

WHERE BUSINESS STARTS

2024 SPONSORSHIP GUIDE



GREATER
WINSTON
SALEM INC



WINSTONSALEM.COM

WHERE IT STARTS



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

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

BY 2030 WE WILL...

BE THE TOP MID-SIZE CITY IN THE SOUTHEAST

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

BE A MORE EQUITABLE COMMUNITY

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

BE THE BEST PLACE TO RAISE A FAMILY

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



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

SPONSORSHIPS

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GET INVOLVED

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

JOANNA MITCHELL, DIRECTOR OF PROGRAMS & EVENTS
JMITCHELL@WINSTONSALEM.COM | 336-728-9252

EXPAND YOUR REACH

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

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 more than 135 years. We empower and inspire our local business members and community leaders to work with us in championing economic growth and prosperity for all.



80,000+

EMPLOYEES OF
MEMBER COMPANIES



60+

ANNUAL
EVENTS



10K+

AVERAGE MONTHLY
ENGAGED FOLLOWERS



ANNUAL MEETING | SEPTEMBER 12, 2023

550 ATTENDEES | 50+ COMPANIES REPRESENTED ON-SITE & IN EVENT MARKETING

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 Allegacy Innovator of the Year, Collaboration of the Year, Truliant Small Business Awards, and the Duke Energy Citizenship and Service Award recipients are featured.

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

TITLE SPONSOR

- "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

SOLD

SUPPORTING SPONSOR

- 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 event promotions

\$7,500

COLLABORATION OF THE YEAR SPONSOR

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

\$5,000

INNOVATOR OF THE YEAR SPONSOR

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

\$5,000

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

TABLES

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

RECEPTION SPONSOR

\$4,000

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

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

\$3,500

- 1 table of 8
- Company name and logo on appropriate signage and centerpieces at event
- Recognition during event

GOLF TOURNAMENT

RECURRENCE: ANNUALLY

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-game 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**

TITLE SPONSOR

\$10,000

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

RECEPTION SPONSOR

\$5,000

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

LUNCH SPONSOR

\$5,000

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

GIVEAWAY SPONSOR

\$3,500

- One (1) foursome
- Branding 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

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.

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TEAM OF 4 PLAYERS

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

BEVERAGE CART SPONSOR (X2) \$2,500

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

DRIVING RANGE SPONSOR \$2,500

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

PUTTING GREEN SPONSOR \$2,500

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

CLOSEST TO THE PIN SPONSOR \$750

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

LONGEST DRIVE SPONSOR \$750

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

HOLE SPONSOR \$350

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

EXECUTIVE RECEPTION

SPONSOR LIMIT: 2

RECURRENCE: BIANNUAL

ESTIMATED ATTENDANCE: 50

INVITE-ONLY

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

SUPPORTING SPONSOR

**\$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

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 TITLE 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 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

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

NET NIGHT

RECURRENCE: QUARTERLY

ESTIMATED ATTENDANCE: 50-75

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

ANNUAL SPONSOR

\$5,000

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

SESSION SPONSOR

\$500

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

HOST SPONSOR

IN-KIND

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

ECONOMIC DEVELOPMENT

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

// TARGET SECTORS //



ADVANCED MANUFACTURING



AVIATION & AEROSPACE



HEALTHCARE & LIFE SCIENCES



HEADQUARTERS & BUSINESS SERVICES



TECH & HIGH GROWTH ENTREPRENEURSHIP



STATE OF THE ECONOMY

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

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

SUPPORTING SPONSOR

\$7,500

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

GOLD SPONSOR

\$3,500

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

FLORAL SPONSOR

\$2,500

- 1 table of 8
- Company name and logo on appropriate signage and centerpieces at event
- Recognition during event

TECH & INNOVATION BRIEFING

RECURRENCE: ANNUALLY

ESTIMATED ATTENDANCE: 100-200

The Tech and Innovation Briefing features presenters from our area's most promising and fascinating technology-based organizations. These innovations are improving lives around the world and they are being created here in our community.

TITLE SPONSOR **\$5,000**

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

SUPPORTING SPONSOR **\$2,500**

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

GOLD SPONSOR **\$1,500**

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

PUBLIC POLICY

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

// FOCUS AREAS //



INFRASTRUCTURE



EDUCATION & WORKFORCE DEVELOPMENT



TAX, TORT, & FISCAL REFORM



COVID-19 RELIEF & RECOVERY



FUNDING OUR FUTURE TRANSPORTATION EVENT

NOVEMBER 2023 | HOSTED WITH NC GO

LEGISLATIVE BREAKFAST

ESTIMATED ATTENDANCE: 75-100

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

PUBLIC POLICY NEWSLETTERS

RECURRENCE: BI-MONTHLY

ESTIMATED CONTACTS: 2,100

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

NEWSLETTER SPONSOR \$3,000

TALENT & WORKFORCE

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

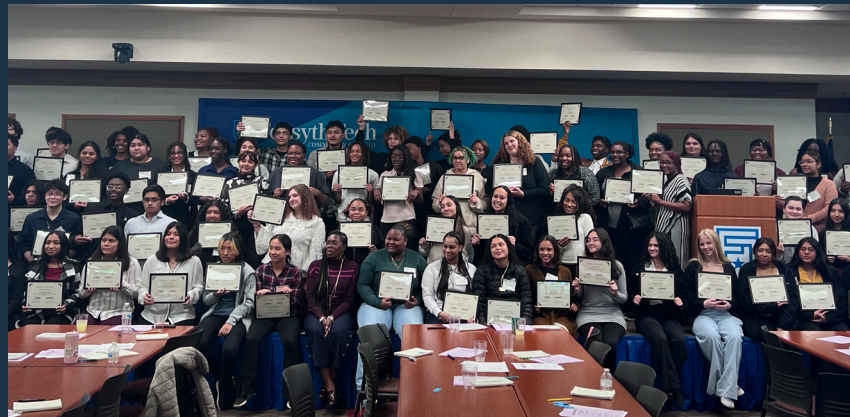
118
WORK-READY
CREDENTIALS EARNED

105
INTERNSHIPS
COMPLETED

1,700
STUDENTS MENTORED
IN SENIOR ACADEMY



STATE OF EDUCATION | NOVEMBER 2023



ASPIRE WS WORK-READY CREDENTIAL RECIPIENTS

WORLD OF WORK

RECURRENCE: ANNUALLY

ESTIMATED ATTENDANCE: 5,000

This two day event will welcome more than 5,000 Winston-Salem/Forsyth County 8th and 11th 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.



TITLE 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

\$1,000

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

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

TITLE SPONSOR

\$7,500

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

SUPPORTING SPONSOR

\$3,500

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

GOLD SPONSOR

\$1,750

- 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

- 1 table of 8
- Company name and logo on appropriate signage and centerpieces at event
- Name recognition during the event

WINSTON UNDER 40



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



2023 WINSTON UNDER 40 LEADERSHIP AWARD RECIPIENTS



1,500+
YOUNG
PROFESSIONAL
MEMBERS



ANNUAL NONPROFIT
COMMUNITY
PARTNER

WINSTON UNDER 40

ANNUAL PROGRAM SPONSORSHIPS

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

TITLE SPONSOR	\$10,000	GOLD SPONSOR	\$5,000	SILVER SPONSOR	\$2,500
<ul style="list-style-type: none"> • Seat on the Winston Under 40 Advisory Board • "Presented by" naming rights at all events & programs • Presence on website, event A/V, and Leadership Awards collateral • Verbal recognition at all Winston Under 40 events • Logo recognition on website and email newsletters • Option to host one Winston Under 40 event per year • Name recognition on Winston Under 40 webpage and select collateral • Name recognition on email newsletters 		<ul style="list-style-type: none"> • Verbal recognition at all Winston Under 40 events • Logo recognition on website and email newsletters • Option to host one Winston Under 40 event per year • Name recognition on Winston Under 40 webpage and select collateral • Name recognition on email newsletters 		<ul style="list-style-type: none"> • Option to host one Winston Under 40 event per year • Name recognition on Winston Under 40 webpage and select collateral • Name recognition on email newsletters 	

LEADERSHIP AWARDS

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

TITLE SPONSOR

\$3,500

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

GOLD SPONSOR

\$2,000

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

RECEPTION SPONSOR

\$1,000

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

INTERN EXPERIENCE

TIMEFRAME: Q2

RECURRENCE: ANNUALLY

ESTIMATED ATTENDANCE: 100-200

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

TITLE SPONSOR \$2,500

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

SUPPORTING SPONSOR \$1,000

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

WINSTON UNDER 40 SOCIALS

RECURRENCE: QUARTERLY

ESTIMATED ATTENDANCE: 30-40

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

ANNUAL TITLE SPONSOR \$5,000

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

SESSION SPONSOR \$500 PER EVENT

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

PROFESSIONAL DEVELOPMENT WINSTON UNDER 40 NEWSLETTERS

RECURRENCE: QUARTERLY

ESTIMATED ATTENDANCE: 30-40

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

ANNUAL TITLE SPONSOR \$2,500

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

SESSION SPONSOR \$500 PER EVENT

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

RECURRENCE: BI-MONTHLY

ESTIMATED CONTACTS: 1,600

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

NEWSLETTER SPONSOR \$2,500



OUR MISSION

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

winstonsalem.com

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