



# WHERE BUSINESS STARTS

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2026 SPONSORSHIP GUIDE



**GREATER  
WINSTON  
SALEM INC**

# ALIGN YOUR BRAND WITH LOCAL BUSINESS



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

With a network of more than 700 regional member businesses representing thousands of employees in the workforce, Greater Winston-Salem Inc. is a trusted leader in community growth and business success. More than 100 annual events provide the exposure to align your brand with economic opportunity, talent and workforce, young professionals, and much more.

**YOUR SUPPORT HELPS POSITION WINSTON-SALEM AND FORSYTH COUNTY FOR GROWTH THROUGH STRATEGIC EFFORTS THAT ACHEIVE OUR 2030 VISION:**

## BY 2030 WE WILL:

**BE THE TOP MID-SIZED CITY IN THE SOUTHEAST**

We will encourage accelerated growth through strategic recruitment and expansion 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.

# SPONSORSHIPS

**04 MEMBER ENGAGEMENT**

---

**15 ECONOMIC DEVELOPMENT**

---

**18 PUBLIC POLICY**

---

**22 TALENT AND WORKFORCE**

---

**26 WINSTON UNDER 40**

## 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 AND EVENTS**  
[JMITCHELL@WINSTONSALEM.COM](mailto:JMITCHELL@WINSTONSALEM.COM) | 336-728-9252

## EXPAND YOUR REACH

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 OF MEMBERSHIP AND ENGAGEMENT**  
[JHARPE@WINSTONSALEM.COM](mailto:JHARPE@WINSTONSALEM.COM) | 336-728-9231

# MEMBER ENGAGEMENT



**80,000+**  
EMPLOYEES OF MEMBER  
COMPANIES

**100+**  
ANNUAL EVENTS

**10K+**  
AVERAGE MONTHLY  
ENGAGED FOLLOWERS

**ANNUAL MEETING | NOVEMBER 4, 2025 | 600+ ATTENDEES**

As the largest business organization in Forsyth County, enhancing the business community has been a part of our history for more than 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.

# 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, Women’s Leadership Award, Small Business Award, 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  
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 name in event program, A/V, and recognition from podium  
Company recognition on all digital event promotions

.....

## COCKTAIL HOUR SPONSOR

**\$6,500**

1 table of 8  
Cocktail hour “presented by” naming rights  
Recognition with a signature drink  
Company representative to close cocktail hour and invite guests to enter event  
Recognition during the event  
Opportunity to name a signature drink  
Company logo on event registration page and reception cocktail napkins

.....

## GIVEAWAY SPONSOR

**\$6,500**

1 table of 8  
Opportunity to provide company giveaway along with a GWSI branded item  
Company representatives to distribute giveaways  
Recognition during the event  
Company name, logo, and link on event registration page

# 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, Women's Leadership Award, Small Business Award, and the Citizenship and Service Award recipients are featured.

## TABLES

**\$1,000 MEMBER**

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

### COLLABORATION OF THE YEAR SPONSOR

**\$5,500**

1 table of 8

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

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### INNOVATOR OF THE YEAR SPONSOR

**\$5,500**

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

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### WOMEN'S LEADERSHIP AWARD SPONSOR

**\$5,500**

1 table of 8

Award naming rights - Women's Leadership Award  
Company representative to announce award recipient  
Company recognition on all digital event promotions

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### 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 of all digital event promotions

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### CITIZENSHIP & SERVICE AWARD SPONSOR

**\$5,500**

1 table of 8

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

# ANNUAL MEETING

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**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, Women's Leadership Award, Small Business Award, and the Citizenship and Service Award recipients are featured.

## **TABLES**

**\$1,000 MEMBER**

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

## **GOLD SPONSOR**

**\$5,000**

1 table of 8

Recognition during event

Company name, logo, and link on event registration page

Company recognition on event A/V

.....

## **FLORAL SPONSOR**

**\$4,000**

4 tickets

Company name and logo on appropriate signage and centerpieces at event

Recognition during event

Company name, logo, and link on event registration page

.....

## **PARKING SPONSOR**

**\$3,000**

2 tickets

Company name and logo on appropriate signage at event

Recognition during event

Company name, logo, and link on event registration page

GREATER WINSTON-SALEM INC.

# GOLF TOURNAMENT

**RECURRENCE: ANNUALLY**  
**ESTIMATED ATTENDANCE: 150**

The annual Golf Tournament invites the business community to enjoy a day on the golf course and participate in some friendly competition while supporting Greater Winston-Salem Inc.'s initiatives in economic and workforce development. Prizes are awarded at a post-tournament reception.

**TEAMS OF 4 PLAYERS: \$1,000 MEMBER | \$1,150 NON-MEMBER**

## PRESENTING SPONSOR

**\$10,000**

- “Presented by” naming rights
- One team of four
- Logo included on all printed materials including banners
- Special recognition during tournament
- Opportunity to welcome guests at shotgun start
- Opportunity to set up promotional display at Hole #1
- Company name, logo, and link on event registration page

## RECEPTION SPONSOR

**\$5,000**

- One team of four
- 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, logo, and link on event registration page

## LUNCH SPONSOR

**\$5,000**

- One team of four
- 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, logo, and link on event registration page

## GIVEAWAY SPONSOR

**\$3,500**

- One team of four
- Branding included on giveaway item, can supply promo items
- Opportunity for representatives to distribute giveaway items
- Inclusion on appropriate marketing materials
- Company name, logo, and link on event registration page

## BEVERAGE CART SPONSOR (2 AVAILABLE)

**\$2,500**

- One team of four
- Opportunity for representative to pass out beverages
- Logo and signage on beverage cart
- Inclusion on appropriate marketing materials
- Company name, logo, and link on event registration page

## DRIVING RANGE SPONSOR

**\$2,500**

- One team of four
- Logo and signage at driving range
- Inclusion on appropriate marketing materials
- Company name, logo, and link on event registration page

GREATER WINSTON-SALEM INC.

# GOLF TOURNAMENT

**RECURRENCE: ANNUALLY**  
**ESTIMATED ATTENDANCE: 150**

The annual Golf Tournament invites the business community to enjoy a day on the golf course and participate in some friendly competition while supporting Greater Winston-Salem Inc.'s initiatives in economic and workforce development. Prizes are awarded at a post-tournament reception.

**TEAMS OF 4 PLAYERS: \$1,000 MEMBER | \$1,150 NON-MEMBER**

## PUTTING GREEN SPONSOR

**\$2,500**

One team of four  
Logo and signage at putting green  
Inclusion on appropriate marketing materials  
Company name, logo, and link on event registration page

## SUNSCREEN STATION SPONSOR

**\$1,500**

Logo and signage displayed at sunscreen station  
Logo on sunscreen (GWSI to provide product)  
Company name, logo, and link on event registration page

## CLOSEST TO THE PIN SPONSOR (3 AVAILABLE)

**\$750**

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

## LONGEST DRIVE SPONSOR

**\$750**

Branded sign on golf course  
Company name, logo, 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: 60-75**

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

## ANNUAL SPONSOR

**\$5,000**

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

## SESSION SPONSOR

**\$500**

Opportunity for company representative to welcome guests  
Recognition during event  
Company name, logo, and link on event registration page

## HOST VENUE

**IN-KIND**

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

## MEMBER VENDOR TABLE

**\$150**

Opportunity for representative to set up display table at event  
Company name included in weekly newsletter promotions  
Company name listed on event registration page

# EXECUTIVE RECEPTION

**RECURRENCE: BI-ANNUAL**  
**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 promotions including invitation, digital and printed materials, and on-site promotion



# 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**  
Recognition on all event promotions  
Sponsor remarks during events  
Logo and/or name recognition in all event promotion including:  
    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  
Company name, logo, and link on event registration page

# 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 during 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  
Recognition during event  
Company name, logo, and link on event registration page

# NAVIGATING YOUR MEMBERSHIP

**RECURRENCE: QUARTERLY**

**ESTIMATED ATTENDANCE: 40-50**

Our Navigating Your Membership series is meant for new members to discover their membership benefits, utilize our online portal, and engage with events and programs. This is also an excellent refresher course for existing members. Navigating Your Membership occurs quarterly and includes a tour of the Greater Winston-Salem Inc. office.

## **ANNUAL SPONSOR**

**\$3,500**

Top recognition on all event promotions

Sponsor remarks during events

Logo and/or name recognition in all event promotion including newsletters, website, and printed materials

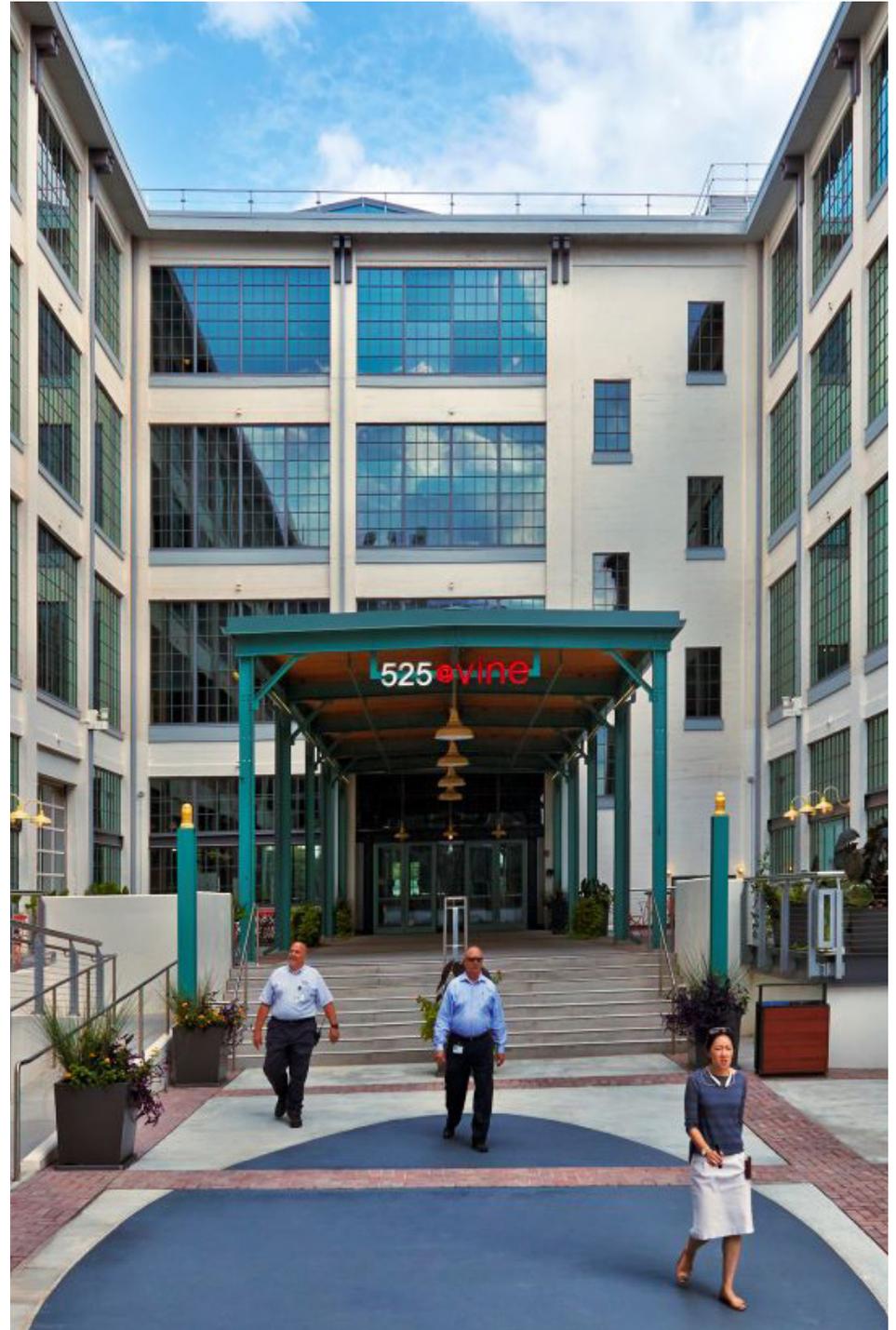
## **SESSION SPONSOR**

**\$500**

Opportunity for company representative to welcome guests

Recognition during event

Company name, logo, and link on event registration page



# EMERGING LEADERS

**RECURRENCE: ANNUAL COHORT, 5 SESSIONS**  
**ESTIMATED ATTENDANCE: 10**

Emerging Leaders is a selective, cohort-based leadership experience led by Greater Winston-Salem Inc. designed to prepare high-potential professionals to step into meaningful leadership roles across Forsyth County. Emerging Leaders is ideal for individuals who are ready to move from participation to influence in our community.

**REGISTRATION**  
**\$1,000 MEMBER**  
**\$1,500 NON-MEMBER**

## PRESENTING SPONSOR

**\$10,000**

“Presented by” naming rights  
Executive participation in opening and closing sessions  
Opportunity to host one cohort session at sponsor location  
Prominent logo placement on program materials and website  
Complimentary seat in the cohort

.....

## LEADERSHIP SESSION SPONSOR

**\$5,000**

Sponsor recognition for a core program pillar (e.g., Governance, Economic Development)  
Speaking opportunity during session  
Logo placement on program materials and website  
Invitation to networking receptions with cohort

.....

## SCHOLARSHIP SPONSOR

**\$2,000**

Funds one participant scholarship  
Recognition in program materials  
Invitation to graduation reception

.....

## LUNCH SESSION SPONSOR

**\$500**

Sponsorship of one cohort lunch session  
Company name/logo displayed during the sponsored session  
Recognition in program agenda and post-session recap communications

# 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 SPONSOR** **\$5,000**

**QUARTERLY SPONSOR** **\$2,500**

# GREATER CONVERSATIONS

**RECURRENCE: QUARTERLY**

In these recorded conversations, we will hear about living, working, and running a business in Winston-Salem as we speak with leaders about their business ventures and new developments happening all around Winston-Salem and Forsyth County.

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

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

**EPISODE SPONSOR** **\$200**

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



# GREATER INSIGHTS PUBLICATION

**RECURRENCE: ANNUALLY**  
**ADVERTISING PARTNERSHIP OPPORTUNITIES OPEN IN JULY**  
**290,000 DIGITAL REACH | 3,000 PRINT DISTRIBUTION**  
**PRICING VARIES**



# ECONOMIC DEVELOPMENT

**2,966**

JOBS CREATED SINCE  
2021

5-Year job creation has  
surpassed the prior 10  
years

**\$18B**

POTENTIAL INVESTMENT  
IN THE PIPELINE

More than 80 active  
projects in key industry  
sectors



# 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.

## TABLES

**\$900 MEMBER**

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



APRIL 2025 | GOVERNOR JOSH STEIN

## PRESENTING SPONSOR

**\$12,500**

- “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 displayed onsite, in event program and A/V
- Prominent recognition on all event promotions and registration page
- Recognition in post event communications: event recap and attendee survey

## 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, logo, and link on event registration page
- Company recognition on all digital event promotions

## GOLD SPONSOR

**\$3,500**

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

## FLORAL SPONSOR

**\$3,000**

- 4 tickets
- Company name and logo on appropriate signage and centerpieces at event
- Recognition during event
- Company name, logo, and link on event registration page

## PARKING SPONSOR

**\$2,000**

- 2 tickets
- Company name and logo on appropriate signage at event
- Recognition during event
- Company name, logo, and link on event registration page

# GREATER INSIGHTS

**RECURRENCE: BI-ANNUALLY  
INVITATION ONLY (INVESTORS)**

**ESTIMATED ATTENDANCE: 50-75**

Our Greater Insights forums highlight timely and relevant business and community topics including economic development, tech and innovation, industry, 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 name, 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 name, logo, and link on event registration page

## FLORAL SPONSOR

**\$2,000**

4 tickets

Company name and logo on centerpieces at event

Company name, logo, and link on event registration page



**GREATER INSIGHTS: FOOD & BEVERAGE PANEL | 2025**



**GREATER INSIGHTS: TECHNOLOGY FORUM | 2025**

# 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.

## LEGISLATIVE BREAKFAST WITH FORSYTH TECH

### LEGISLATIVE PRIORITIES FOCUS AREAS

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INFRASTRUCTURE



EDUCATION, TALENT  
& WORKFORCE



TAX, TORT, &  
FISCAL REFORM

# 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.

## TABLES

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

## SUPPORTING SPONSOR

**\$5,000**

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

## GOLD SPONSOR

**\$2,500**

1 table of 8  
Company logo in event A/V and recognition from podium  
Company name, logo, and link on event registration page



**LEGISLATIVE PRIORITIES**

2025-2026



WINSTONSALEM.COM

# 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. It is printed and digitally published, and used as a primary piece of collateral in meetings with elected representatives.

**BACK COVER**

**\$2,000**

**INSIDE FRONT COVER**

**\$1,500**

**FULL PAGE**

**\$1,000**

**HALF-PAGE**

**\$500**

# RALEIGH LEGISLATIVE TRIP

**RECURRENCE: EVERY OTHER YEAR**

**ESTIMATED ATTENDANCE: 30**

We invite our members to meet and engage with our elected delegation in the North Carolina legislature on our Raleigh legislative trip. The trip includes bus transportation, meetings with elected officials, and participation from the President and CEO and the Vice President of Public Policy.

## **PRESENTING SPONSOR**

“Presented by” naming rights  
Four tickets  
Opportunity to welcome guests  
Company name, logo, and link on event registration page  
Prominent company recognition on all event promotions

**\$7,500**

## **SUPPORTING SPONSOR**

Two tickets  
Company name, logo, and link on event registration page  
Company recognition on all event promotions

**\$5,000**

## **TRANSPORTATION SPONSOR**

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

**\$4,000**

## **LUNCH SPONSOR**

One 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

**\$3,000**

## **GOLD SPONSOR**

One ticket  
Company recognition on event registration page and materials

**\$2,000**

# WASHINGTON DC LEGISLATIVE TRIP

**RECURRENCE: EVERY OTHER YEAR**

**ESTIMATED ATTENDANCE: 30**

We invite our members to meet and engage with our elected delegation in the Federal legislature on our Washington, DC legislative trip. The trip includes organization of flights and hotels, meetings with elected officials, and participation from the President and CEO and the Vice President of Public Policy.

## **PRESENTING SPONSOR**

“Presented by” naming rights  
Four tickets  
Opportunity to welcome guests  
Company name, logo, and link on event registration page  
Prominent company recognition on all event promotions

**\$10,000**

## **SUPPORTING SPONSOR**

Two tickets  
Company name, logo, and link on event registration page  
Company recognition on all event promotions

**\$7,000**

## **TRANSPORTATION SPONSOR**

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

**\$5,000**

## **LUNCH SPONSOR**

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

**\$4,000**

## **GOLD SPONSOR**

One ticket  
Company recognition on event registration page and materials

**\$3,000**

# IMPACT HOUR

**RECURRENCE: QUARTERLY**

**ESTIMATED ATTENDANCE: 40-50**

Explore timely and relevant topics of interest to the civic landscape in Winston-Salem, Forsyth County, and North Carolina government at our Impact Hour series. Featuring expert speakers and facilitated by our Vice President of Public Policy, Impact Hour brings our members up to date on what matters to your business and the community.

## **ANNUAL SPONSOR**

**\$3,500**

Top billing on all event promotions

Sponsor remarks during events

Logo and/or name recognition in all event promotion including newsletters, website, and printed materials

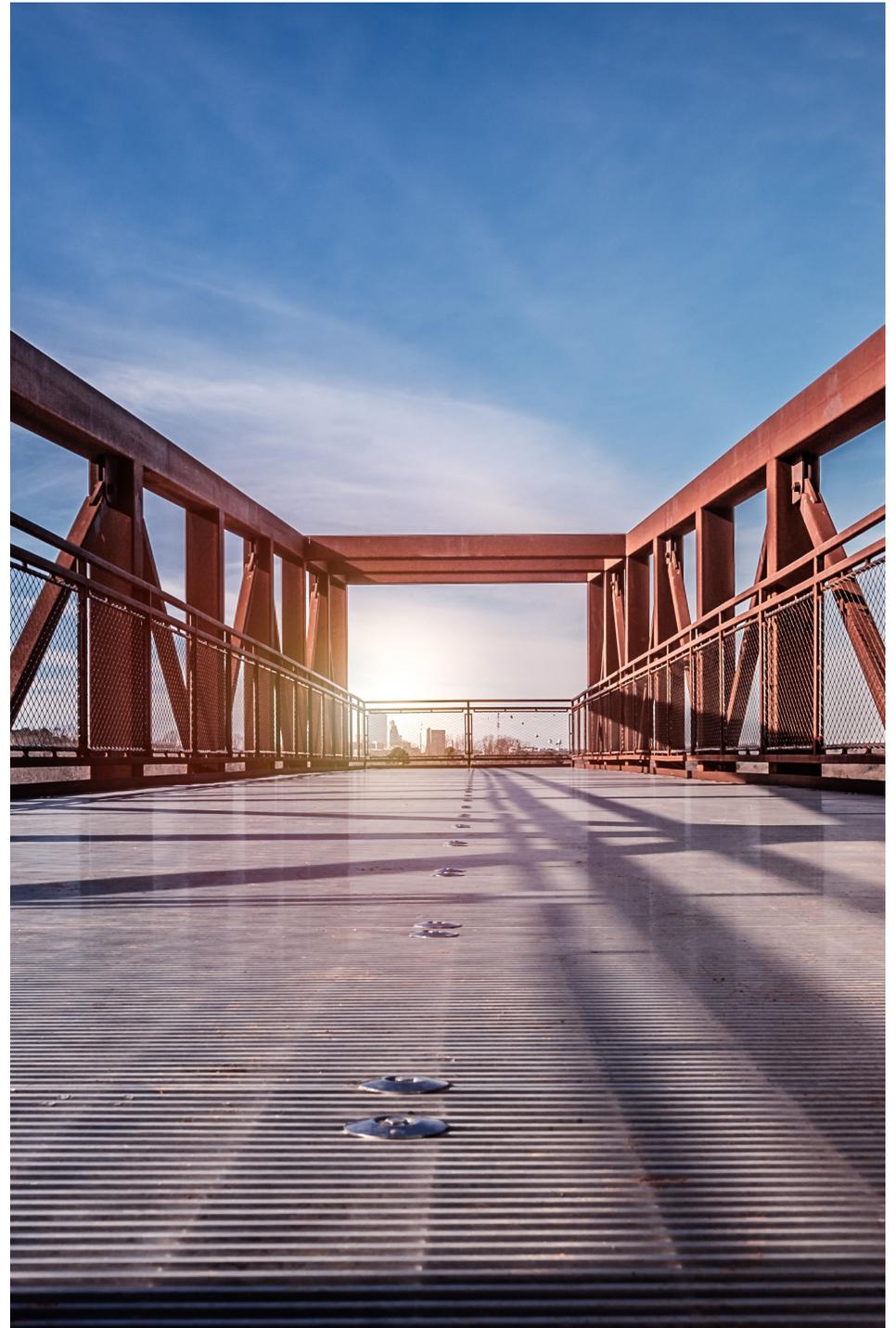
## **SESSION SPONSOR**

**\$500**

Opportunity for company representative to welcome guests

Recognition during event

Company name, logo, and link on event registration page



# TALENT & WORKFORCE



2025 STATE OF EDUCATION



2025 EMPLOYABILITY WORKSHOP

**300+**  
STUDENTS SERVED  
THROUGH ASPIRE

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



**98%**  
SENIOR ACADEMY  
GRADUATION RATE

# STATE OF EDUCATION

**RECURRENCE: ANNUALLY**

**ESTIMATED ATTENDANCE: 400**

We strive to cultivate a community that aligns business with education and gathers together to support 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

**\$800 MEMBER**

**\$900 NON-MEMBER**

## PRESENTING SPONSOR

**\$8,000**

“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 displayed onsite, in event program and A/V  
Prominent recognition on all event promotions and registration page  
Recognition in post event communications: event recap and attendee survey

## SUPPORTING SPONSOR

**\$4,500**

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

## GOLD SPONSOR

**\$3,500**

1 table of 8, preferred seating  
Company name, logo, and link on event registration page  
Name recognition at the beginning and end of event A/V  
Recognition from podium

## FLORAL SPONSOR

**\$2,500**

4 tickets  
Company name and logo on appropriate signage and centerpieces at event  
Recognition during event  
Company name, logo, and link on event registration page

## PARKING SPONSOR

**\$1,500**

2 tickets  
Company name and logo on appropriate signage at event  
Recognition during event  
Company name, logo, and link on event registration page

# WORLD OF WORK

**RECURRENCE: ANNUALLY**  
**ESTIMATED ATTENDANCE: 1,500**

This event will welcome Winston-Salem/Forsyth County Schools 10th graders to explore career possibilities across a variety of industries, culminating in a hiring fair for graduating seniors and the community. Your support will help introduce the next generation of the workforce to the World of Work.

## COMPLIMENTARY EMPLOYER BOOTHS AVAILABLE

### 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 & pre-event marketing  
Company name, logo, and link on event registration page

### 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 & pre-event marketing  
Company name, logo, and link on event registration page

### LUNCH SPONSOR

**\$7,500**

Opportunity to set up business booth in premium location  
Logo/name recognition at event & pre-event marketing  
Company name, logo, and link on event registration page  
Recognition in lunch area

### GOLD SPONSOR

**\$5,000**

Opportunity to set up business booth in preferred location  
Logo/name recognition at event & pre-event marketing  
Company name, logo, and link on event registration page

### SILVER SPONSOR

**\$1,500**

Opportunity to set up business booth  
Logo/name recognition at event  
Company name, logo, and link on event registration page



# 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 partnership with Forsyth Works that highlights career preparedness and graduation support.

ASPIRE WS and Senior Academy programs are designed to ensure that we will be able to meet the demand for a qualified workforce by promoting student achievement, creating career awareness, and helping prepare our 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

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## BUSINESS ATTIRE SPONSOR

**\$15,000**

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

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## SENIOR ACADEMY BEHIND THE SCENES PRESENTING SPONSOR

**\$10,000**

Provides support for two 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

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## ASIPRE WS EMPLOYABILITY WORKSHOP SPONSOR

**\$5,000**

Provides support for an employability workshop to serve up to 75 students per session, including transportation, meals, and incentives  
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**

Provides transportation for Senior Academy students to and from Behind the Scenes field trips  
Recognition at Senior Academy events and on website

# 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.



**1,500+**  
YOUNG PROFESSIONAL  
MEMBERS



ANNUAL NONPROFIT  
COMMUNITY PARTNER

# 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**

One seat on the Winston Under 40 Advisory Board

Gold Sponsorship at the Leadership Awards

Verbal recognition at all Winston Under 40 annual events

Logo recognition on website and email newsletters

Option to host one Winston Under 40 event per year

## GOLD SPONSOR **\$5,000**

Verbal recognition at all Winston Under 40 annual events

Logo recognition on website and email newsletters

Option to host one Winston Under 40 event per year

## SILVER SPONSOR **\$2,500**

Name recognition on Winston Under 40 webpage and select collateral

Name recognition on email newsletters

Option to host one Winston Under 40 event per year

## WINSTON UNDER 40 NEWSLETTER SPONSOR

**RECURRENCE: MONTHLY | ESTIMATED CONTACTS: 1,600**

Deliver your company's message directly to the 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.

**ANNUAL \$2,500**

# LEADERSHIP AWARDS

**RECURRENCE: ANNUALLY**

**ESTIMATED ATTENDANCE: 150-200**

Each year, Winston Under 40 recognizes 25 of the community's outstanding young leaders at 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**

“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 recognition on all event promotions and registration page

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## COCKTAIL HOUR SPONSOR

**\$4,000**

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

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## LEGACY AWARD SPONSOR

**\$3,000**

1 table of 8, preferred seating  
Award naming rights - Winston Under 40 Legacy Award  
Company representative to announce award recipient  
Company recognition on all digital event promotions  
Company name, logo, and link of event registration page

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## GOLD SPONSOR

**\$2,000**

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

# INTERN EXPERIENCE

**RECURRENCE: ANNUALLY, Q2**  
**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 name, 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 name, logo, and link on event registration page  
Prominent company recognition on all event promotions including the kickoff, professional development luncheon, and social.

# 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 name, logo, and link on event registration page  
Prominent company recognition on all event promotions

## **SESSION SPONSOR** **\$500 PER EVENT**

Opportunity for company representative to welcome guests  
Recognition during event  
Company name, logo, and link on event registration page

## **HOST SPONSOR** **IN-KIND**

Opportunity for venue representative to welcome guests  
Showcase place of business and signature dishes to local business leaders  
Provide 50 guests with small bites or appetizers, ability to host cash bar  
Company name, 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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**GREATER  
WINSTON  
SALEM INC**