



**WINSTON  
UNDER  
40**

2024 SPONSORSHIP GUIDE



**GREATER  
WINSTON  
SALEM INC**



[WINSTONSALEM.COM](http://WINSTONSALEM.COM)

## 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.



2023 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	\$2,500
<ul style="list-style-type: none"><li>• Seat on the Winston Under 40 Advisory Board</li><li>• “Presented by” naming rights at all events &amp; programs</li><li>• Presence on website, event A/V, and Leadership Awards collateral</li><li>• Verbal recognition at all Winston Under 40 events</li><li>• Logo recognition on website and email newsletters</li><li>• Option to host one Winston Under 40 event per year</li><li>• Name recognition on Winston Under 40 webpage and select collateral</li><li>• Name recognition on email newsletters</li></ul>		<ul style="list-style-type: none"><li>• Verbal recognition at all Winston Under 40 events</li><li>• Logo recognition on website and email newsletters</li><li>• Option to host one Winston Under 40 event per year</li><li>• Name recognition on Winston Under 40 webpage and select collateral</li><li>• Name recognition on email newsletters</li></ul>		<ul style="list-style-type: none"><li>• Option to host one Winston Under 40 event per year</li><li>• Name recognition on Winston Under 40 webpage and select collateral</li><li>• Name recognition on email newsletters</li></ul>	

# LEADERSHIP AWARDS

**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

**\$3,500**

- "Presented by" naming rights
- Sponsor remarks during event introduction
- 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
- Company logo and link on event registration page

## GOLD SPONSOR

**\$2,000**

- 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
- 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 logo and link on event registration page

## TABLE SPONSOR

**\$750**

- 1 table of 8
- Name recognition at the beginning and end of event PowerPoint



# 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

# 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

**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

# PROFESSIONAL DEVELOPMENT WINSTON UNDER 40 NEWSLETTERS

RECURRENCE: QUARTERLY  
ESTIMATED ATTENDANCE: 30-40

Winston Under 40 offers young professionals the opportunity to learn and advance their career skills through engaging sessions with career development professionals.

## ANNUAL TITLE SPONSOR \$2,500

- "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

## 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

RECURRENCE: BI-MONTHLY  
ESTIMATED CONTACTS: 1,600

Deliver your company's message directly to inboxes of Winston-Salem's young professionals. Winston Under 40 newsletters are sent on a regular basis to share upcoming events, information, and ways to get involved.

## NEWSLETTER SPONSOR \$2,500



## OUR MISSION

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

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