



WHERE BUSINESS STARTS

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

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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, AVP, EXECUTIVE OPERATIONS & EVENTS
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 | 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

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ESTIMATED ATTENDANCE: 600

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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

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

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

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

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

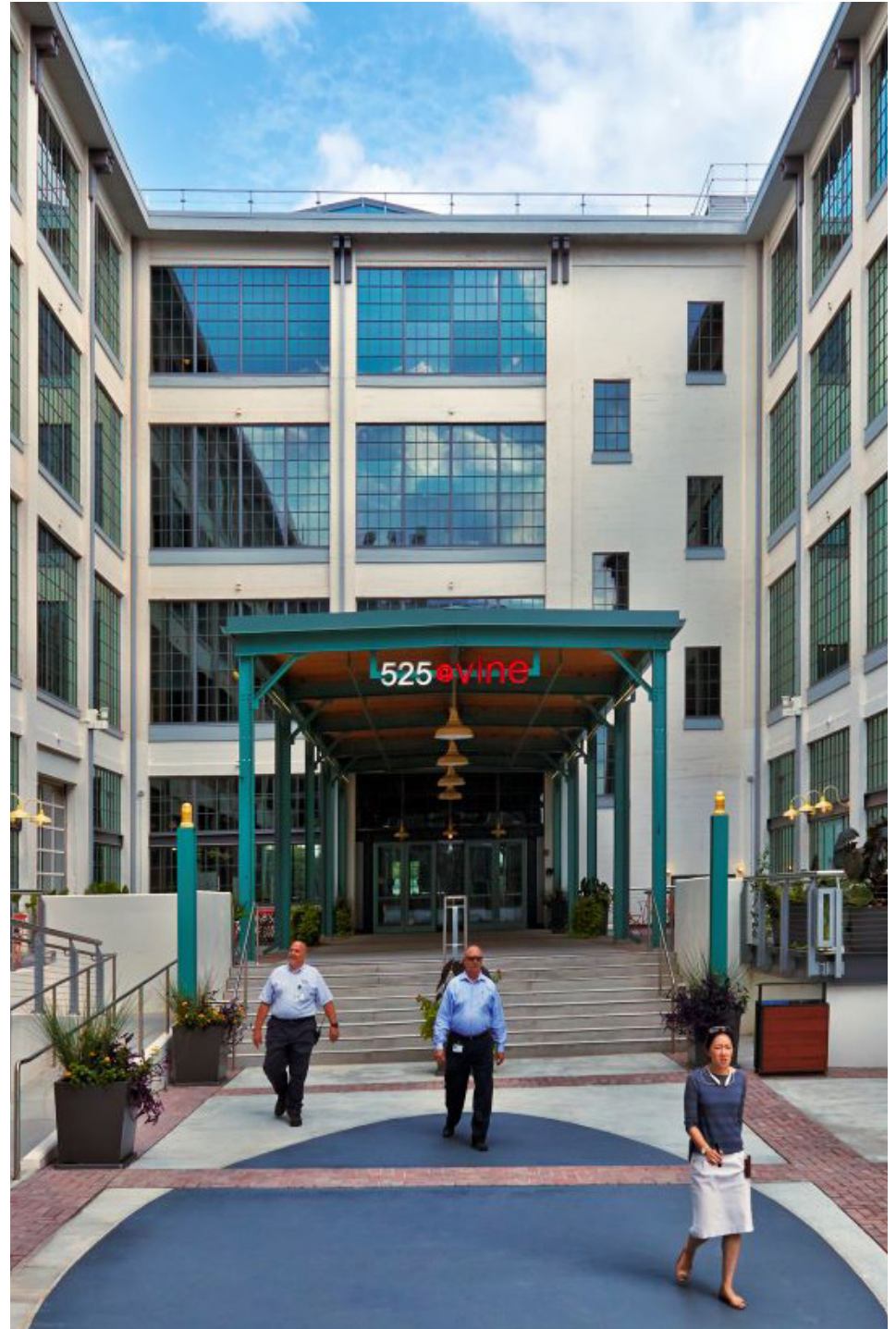
SESSION SPONSOR

\$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

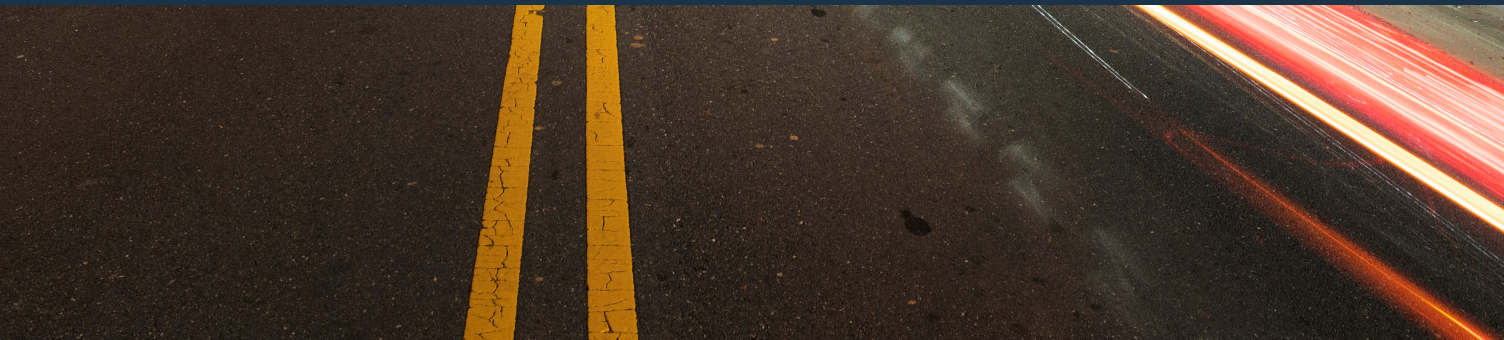
JOBS CREATED SINCE
2021

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



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

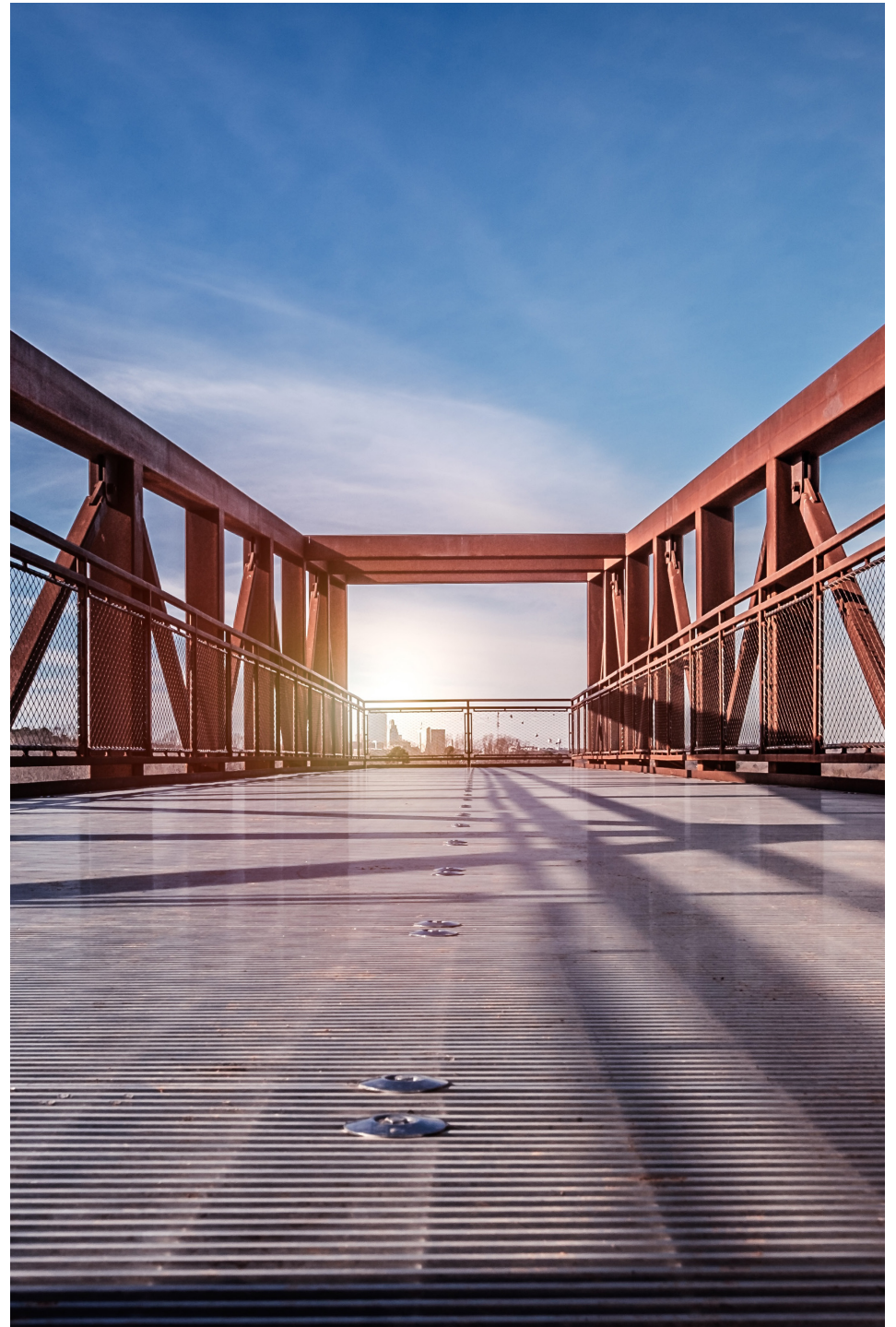
SESSION SPONSOR

\$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

.....

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

.....

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

.....

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

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

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

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

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**GREATER
WINSTON
SALEM INC**