



**LEADERSHIP WINSTON-SALEM**

# **SPONSORSHIP OPPORTUNITIES**

**FISCAL YEAR 2025**



**LEADERSHIP  
WINSTON-SALEM**  
Igniting Community Leadership



Hello  
there!

Dear Community Partner,

As a highly regarded leader and champion for positive change, I extend a personal invitation to you to support our mission. As the executive director, I can personally attest to the substantial impact your sponsorship funds will make.

Leadership Winston-Salem is committed to developing informed and engaged community leaders. Through our comprehensive programs, participants gain deep insights into the challenges and opportunities within our region, fostering collaboration and innovative solutions. Our graduates emerge as well-rounded leaders who are equipped to make a meaningful impact, both professionally and personally.

By supporting Leadership Winston-Salem, you are investing in the future of our community. Your sponsorship will empower local leaders by helping us provide engagement and development opportunities to individuals from diverse backgrounds. It will also facilitate meaningful connections between leaders across various sectors, fostering collaboration and shared vision. Additionally, your support will help drive positive change by backing initiatives that address critical community issues and promote sustainable development.

Your contribution will not only enhance the leadership capacity within Winston-Salem but also demonstrate your commitment to the betterment of our community. We offer various sponsorship levels, each with unique benefits and opportunities for visibility and engagement.



Thank you for considering this opportunity to make a real difference in our community. Your support would be invaluable in furthering our mission to cultivate strong, informed, and engaged community leaders.

*Katherine K. Perry*

Executive Director, Leadership Winston-Salem

# What is Leadership Winston-Salem?



Prior to 1982, Julius Corpening, development director at Wake Forest University, recognized the need for Winston-Salem to have a community leadership program and approached the Winston-Salem Chamber of Commerce. In 1983 this resulted in Ed Pleasants, President of the Chamber of Commerce, appointing a taskforce to study whether or not the Chamber should start a community leadership program. The taskforce consisted of Julius Corpening as the appointed chairman; Jim Smith, managing partner of then Ernst & Ernst; Rich Halverson, McDonalds franchisee; Bob Deal, Piedmont Natural Gas regional executive; and Nancy Pleasants, past president of the Junior League.

The taskforce studied existing leadership programs in Nashville, Greensboro, Atlanta and Birmingham, determining the impact they had on their communities. In the fall of 1983, the taskforce recommended to the Chamber board that a community leadership program be started by the Chamber. Rather serendipitously, Tom Hearn was recruited in the fall of 1983 to become the new president of Wake Forest University and his resume included starting the leadership program in Birmingham. Hearn became the first president of Leadership Winston-Salem, Pleasants agreed to be Vice-President and Corpening agreed to head the first program committee.

To be successful, the program committee determined the program must:

- Be self-funded and independent of other organizations including the Chamber;
- Be a program for existing community leaders;
- Be inclusive of all community segments and corporate life;
- Not take a stand on community issues, but rather empower class participants to address issues and advocate individually for a solution.

By meeting these objectives, program participants would focus on community opportunities, establish new communication networks, and would ultimately address community needs. Hearn began marketing the benefits of the program to top corporate leadership in the city and got their commitments as participants. Pleasants raised the money to cover the budget and recruited a board of directors. Shortly thereafter, Debbie Marion was hired to be the first Executive Director of Leadership Winston-Salem and began her work out of a donated office in the Chamber. An early mission to "identify, educate and motivate" was set in place and the program launched its first class in the fall of 1984.



## OUR MISSION

The mission of Leadership Winston-Salem – educating, connecting, and energizing leaders to serve and improve the community – guides everything we do. Our programs are about building solid and lasting relationships with other leaders, learning more about our community, and being inspired to make a difference. Leadership Winston-Salem is a 501(c)(3) tax-exempt charitable organization that was founded in 1984 by Thomas K. Hearn, Jr., Julius H. Corpening, and C. Edward Pleasants to increase understanding and commitment to the city’s future during a time of significant change.

## OUR PROGRAMS

Leadership Winston-Salem executes two programs each year with a range of goals and objectives to educate participants about the evolution and needs of the community.

Our Flagship Program is designed to incorporate interactive group activities, adult learning principles, and best practices in experiential learning. Since its inception in 1984, more than 2,300 community leaders representing the rich diversity of Winston-Salem’s business and community sectors have been inducted into community stewardship through the Flagship program.

INSIGHT Winston-Salem for senior-level executives was added in 2012 by key community leaders who serve as trustees for this seven-session evening forum. Objectives for this invitation-only offering are to:

- Connect established local community leaders
- Facilitate leadership conversations about our community
- Foster engagement and collaboration for community improvement

More than 300 individuals have completed the INSIGHT program.

## OUR WORK

As a sponsor, you provide support for our organization to complete our mission and the opportunity to energize others to serve our community. Through your gifts, lives are improved. The results of your support are evident through our ability to connect community leaders through our programs so they are energized to work collaboratively to make a difference across Winston-Salem, Forsyth County, and beyond. Please consider being a sponsor today!

# What Are The Benefits of Becoming a Corporate Sponsor?

While corporate sponsorships benefit nonprofit organizations, they also offer unique benefits to the sponsors themselves. From tax incentives that appeal to C-level executives, to engaging team-building opportunities for employees to increase brand awareness in the community, corporations gain serious perks when they become corporate sponsors for nonprofits, including:

## BRAND AWARENESS

Sponsoring a nonprofit organization can help increase a business's brand awareness. While sponsoring a nonprofit event might not bring in immediate business, it can help consumers associate a brand name with a specific cause or at least with corporate social responsibility.

## FINANCIAL INCENTIVES

One of the most significant benefits of nonprofit sponsorships for corporations is potential tax incentives. Many corporations engage in sponsorships and donations partly because of the available corporate tax breaks. Not only that, but participating in corporate sponsorship relationships with nonprofits in other ways (by providing volunteers, supplies, or auction items, for example) can also lead to other incentives or eligibility for grants, awards, and corporate status.

## CORPORATE REPUTATION

Finally, corporate sponsorships can impact a corporation's overall reputation with employees, consumers, and other organizations. These types of partnerships align organizations with philanthropic causes, meaning audiences can now associate the brand with a general sense of social good and the charitable cause itself.



# Corporate Sustainer

**\$10,000** with a 3-year pledge

## CELEBRATION:

- ✓ 8 tickets
- ✓ Logo listed on slideshow, program and all advertising
- ✓ Reserved premium seating and table signage
- ✓ Sponsor recognition on stage

## COMMUNITY CONVERSATION:

- ✓ 6 tickets
- ✓ Logo listed on slideshow, program and all advertising
- ✓ Sponsor recognition on stage

## SOCIAL MEDIA & MARKETING:

- ✓ Logo on LWS Annual Report
- ✓ Logo on LWS Website
- ✓ Shared content on Facebook, Instagram, and LinkedIn (non-promotional)
- ✓ Logo on e-blasts, newsletter and quarterly mailer

# Platinum Sponsor

**\$7,000**

## CELEBRATION:

- ✓ 6 tickets
- ✓ Logo listed on slideshow, program and all advertising
- ✓ Reserved seating and table signage

## COMMUNITY CONVERSATION:

- ✓ 4 tickets
- ✓ Logo listed on slideshow, program and all advertising
- ✓ Sponsor recognition on stage

## SOCIAL MEDIA & MARKETING:

- ✓ Logo on LWS Annual Report
- ✓ Logo on LWS Website
- ✓ Shared content on Facebook, Instagram, and LinkedIn (non-promotional)

# Gold Sponsor

## \$4,500

### CELEBRATION:

- ✓ 4 tickets
- ✓ Listed on slideshow, program and all advertising
- ✓ Reserved seating and table signage

### COMMUNITY CONVERSATION:

- ✓ 2 tickets
- ✓ Listed on slideshow, program and all advertising

### SOCIAL MEDIA/MARKETING:

- ✓ Listed on LWS Annual Report
- ✓ Listed on LWS Website
- ✓ Shared content on Facebook, Instagram, and LinkedIn (non-promotional)

# Silver Sponsor

## \$2,500

### CELEBRATION:

- ✓ 2 tickets
- ✓ Listed on slideshow and program
- ✓ Reserved seating and table signage

### COMMUNITY CONVERSATION:

- ✓ 2 tickets
- Listed on slideshow and program

### SOCIAL MEDIA & MARKETING:

- ✓ Listed on LWS Annual Report
- ✓ Listed on LWS Website

# Bronze Sponsor

**\$1,500**

## CELEBRATION:

- ✓ Listed on slideshow and program

## COMMUNITY CONVERSATION:

- ✓ 4 tickets
- ✓ Listed on slideshow and program

## SOCIAL MEDIA/MARKETING:

- ✓ Listed on LWS Annual Report
- ✓ Listed on LWS Website

# Community Conversation

**\$1500**

## BENEFITS:

- ✓ 8 Community Conversation tickets
- ✓ Logo listed on slideshow, program and all promo
- ✓ Reserved seating and signage
- ✓ Listed on LWS Annual Report and LWS Website
- ✓ Sponsor recognition and 3 minutes to speak at event

# Celebration Sponsor

**\$3000**

## BENEFITS:

- ✓ 4 Celebration tickets
- ✓ Logo listed on slideshow, program and all promo
- ✓ Reserved table and table signage
- ✓ Sponsor recognition on stage
- ✓ Listed on LWS Annual Report and LWS Website



# Annual Report

**\$2,500**

## **BENEFITS:**

- ✓ 1 Celebration ticket
- ✓ 1 Community Conversation ticket
- ✓ Shared content on Facebook, Instagram, and LinkedIn (non-promotional)
- ✓ Listed on LWS Website
- ✓ Logo Listed on Annual Report

# Wine Down Wednesdays Mixer

**\$500**

## **BENEFITS:**

- ✓ Logo listed on all advertising, including social media
- ✓ Sponsor recognition and 3 minutes to speak at event
- ✓ Promotional table (if desired)
- ✓ Listed on LWS Website
- ✓ Listed on WS Annual Report

# Leaders and Lunch

**\$500**

## **BENEFITS:**

- ✓ Logo listed on slideshow, program and all advertising, including social media
- ✓ Sponsor recognition and 3 minutes to speak at event
- ✓ Listed on LWS Website and LWS Annual Report

# E-Blast

**\$250**

## **BENEFITS:**

- ✓ Listed on LWS Annual Report
- ✓ Logo listed on purchased E-blast
- ✓ 1 promotional advertisement per paid occurrence

# How Do Your Sponsorships Help?

## 01 PROGRAMMING

Sponsorships for programming at Leadership Winston-Salem play a critical role in supporting leadership development initiatives and technological enhancements. Financial support from sponsorships helps invest in essential programming tools, training resources, and technology infrastructure, ensuring high-quality leadership development programs. This support also enables the integration of cutting-edge programming technologies, keeping Leadership Winston-Salem at the forefront of leadership education and innovation.

## 02 ADVERTISING AND MARKETING

Sponsorships can be incredibly beneficial for advertising and marketing by providing opportunities for direct engagement with target audiences, allowing businesses to showcase products or services in a more personalized and impactful way. This also helps organizations boost their visibility, reach, and reputation in the market.

## 03 SPECIAL COMMUNITY EVENTS

Sponsorships can help Leadership Winston-Salem create quality community events by providing financial support, resources, and visibility. Businesses that sponsor these events can contribute to the development and success of community initiatives, gain exposure to diverse audiences, and demonstrate their commitment to the local community. This support can potentially enhance the reputation and recognition of the sponsoring businesses while also fostering a positive relationship with the community and its leaders.

## 04 FINANCIAL SUPPORT

Sponsorships play a vital role in providing essential financial resources necessary to cover the extensive expenses associated with our leadership programs. These expenses include organizing alumni events, hosting webinars, and creating educational materials. The financial support from sponsorships enables us to continue delivering high-quality leadership development opportunities to our community.



“Working together, the Leadership Winston-Salem community has tremendous power to seek better answers and implement solutions that improve lives across our city.”

Lara Nester, Flagship '23

# Endorsements



## Robert Egleston

Executive Director at Twin City Development Foundation  
Flagship '93, LWS Past Executive Director, Current Leadership Circle Donor,  
Leadership Igniter

I strongly believe in the profound impact of Leadership Winston-Salem and its mission. Since its founding in 1984, the program has consistently nurtured individuals who have made significant contributions to our community. I find inspiration in the positive changes they bring about, and my continued financial support reflects my strong dedication to this cause. Because LWS operates on a minimal budget, every contribution has a substantial impact. Sponsorships and donations are crucial in empowering the next generation of leaders and change-makers. By supporting this cause, you are also investing in the development of individuals who will enrich our community for decades to come.



## Michele Gillespie

Provost at Wake Forest University  
INSIGHT '24

Although I'm a longtime resident of Winston-Salem and have been deeply invested in community building and local history making for a while, Leadership Winston Salem, with its dynamic leadership team, impressive, diverse and talented leader-participants, and fabulous programming, opened my eyes in new ways to what we can accomplish together, across our expertise and institutions, to advance equity and justice in our local community. LWS provides that rare space and time to cultivate learning, growing and collaborating together across all our experiences in a shared act of true civic engagement. LWS has helped me build exciting new relationships, benefit from shared knowledge about complex community needs, and ultimately empowered me with new resources for collective problem-solving that will greatly benefit not only myself, but my own institution and Winston-Salem. I left this program truly energized about this city's future because of the powerful commitment of LWS and my fellow leader-participants to making Winston-Salem an even better community.



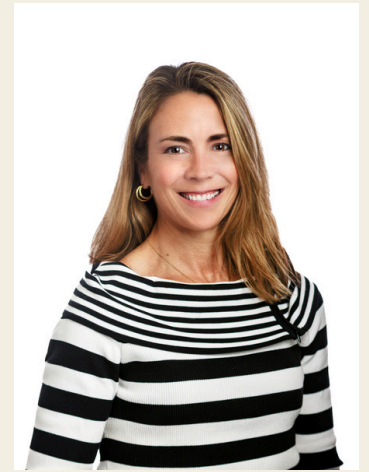
## Dr. Melvin Scales

Executive Vice President at Meridian Resources, Inc.  
Flagship '97; Current Board Member; Past Board Chair; Past Vice Chair; LWS Board  
Member 2017-22, 2024-26; Leadership Circle Donor

I support Leadership Winston-Salem financially because I believe in the organization's mission and impact. LWS is vital to the community as it is dedicated to fostering dynamic leadership and civic engagement. By providing participants with deep insights into local issues, networking opportunities with influential leaders, and hands-on experience in community service, LWS empowers individuals to drive positive change. The graduates of the program emerge as informed, connected, and proactive leaders, ready to address the challenges facing Winston-Salem and contribute to its growth and vitality. LWS strengthens the fabric of the community and paves the way for a brighter future through its commitment to developing capable and conscientious leaders. Programs and initiatives for LWS are made possible through sponsorships and donations. This vital financial support enables the organization to continue its mission of fostering dynamic leadership and civic engagement in our community. It's through the generosity of sponsors and donors that we can empower individuals to drive positive change and contribute to the growth and vitality of Winston-Salem.

Dear Sponsors,

I am writing to express my profound gratitude and personal transformation as a recent graduate of the esteemed Leadership Winston-Salem Flagship Class of 2024. The transformative journey through this program has greatly impacted me and instilled in me a sense of purpose and a drive to make a difference in our community. After receiving scholarship funds and having such a rich and impactful experience, I am now a dedicated alumnus, not just paying it back but paying it forward to others. As a sponsor of LWS, your donation will enable others like myself to embark on this life-changing program.



As a longtime resident of Winston-Salem since the mid-90s, I believed I had a comprehensive understanding of our city. However, this program has revealed that my familiarity with Winston-Salem merely scratched the surface. It has been an enlightening experience, unveiling the remarkable endeavors of various nonprofits and unraveling the intricate fabric of our city's infrastructure.

For the past 40 years, this program has thrived, thanks to a committed network of graduates who remain deeply invested in nurturing the organization and advancing its mission. Leadership Winston-Salem is not just about personal growth, but about making a real impact on our community. It prides itself on cultivating a flagship class comprising individuals from diverse socioeconomic backgrounds, professions, and life journeys. This deliberate diversity fosters an environment conducive to exchanging varied perspectives, essential for authentic community progress.

My journey with Leadership Winston-Salem has been one of profound discovery, empathy, and dedication. I am immensely grateful for the privilege of participating in this program and for the opportunity to connect with remarkable individuals dedicated to improving our community. As I reflect on my time spent in this program, I am filled with gratitude for the support and donations from our esteemed alumni. Your generosity makes it possible for individuals, with diverse backgrounds and abilities to impact our community, to participate in the program. Your support is not just a financial contribution, but a testament to your belief in the transformative power of Leadership Winston-Salem. I am deeply grateful for your past support and I invite you to continue this journey with us.

As I embark on this next chapter, I invite you to consider offering your support by becoming a sponsor to sustain the impactful work of Leadership Winston-Salem. Your generosity will play a vital role in ensuring that future cohorts can embark on the same transformative journey, furthering our collective efforts to enhance the quality of life in Winston-Salem for all.

With sincere thanks,

Betsy Brown  
Flagship Class of 2024

# FAQ's

## How soon after I commit to a sponsorship will I be invoiced?

Every organization will receive an invoice within a few days after agreeing to be a sponsor. Payments will be due within 30 days of the invoice date.

## Am I allowed to enter into a multi-year sponsorship agreement without being a Corporate Sustainer?

Yes, we welcome the opportunity to become a multi-year sponsor at any sponsorship level and appreciate your desire to partner with us on a long-term basis.

## As a corporate sponsor, am I able to recommend employees for your program?

Yes, we are happy to have your nominations for program participants; however, each nominee must meet the criteria and submit an application and employer statement of support. All applications are reviewed by an anonymous committee that selects the participants for the class.

## Am I able to select the program that I would like my company to support?

Yes, if you prefer, you can choose the program day(s) for your funding.

## As a sponsor, are there other opportunities to connect with Leadership Winston-Salem throughout the program year?

Yes. You can attend Leaders in Lunch webinars focused on community issues, Community Conversation and our Wine Down Wednesdays Networking Mixers.



# Let's work together to make a difference in the community!

On behalf of Leadership Winston-Salem, I extend my heartfelt gratitude for your thoughtful consideration in becoming a sponsor. Your commitment to our cause is profoundly appreciated, and we are honored to have the opportunity to partner with you. Your generous support will truly make a meaningful difference in the lives of those we serve. We are excited about collaborating with you to advance our mission and create a positive impact in our community. Thank you for your kind consideration, and I sincerely hope we have the chance to work together.



*Denise A. Smith*

Director of Philanthropy



336-723-1002 ext. 1205



[dsmith@leadershipws.org](mailto:dsmith@leadershipws.org)



[leadershipws.org](http://leadershipws.org)



# 2024 SPONSORS

## CELEBRATION SPONSORS

Fader Real Estate  
J. Mark Oliver Dental Associates  
Mountcastle Insurance  
Salemtowne  
Stimmel  
Thomas S. Kenan Institute  
Womble Bond Dickenson

## CORPORATE SUSTAINERS

Atrium Health Wake Forest Baptist  
FLOW Automotive  
Reynolds American  
Truist  
Wake Forest University

## PLATINUM

Novant Health  
Siemens Energy

## GOLD

Blanco Tackabery  
Blum Construction  
City of Winston-Salem  
Forsyth Technical Community College  
Goodwill Industries of NWC  
Grubb Properties  
Kate B. Reynolds Charitable Trust  
Millenium Event Center  
Winston-Salem State University

## SILVER

First Bank  
Homestead Hills  
Miracles in Sight  
Piedmont Federal  
Smitty's Notes

## BRONZE

Bank of America  
Duke Energy  
Greater Winston-Salem, Inc.  
Lowe's Foods  
Office of the Mayor  
Quality Oil  
Ronald McDonald House Charities  
of the Piedmont Triad  
Senior Services  
STITCH Design Shop  
Northwestern Mutual  
Southern First Bank  
Twin City Development Foundation

## SPECIAL THANKS

Aramark, Bookmarks, Emmanuel Baptist  
Church, Forsyth County, Ryan's Restaurant, St.  
Paul Episcopal Church, The GoTo Winston-  
Salem, Winston-Salem Dash, Winston-Salem  
Center for Education & Arts, Winston-Salem  
Journal, Winston-Salem Open

# FLAGSHIP CLASS 2024

Carolina Asurza	Aretha Garr	Steven Overcash
Victor Bartley	Amy Gauldin	Scotty Petrea
Christy Bellis	Alaina Giesbrecht	Julia Powers
William Beyea	Ronald Hann	Julio Rabascall
Michelle Bobadilla	Beth Hinesley	Emily Rector
Julian Brooks	Cory Holt	Kenyetta Richmond
Chelii Broussard	Sonya Hurt	Michelle Shanks
Betsy Brown	Stephen Hux	Ellie Shannon
Charles Browning	Brooks Jewett	Carrena Sherrill
Angela Bullock	Daniel Johnson	Dale Shew
Makisha Burns	Jon Kapell	Rebecca Sink
Darlene Carpenter	Holly Kessler	Veronica Smith
Katherine Caster	Natalya Lunsford	Jamie Southern
Kerri Cole	Warrenetta Mann	Nicole Spillman
Brittney Crandall	Herbert Miller	Jillian Spinelli
Deanna Debrecht	Ashley Moultrie	MariPat Thomas
Anna Donze	Nikkenta Murphy	David Tyson
Heather Egan	Robert Myers	Liza Vest
Jordan Evans	Dawn Nelson	David Wall
Calvin Gardner	Amanda Norman	Brett Woods

# INSIGHT CLASS 2024

Manju Bhat	Patrick Pate
Sarah Blackwell	Sandra Pate
Stephanie Pace Brown	Betsy Pittman
Kara Calderon	Tres Pittman
Carmen Canales	Todd Pittman
Richard Cox	Antonia Monk Richburg
Jigar Desai	Kristine Sims
Lawren Desai	Elaine Summerfield
Mason Freeman	David Tanner
Doug Evans	Kim Tanner
Michele Gillespie	Julia Townsend
Andy Harding	Mary VanderSlik
Lari Harding	Reed VanderSlik
Jodi Heelan	Kate Windemuller
Michael Heelan	Aimee Zaas
Eric Mayberry	David Zaas
Stuart McCormick	

# 2024–2025 PROGRAM DAYS

\*Wednesday & Thursday, October 2-3, 2024  
Thomas K. Hearn Jr., Opening Retreat\*

Thursday, October 24, 2024  
Our Community Bus Tour (four hour afternoon program)

Wednesday, November 6, 2024  
Our Community Day

Wednesday, December 4, 2024  
Government, Criminal Justice, and Public Safety Day

Thursday, January 9, 2025  
Human Relations Pre-Day (four hour evening program)

Wednesday, January 15, 2025  
Human Relations Day

Wednesday, February 5, 2025  
Healthcare Day

Wednesday, March 5, 2025  
Arts and Innovation Day

Wednesday, April 9, 2025  
Education Day

Wednesday, May 7, 2025  
Social Services Day

\*Wednesday, June 4, 2025  
Closing Session\*

\*Thursday, June 5, 2025  
Celebration\* (5:00 p.m. to 8:30 p.m.)



# LEADERSHIP WINSTON-SALEM BOARD OF DIRECTORS

Melissa Thompson -Board Chair

Audrey Johnson - Immediate Past Chair

Joyce Mounce - Vice Chair

Brett Jordan - Treasurer

Aulica Monroe - Secretary

Bridget Hayes - At-Large

Nora Ferrell - At-Large

Ed Pleasants - Emeritus

Mimi Bennett - Resource Development Committee Chair

Sherry Lee - Human Resources Committee Chair

Jonathan Allen

Lloyd Barnhart

Michelle Bobadilla

Iris Cole

Brent Collins

Regina Craven

Suzanne Danhauer

Lyons Gray

Harold Holmes

Zina Johnson

Stephan Lillie

William Penn

Cory Phillips

Carol Reeve

Melvin Scales

LaMonica Sloan Wilhelmi

Corey Walker

Terry Williams

Paul Wollner