a confidential forum, participate in interactive discussion on trending HR topics, and share current best practices with business peers.

ANNUAL SPONSOR \$2,500

- Top billing on all event promotion
- Opportunity for company representative to welcome guests
- Sponsor remarks at the beginning of events
- Company logo and link on registration pages

LUNCH SPONSOR \$250 PER EVENT

- Logo displayed in lunch area
- Opportunity to welcome guests at lunch
- Company logo and link on event registration page

WORKFORCE COUNCIL

RECURRENCE: 9X ANNUALLY

ESTIMATED ATTENDANCE: 30-50

Aligning and advancing the workforce pipeline in the skilled trades is an integral part of Winston-Salem and Forsyth County's growth. Building a wealth of talent in the skilled trades increases our opportunities to recruit and retain investment across many industries. The Workforce Council brings together employers and learning partners in manufacturing, building and construction, aviation, engineering, architecture and design, and many more fields to develop a strong talent development pipeline and to inform students of career opportunities in these industries.

ANNUAL SPONSOR \$2,500

- Top billing on all event promotion
- Opportunity for company representative to welcome guests
- Sponsor remarks at the beginning of events
- Company logo and link on registration pages

LUNCH SPONSOR \$250 PER EVENT

- Logo displayed in lunch area
- Opportunity to welcome guests at lunch
- Company logo and link on event registration page

WINSTON UNDER 40



The Winston Under 40 program promotes talent recruitment, retention, and development by offering a broad range of opportunities for young professionals. Focusing on three core goals of leadership development, community involvement, and networking opportunities, the program helps to build our next generation of leaders and create a collective network of young professionals across all industries.



2021 WINSTON UNDER 40 LEADERSHIP AWARD RECIPIENTS



1,500+
YOUNG
PROFESSIONAL
MEMBERS



ANNUAL NONPROFIT
COMMUNITY
PARTNER

WINSTON UNDER 40

ANNUAL PROGRAM SPONSORSHIPS

Show your company's support of cultivating top talent in Winston-Salem and Forsyth County as we work to fuel a robust workforce pipeline and create a strong talent base for new and existing companies. Winston Under 40 program sponsorships offer year-long sponsorship presence across all Winston Under 40 programs and events.

TITLE SPONSOR	\$10,000	GOLD SPONSOR	\$5,000	SILVER SPONSOR	\$2,000
<ul style="list-style-type: none">• Seat on the Winston Under 40 Advisory Board• “Presented by” naming rights at all events & programs• Presence on website, event A/V, and Leadership Awards collateral• Verbal recognition at all Winston Under 40 events• Logo recognition on website and email newsletters• Option to host one Winston Under 40 event per year• Name recognition on Winston Under 40 webpage and select collateral• Name recognition on email newsletters		<ul style="list-style-type: none">• Verbal recognition at all Winston Under 40 events• Logo recognition on website and email newsletters• Option to host one Winston Under 40 event per year• Name recognition on Winston Under 40 webpage and select collateral• Name recognition on email newsletters		<ul style="list-style-type: none">• Option to host one Winston Under 40 event per year• Name recognition on Winston Under 40 webpage and select collateral• Name recognition on email newsletters	

LEADERSHIP AWARDS

TIMEFRAME: Q4
RECURRENCE: ANNUALLY
ESTIMATED ATTENDANCE: 150-200

Each year, Winston Under 40 recognizes 20 of the community's outstanding leaders under 40 in the Leadership Awards. These recipients are excelling in their field, contributing to the community, and demonstrating strong leadership for Winston-Salem and Forsyth County.

TITLE SPONSOR

\$2,500

- "Presented by" naming rights
- Sponsor remarks during event introduction
- 1 table of 8, preferred seating
- Company logo in event A/V and recognition from podium
- Prominent company recognition on all event promotions
- Company logo and link on event registration page

RECEPTION SPONSOR

\$1,000

- 1 table of 8, preferred seating
- Company logo in event A/V and recognition from podium
- Company recognition on all event promotions
- Company logo and link on event registration page

TABLE SPONSOR

\$750

- 1 table of 8
- Company name and link on event registration page
- Name recognition at the beginning and end of event PowerPoint

WINSTON UNDER 40 GOLF TOURNAMENT

TIMEFRAME: Q2
RECURRENCE: ANNUALLY
ESTIMATED ATTENDANCE: 100

The Winston Under 40 Golf Tournament benefits Winston Under 40's programming for professional and career development as well as our annual nonprofit community partner.

TEAM FOURSOME \$500

TITLE SPONSOR \$5,000

- "Presented by" naming rights
- One (1) foursome
- Logo included on all printed materials (including banners)
- Special recognition during tournament
- Opportunity to set up promotional display on Hole #1
- Company name and link on event registration page

RECEPTION SPONSOR \$2,000

- One (1) foursome
- Logo included on all printed materials (including banners)
- Opportunity to speak at reception
- Company name included in all promotional materials
- Company name and link on event registration page

LUNCH SPONSOR \$2,000

- One (1) foursome
- Logo included on all printed materials (including banners)
- Logo displayed in lunch area
- Opportunity to welcome guests at lunch
- Company name included in all promotional materials
- Company name and link on event registration page

GIVEAWAY SPONSOR \$1,000

- One (1) foursome
- Branding on tote bags (supplied by GWSI), can provide promo items
- Opportunity for representatives to distribute giveaways
- Inclusion on appropriate marketing materials
- Company name and link on event registration page

WINSTON UNDER 40 GOLF TOURNAMENT

TIMEFRAME: Q2

RECURRENCE: ANNUALLY

ESTIMATED ATTENDANCE: 100

The Winston Under 40 Golf Tournament benefits Winston Under 40's programming for professional and career development as well as our annual nonprofit community partner.

TEAM FOURSOME \$500

BEVERAGE CART SPONSOR (X2) \$1,000

- One (1) Foursome
- Opportunity for representative to ride on beverage cart
- Logo and signage on beverage cart
- Inclusion on appropriate marketing materials
- Company name and link on event registration page

DRIVING RANGE SPONSOR \$1,000

- One (1) Foursome
- Logo and signage at driving range
- Inclusion on appropriate marketing materials
- Company name and link on event registration page

PUTTING GREEN SPONSOR \$1,000

- One (1) Foursome
- Logo and signage at driving range
- Inclusion on appropriate marketing materials
- Company name and link on event registration page

CLOSEST TO THE PIN SPONSOR \$500

- Branded sign on golf course
- Company name and link on event registration page

LONGEST DRIVE SPONSOR \$500

- Branded sign on golf course
- Company name and link on event registration page

HOLE SPONSOR \$150

- Branded sign at hole
- Company name and link on event registration page

INTERN EXPERIENCE

TIMEFRAME: Q2

RECURRENCE: ANNUALLY

ESTIMATED ATTENDANCE: 100-200

Each year college talent arrives in Winston-Salem to pursue professional internship opportunities with local employers. At the Intern Experience, we invite interns from both local colleges and external colleges and universities to gather together to network, collaborate, and learn more about our community. Interns are also invited to a series of summer community events to provide opportunities to further explore Winston-Salem as a place to work and locate.

TITLE SPONSOR **\$2,500**

- "Presented by" naming rights
- Opportunity for company to host an information table
- Company logo in event A/V and recognition from podium
- Company logo and link on event registration page
- Prominent company recognition on all event promotions

SUPPORTING SPONSOR **\$1,000**

- Opportunity for company to host an information table
- Company logo in event A/V and recognition from podium
- Company logo and link on event registration page
- Prominent company recognition on all event promotions

LUNCH WITH LEADERS

RECURRENCE: BI-MONTHLY

ESTIMATED ATTENDANCE: 30-50

Lunch With Leaders events provide an opportunity for Winston Under 40 attendees to glean real-world career growth tips and advice from established community leaders.

ANNUAL TITLE SPONSOR **\$3,000**

- "Presented by" naming rights
- Sponsor remarks at each event
- Company logo and link on event registration pages and emails
- Prominent company recognition on all event promotions

WINSTON UNDER 40 SOCIALS

RECURRENCE: QUARTERLY

ESTIMATED ATTENDANCE: 30-40

Winston Under 40 invites young professionals to network and experience various venues throughout Winston-Salem in a relaxed after-work social event.

ANNUAL TITLE SPONSOR **\$5,000**

- "Presented by" naming rights
- Sponsor remarks at each event
- Company logo and link on event registration pages and emails
- Prominent company recognition on all event promotions



OUR MISSION

To initiate, influence, engage, and empower community leadership to create economic growth and prosperity for all.

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