

# WHERE BUSINESS STARTS

2025 SPONSORSHIP GUIDE



**GREATER  
WINSTON  
SALEM INC**

**NATIONAL  
CHAMBER  
OF THE YEAR**



## WHERE IT STARTS



AS THE NATIONAL CHAMBER OF THE YEAR, GREATER WINSTON-SALEM INC. IS POSITIONING WINSTON-SALEM AND FORSYTH COUNTY FOR GROWTH THROUGH STRATEGIC EFFORTS THAT ACHEIVE OUR 2030 VISION.

THIS GUIDE OFFERS OPPORTUNITIES TO WORK WITH US WHILE MAXIMIZING YOUR BRAND.

### 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

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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 | 336-728-9252**

## EXPAND YOUR REACH

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

**JESSICA HARPE, VP, MEMBERSHIP & ENGAGEMENT**  
**JHARPE@WINSTONSALEM.COM | 336-728-9231**

## 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 140 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



**100+**  
ANNUAL  
EVENTS



**10K+**  
AVERAGE MONTHLY  
ENGAGED FOLLOWERS



**ANNUAL MEETING | OCTOBER 29, 2024**  
600+ ATTENDEES | PHOTO: RED CARDINAL STUDIO

## ANNUAL MEETING

**RECURRENCE: ANNUALLY**

**ESTIMATED ATTENDANCE: 600**

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, Small Business Awards, and the Citizenship and Service Award recipients are featured.

### TABLES

\$1,000 MEMBER,  
\$1,150 NON-MEMBER

### PRESENTING SPONSOR

**\$17,500**

- "Presented by" naming rights
- 1 seat at speaker's table
- 2 tables of 8, preferred seating
- Sponsor remarks from podium
- Recognition from podium
- 30 second commercial shown at event
- Company logo displayed onsite, in event program and A/V
- Prominent recognition on all event promotions including mailed invitation
- Presence on venue scoreboard, ribbon banners, and marquee one week before event
- Recognition in post event communications: event recap and attendee survey

### SUPPORTING SPONSOR

**\$7,500**

- 1 seat at speaker's table
- 1 table of 8, preferred seating
- 30 second commercial shown at event
- Company logo displayed onsite
- Company logo in event program, A/V, and recognition from podium
- Prominent company recognition on all digital event promotions

### COLLABORATION OF THE YEAR SPONSOR

**\$5,500 SOLD**

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

### INNOVATOR OF THE YEAR SPONSOR

**\$5,500 SOLD**

- 1 table of 8
- Award naming rights - Dr. Anthony Atala Innovator of the Year
- Company representative to announce award recipient
- Company recognition on all digital event promotions

# ANNUAL MEETING

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## TABLES

\$1,000 MEMBER,  
\$1,150 NON-MEMBER

## SMALL BUSINESS OF THE YEAR SPONSOR

**\$5,500**

- 1 table of 8
- Award naming rights - Small Business of the Year
- Company representative to announce award recipient
- Company recognition on all digital event promotions

## CITIZENSHIP & SERVICE AWARD SPONSOR

**\$5,500 SOLD**

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

## RECEPTION SPONSOR

**\$5,000**

- 1 table of 8
- Reception "presented by" naming rights
- Recognition during event
- Company logo on event registration page and personalized reception cocktail napkins

## GOLD SPONSOR

**\$4,500**

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

## FLORAL SPONSOR

**\$4,000**

- 4 tickets
- Company name and logo on appropriate signage and centerpieces at event
- Recognition during event

## GOLF TOURNAMENT

**RECURRENCE: ANNUALLY**

**2025: SEPTEMBER 29, BERMUDA RUN**

**ESTIMATED ATTENDANCE: 100-150**

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-tournament outdoor reception where prizes for the top teams and best swings will be awarded.

**TEAM OF 4 PLAYERS**

**\$1,000 MEMBER,**

**\$1,150 NON-MEMBER**

### PRESENTING SPONSOR

**\$10,000**

**SOLD**

- "Presented by" naming rights
- One (1) foursome
- Logo included on all printed materials (including banners)
- Special recognition during tournament
- Opportunity to welcome guests prior to shotgun start
- 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
- Logo displayed in reception area
- Company name included in all digital event 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 digital event materials
- Company name and link on event registration page

### GIVEAWAY SPONSOR

**\$3,500**

**SOLD**

- One (1) foursome
- Branding included on giveaway item, 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

**RECURRENCE: ANNUALLY**

**2025: SEPTEMBER 29, BERMUDA RUN**

**ESTIMATED ATTENDANCE: 100-150**

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

**TEAM OF 4 PLAYERS**

**\$1,000 MEMBER,  
\$1,150 NON-MEMBER**

**BEVERAGE CART SPONSOR (2 AVAILABLE) \$2,500**

- One (1) Foursome
- Opportunity for representative to ride on beverage cart with BRCC driver
- 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 (3 AVAILABLE) \$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 \$350**

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



## NETWORKING NIGHT

**RECURRENCE: QUARTERLY**

**ESTIMATED ATTENDANCE: 50-75**

After-hours member networking events are held at local hospitality venues. Attendees have the opportunity to interact with fellow business professionals in relaxed settings around Winston-Salem. Vendor tables available.

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

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

**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 VENUE** **IN-KIND**

- Opportunity for venue representative to welcome guests
- Showcase place of business and signature dishes to local business leaders
- Small bites or appetizers provided to 50 guests with ability to host a cash bar
- Company name and link on event registration page

**MEMBER VENDOR TABLE** **\$150**

## EXECUTIVE RECEPTION

**RECURRENCE: BIENNIAL**

**ESTIMATED ATTENDANCE: 50**

**INVITATION-ONLY (INVESTORS)**

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** **\$5,000**  
**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

# WAKE UP WINSTON

**RECURRENCE: 10 ANNUALLY**

**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
- 10 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



## GREATER CONVERSATIONS PODCAST

### RECURRENCE: BI-WEEKLY (APPROX. 25 EPISODES ANNUALLY)

On the podcast, we will hear about living, working, and running a business in Winston-Salem as we chat with community personalities about their business ventures and new developments happening all around Winston-Salem and Forsyth County.

### ANNUAL PRESENTING SPONSOR

\$5,000

**SOLD**

- "Presented by" naming rights
- Sponsor commercials in all episodes
- Opportunity for company representative to speak in an episode
- Name recognition and/or link in podcast description and promotions

### EPISODE SPONSOR

\$200

- Sponsor commercial in episode
- Name recognition and/or link in podcast description and promotions

## NEWSLETTER SPONSOR

### RECURRENCE: WEEKLY | ESTIMATED CONTACTS: 2,500

Our 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**

## LUNCH WITH LEADERS

RECURRENCE: QUARTERLY

ESTIMATED ATTENDANCE: 30-40

Members can enhance their professional skills through these engaging sessions with career development professionals and local executives. Attendees gain practical tools, strategies and insights to help them become more effective leaders in their respective fields through these interactive luncheons.

### ANNUAL PRESENTING 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

### 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

## GREATER INSIGHTS PUBLICATION

RECURRENCE: ANNUALLY

ADVERTISING PARTNERSHIP OPPORTUNITIES OPEN IN JULY

PRINT DISTRIBUTION: 3,000 | DIGITAL REACH: 290,000

*Greater Winston-Salem: Industry & Community Insights* is our annual guide that highlights the region's quality of life, thriving business environment, and welcoming community.

Exclusive content about Winston-Salem is also available on [Livability.com](https://www.livability.com), a national relocation resource, to reach and engage a wide audience.

This community resource is used widely for workforce development and talent attraction, relocation and welcome guides, customers and clients, visitors, and more.

### PRICING VARIES





# 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

**RECURRENCE: ANNUALLY**

**ESTIMATED ATTENDANCE: 400-500**

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 500 attendees, this event is attended by local business professionals and our city's highest-level executives and civic leaders.

### TABLES

\$850 MEMBER,  
\$1,000 NON-MEMBER

### PRESENTING SPONSOR

**\$12,500 SOLD**

- "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 digital 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

### FLORAL SPONSOR

**\$3,000 SOLD**

- 4 tickets
- Company name and logo on appropriate signage and centerpieces at event
- Recognition during event

## GREATER INSIGHTS

**RECURRENCE: BI-ANNUALLY**

**INVITATION-ONLY (INVESTORS)**

**ESTIMATED ATTENDANCE: 50-80**

Our Greater Insights forums highlight timely and relevant business and community topics including economic development, tech and innovation, and more. These exclusive events are presented as an investor-level benefit and feature engaging discussions with executives and professionals at Winston-Salem's largest companies.

### PRESENTING SPONSOR

**\$5,000**

- "Presented by" naming rights
- 1 table of 8
- 30 second commercial shown at event
- 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

### GOLD 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

### FLORAL SPONSOR

**\$2,000**

- 4 tickets
- Company name and logo on centerpieces at event
- Company name and link on event registration page





## 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, TALENT &  
WORKFORCE  
DEVELOPMENT



TAX, TORT, &  
FISCAL REFORM



LEGISLATIVE BREAKFAST 2024



## LEGISLATIVE BREAKFAST

**ESTIMATED ATTENDANCE: 100-150**

The Legislative Breakfast, presented in partnership with Forsyth Tech, offers an opportunity for the business community to hear from civic leaders in North Carolina about pertinent issues.

**SUPPORTING SPONSOR \$5,000**

- 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

**GOLD 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

### **TABLES**

**\$500 MEMBER, \$750 NON-MEMBER**

## 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**

## TALENT & WORKFORCE

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

**270+**  
STUDENTS SERVED  
THROUGH ASPIRE

**134**  
INTERNSHIPS  
COMPLETED

**2,300+**  
STUDENTS MENTORED  
IN SENIOR ACADEMY



STATE OF EDUCATION 2024 | UNFILTERED PHOTOGRAPHY



ASPIRE WS WORK-READY CREDENTIAL RECIPIENTS

## STATE OF EDUCATION

**RECURRENCE: ANNUALLY**

**ESTIMATED ATTENDANCE: 400**

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.

### TABLES

**\$750 MEMBER, \$900 NON-MEMBER**

### PRESENTING SPONSOR

**\$8,000 SOLD**

- "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

**\$4,000**

- 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 digital event promotions

### GOLD SPONSOR

**\$3,000**

- 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

### FLORAL SPONSOR

**\$1,500 SOLD**

- 4 tickets
- Company name and logo on appropriate signage and centerpieces at event
- Name recognition during the event

# WORLD OF WORK

**RECURRENCE: ANNUALLY**

**ESTIMATED ATTENDANCE: 5,000**

This two day event will welcome more than 5,000 Winston-Salem/Forsyth County 8<sup>th</sup> and 11<sup>th</sup> graders to explore career possibilities across a variety of industries, culminating in a hiring fair for graduating seniors and the community. Students will have the opportunity to interact with businesses and educational institutions to learn more about the careers that interest them and how to get there. Your support will help introduce the next generation of workforce to the World of Work.



## PRESENTING SPONSOR

**\$30,000**

- "Presented by" naming rights
- Prominent company name/logo included on marketing materials & signage
- Opportunity to set up business booth in premium location
- Logo/name recognition at event
- Company logo/link on event webpage

## SUPPORTING SPONSOR

**\$10,000**

- Prominent company name/logo included on marketing materials & signage
- Opportunity to set up business booth in premium location
- Logo/name recognition at event
- Company logo/link on event webpage

## LUNCH SPONSOR (2 AVAILABLE)

**\$7,500**

- Opportunity to set up business booth in premium location
- Logo/name recognition at event & pre-event marketing
- Company logo/link on event webpage
- Marketing on boxed lunches

## GOLD SPONSOR

**\$5,000**

- Company logo/link on event webpage
- Opportunity to set up business booth in preferred location
- Logo/name recognition at event

## SILVER SPONSOR

**\$1,500**

- Company name/link on event webpage
- Opportunity to set up business booth



## CAREER-READY PROGRAMMING

Greater Winston-Salem Inc. administers a cluster of programs that support high school students in becoming career ready. Individual programs are a part of a comprehensive youth initiative in partnership with Forsyth Works that highlight career-ready preparedness and graduation support.

ASPIRE WS and Senior Academy programs are designed to ensure that we will be able to meet the demand for qualified workers by promoting student achievement, creating career awareness, and helping prepare students to meet the demands of our knowledge-based, globally competitive economy.



### PRESENTING SPONSOR

**\$25,000**

- Provides student support across all programs including transportation, business attire, meals, and achievement incentives
- Prominent recognition at all annual events, in all event promotions, and on website

### BUSINESS ATTIRE SPONSOR

**\$15,000**

- Provides 150 students with a \$100 gift card to purchase business attire through a partnership with JCPenney-Hanes Mall
- Recognition at business attire events and on website

### SENIOR ACADEMY BEHIND THE SCENES PRESENTING SPONSOR

**\$10,000 SOLD**

- Provides support for two (fall and spring) Behind the Scenes career-readiness field trips for Senior Academy students and volunteers
- Event includes business attire shopping and work-ready training
- Recognition at Behind the Scenes events and on website
- Invitation for company representative to participate in coaching and/or provide remarks

### ASPIRE WS EMPLOYABILITY WORKSHOP SPONSOR

**\$5,000**  
**2 AVAILABLE**

- Provides support for an employability workshop to serve up to 75 students per session. This includes workshop-specific transportation, meals, and incentives. Fall and spring sponsorships available
- Recognition at Employability Workshop events and on website
- Invitation for company representative to participate in coaching and/or provide remarks

### SENIOR ACADEMY TRANSPORTATION SPONSOR

**\$2,500**  
**1 OF 2 REMAINING**

- Provides transportation for Senior Academy students to and from Behind the Scenes field trips in the fall and spring

## 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.



2024 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.

PRESENTING 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>• Gold Sponsorship at Leadership Awards</li><li>• Verbal recognition at all Winston Under 40 annual events</li><li>• Logo recognition on website and email newsletters</li><li>• Option to host one Winston Under 40 event per year</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></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>	

# WINSTON UNDER 40 NEWSLETTERS

RECURRENCE: 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

# 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.

**TABLES \$750**

## PRESENTING SPONSOR

**\$5,000 SOLD**

- "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

**\$3,500**

- 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 digital event promotions
- Company logo and link on event registration page

## RECEPTION SPONSOR

**\$2,000 SOLD**

- 1 table of 8, preferred seating
- Company logo in event A/V and recognition from podium
- Company logo 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.

**PRESENTING SPONSOR** **\$3,000**

- "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 including the kickoff, professional development luncheon, and social

**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 PRESENTING 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

**HOST SPONSOR** **IN KIND**

- Opportunity for venue representative to welcome guests
- Showcase place of business and signature dishes to local business leaders
- Provide small bites or appetizers to 50 guests with the ability to host cash bar
- Company logo and link on event registration page



## OUR MISSION

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

[winstonsalem.com](http://winstonsalem.com)

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