

# SPONSORSHIP PROGRAMS OVERVIEW

FY 2026





# Our Mission

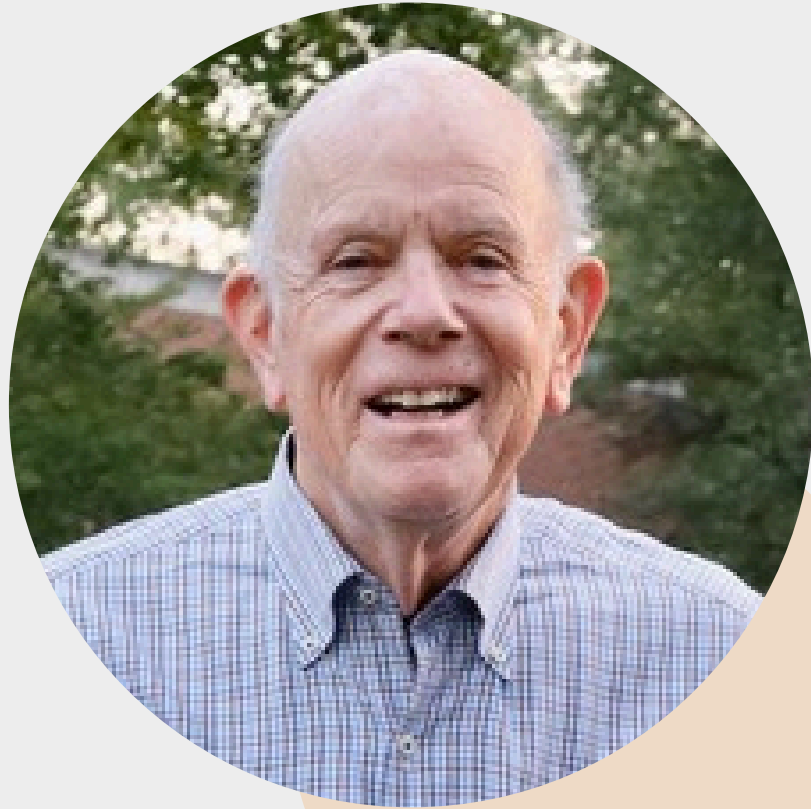


***Educating, Connecting, and  
Energizing*** leaders to serve and  
improve the community





# Our History



**Ed Pleasants**



**Julius H. Corpening**



**Thomas K. Hearn, Jr.**

Leadership Winston-Salem is a 501(c)(3) tax-exempt charitable organization that was established in 1984. Its founders were the late Dr. Thomas K. Hearn, Jr., who served as President of Wake Forest University from 1983 to 2005, the late Julius H. Corpening, who held various high-level positions at Wake Forest from 1974 to 2004, and C. Edward Pleasants, who served as the President of the Chamber of Commerce from 1983 to 1984 (pictured at the top). The founders' goal was to create a community leadership development program to enhance the understanding and commitment to the city's future during a time of significant change.



Katherine Perry



Denise A. Smith



Jared Steward



Freida Mitchell

# Our Team

Our LWS team, led by Executive Director and INSIGHT Coordinator Katherine Perry, may be small, but it is impactful. The team collaborates with over 100 alumni volunteers who serve in various capacities to support LWS programming and operations. Additionally, the team has worked with numerous community leaders and partners throughout Winston-Salem to create meaningful and impactful programs and events for LWS participants and the surrounding community.

In addition to Katherine Perry, pictured are Denise A. Smith, Director of Philanthropy; Flagship Program Director; Freida Mitchell, Alumni Engagement Director and Jared Steward, Director of Administration and Technology.

Our office is located at 624 W. 6th Street, Suite 110 in Winston-Salem inside of the WSCEA Building.



# Our Impact

At Leadership Winston-Salem, our mission is to **educate, connect, and energize** leaders to serve and enhance our community. This guiding principle drives all our activities.

We support Winston-Salem through programs such as Flagship and INSIGHT, alongside special initiatives like our Community Conversation and annual Action Learning Projects. Our aim is to create an inclusive, equitable, and vibrant community where everyone can thrive, live, work, and play.





# Your Support

During Program Days, our Flagship class of 72 participants will visit various facilities to gain first-hand experience with different aspects of the Winston-Salem community.

- Costs Include:
- Transportation
- Breakfast and Lunch
- Educational Materials
- Technology
- Other Associated Operating Costs







# Sponsorship Opportunities

## Flagship

### Program Days:

- Opening Retreat
- Education Day
- Our Community Day
- Government, Criminal Justice and Public Safety Day
- Human Relations Day
- Healthcare Day
- Arts and Innovation Day
- Social Services Day
- Closing Day

### Community Events:

- Community Conversation
- Action Learning Projects
- Leaders & Lunch
- Celebration



# Sponsorship Opportunities

## INSIGHT

### Program Days:

- Setting the Context
- Environmental Sustainability Day
- Education Day
- Healthcare Day
- Arts and Innovation Day
- Economic Transformation Day
- Vital Connections Day



# Our Programs

## Flagship

- This program inspires community leaders to serve and is often compared to a "community MBA." Participants actively engage by attending one Program Day each month and working in Action Learning teams to tackle real-life challenges faced by local agencies.
- From October to June, 64-72 participants meet monthly for nine months.

## INSIGHT

- This program is designed for senior-level executives, including those new to their positions or the community, as well as their spouses and significant others. Participation is by invitation only, and Leadership Winston-Salem, INSIGHT Trustees, or past INSIGHT participants nominate candidates. The program consists of seven evening sessions from late February to late May, with 30-35 participants.



## 2026 SPONSORSHIP COMMITMENT

	CELEBRATION TICKETS	PREMIUM RESERVED SEATING AND TABLE SIGNAGE	RESERVED TABLE AND TABLE SIGNAGE	LOGO ON SLIDESHOW AND PROGRAM	LISTED ON SLIDESHOW AND PROGRAM	COMMUNITY CONVERSATION TICKETS	COMPANY MENTIONED DURING EVENT	SOCIAL MEDIA MARKETING	SPEAK AT EVENT	LOGO ON WEBSITE AND ANNUAL REPORT	LISTED ON WEBSITE AND ANNUAL REPORT	LOGO ON E-BLASTS	BANNER AD ON WEBSITE
DIAMOND \$25,000+	16	YES	N/A	YES	YES	20	YES	YES	YES	YES	YES	YES	YES
CORPORATE SUSTAINER \$10,000	8	YES	N/A	YES	YES	6	YES	YES	YES	YES	N/A	N/A	NO
PLATINUM \$7500	6	NO	YES	YES	YES	4	YES	YES	YES	YES	N/A	N/A	NO
GOLD \$5000	4	NO	YES	NO	YES	2	NO	YES	YES	NO	YES	NO	NO
SILVER \$3000	2	NO	NO	NO	YES	1	NO	NO	NO	NO	YES	NO	NO
BRONZE \$2000	0	NO	NO	NO	YES	4	NO	NO	NO	NO	YES	NO	NO
CELEBRATION \$4000	4	NO	YES	YES	N/A	0	YES	YES	NO	NO	YES	N/A	NO
CELEBRATION ENTERTAINMENT SPONSOR \$2000	2	NO	NO	YES	N/A	NO	YES	YES	NO	NO	YES	N/A	NO
CELEBRATION PHOTOGRAPHY SPONSOR \$1800	1	NO	NO	YES	N/A	NO	YES	YES	NO	NO	YES	N/A	NO
CELEBRATION PRE-RECEPTION SPONSOR \$1500	1	NO	NO	YES	N/A	NO	NO	YES	NO	NO	YES	N/A	NO
ANNUAL REPORT \$2500	1	NO	NO	NO	NO	0	N/A	YES	N/A	YES	N/A	N/A	NO
COMMUNITY CONVERSATION \$2000	0	NO	YES	YES	N/A	6	YES	YES	NO	NO	YES	N/A	NO
WINE DOWN WEDNESDAY/ COMMUNITY COFFEE \$500	0	NO	NO	NO	NO	0	YES	YES	YES	NO	YES	YES	NO
LEADERS AND LUNCH \$500	0	NO	NO	NO	NO	0	YES	YES	YES	NO	YES	YES	NO
E-BLAST \$300	0	NO	NO	NO	NO	0	NO	NO	N/A	NO	YES	YES	NO



# Opening Retreat

LWS Opening Retreat serves as the launchpad for the program, setting the stage for an enriching and transformative journey. During this retreat:

- **Program Overview:** Participants receive a comprehensive introduction to the program, including its objectives, structure, and key milestones. This session outlines what to expect and how to navigate the journey ahead.
- **Team-Building Activities:** Engage in dynamic activities designed to break down barriers, foster collaboration, and stimulate creative thinking. These exercises encourage participants to step beyond their daily routines and imagine innovative solutions for the future.
- **Community Engagement Preparation:** Equip participants with the tools and mindset needed to actively engage with the community. Emphasize the importance of embracing new challenges and exploring diverse perspectives to drive meaningful progress.
- **Introduction to Action Learning Projects (ALP):** Present the concept of Action Learning Projects, highlighting their role in addressing real-world issues and implementing practical solutions. Participants will gain insight into how these projects will shape their experience and impact their communities.



The Opening Retreat is designed to inspire and prepare participants for a successful program, fostering a sense of community and setting the tone for the transformative experiences that lie ahead.

# Our Community Day

Our objective is to encourage participants to move beyond their everyday experiences and envision transformative possibilities. We aim for participants to:

- **Explore the City's Heritage:** Participate in a narrated bus tour to uncover the rich history of Winston-Salem, with a focus on African American contributions and cultural evolution, enhancing their understanding of the community's past and present.
- **Understand Local Challenges:** Gain a deep understanding of the specific challenges and opportunities within various community organizations and neighborhoods.
- **Embrace Innovation and Risk-Taking:** Cultivate the courage to take bold risks and lead initiatives that drive meaningful progress and improvement.
- **Build Connections with Community Leaders:** Interact with local leaders to gain insights into their roles and approaches in addressing community needs.
- **Develop Collaborative Solutions:** Engage in hands-on activities to brainstorm and create effective strategies for advancing community well-being and fostering positive change.





# Government Day

Our goal for Government Day is to inspire participants to transcend their daily routines and envision a transformative future for civic engagement and public policy. We hope that participants will:

- **Connect with Government Operations:** Gain a comprehensive understanding of how various government agencies and public institutions address community needs and challenges.
- **Embrace Leadership and Innovation:** Exhibit the courage to propose and support innovative policies and solutions that drive significant improvements in governance and public service.
- **Champion Public Accountability and Equity:** Advocate for transparent, inclusive, and equitable practices within government, ensuring that all stakeholders in the Winston-Salem community have a voice and access to resources.





# Human Relations Day

Our goal is to inspire participants to transcend their daily routines and envision a more inclusive and equitable future. We hope that participants will:

- **Lead with Empathy:** Become effective community leaders by prioritizing the needs and perspectives of others over their own personal agendas.
- **Champion Inclusive Change:** Serve as advocates for positive change that benefits the entire community, embracing diverse viewpoints and fostering widespread impact.
- **Cultivate Genuine Connections:** Build meaningful relationships with individuals from all backgrounds, dismantling barriers and creating spaces of trust and mutual respect.



# Healthcare Day

Our goal for Healthcare Day is to inspire participants to envision a future where healthcare, including exercise and wellness, is accessible and equitable for all.

We hope that participants will:

- **Understand Diverse Healthcare Needs:** Gain insight into the wide range of healthcare challenges and wellness needs, including the importance of exercise and preventive care.
- **Promote Health Equity:** Advocate for initiatives and policies that ensure equitable access to healthcare services and fitness resources, addressing disparities within the community.
- **Encourage Wellness Through Exercise:** Recognize the critical role of physical activity in overall health and wellness, and explore ways to integrate exercise into community health initiatives.
- **Build Collaborative Networks:** Forge connections with healthcare professionals, fitness experts, and community members to develop and implement innovative solutions for improving health outcomes and promoting an active lifestyle.



# Arts and Innovation Day

Our goal is to inspire participants to deepen their understanding of how creativity and innovation can drive positive change. By engaging in immersive experiences that blend artistic inspiration with practical solutions, participants will:

- **Deepen Community Connections:** Engage with the diverse experiences and challenges faced by individuals and organizations within the Winston-Salem community. Through immersive experiences, including visits to local artistic venues, participants will gain a deeper appreciation of the community's cultural and creative landscape.
- **Embrace Risk and Innovation:** Demonstrate the courage to explore bold, innovative ideas and approaches. Participants will be inspired by the intersection of arts and innovation, learning how creative thinking can drive meaningful progress and transformation.
- **Experience Artistic Insights:** Participate in a bus tour highlighting Winston-Salem's artistic heritage and cultural evolution. This tour will offer insights into the city's rich history, including its African American cultural contributions, and how these elements influence contemporary artistic expression.
- **Foster Collaborative Creativity:** Engage in interactive sessions and discussions designed to spark collaborative creativity. Participants will work together to brainstorm and develop strategies that integrate artistic inspiration with practical solutions for community advancement.





# Education Day

Our goal is to deepen participants' understanding of the educational landscape within our community on Education Day. We hope that participants will:

- **Engage with Educational Perspectives:** Gain firsthand insights into the experiences and challenges faced by administrators, educators, parents, and students. Through interactive sessions and discussions, participants will better understand the diverse viewpoints and needs within the education system.
- **Advocate for Educational Equity:** Develop a clear recognition of their roles in promoting inclusion, diversity, equity, and access within the educational environment. Participants will explore strategies to support and advocate for all stakeholders, ensuring a more equitable and effective education system.
- **Explore Innovative Solutions:** Participate in activities designed to highlight current issues and potential solutions in education. Participants will collaborate to brainstorm and implement strategies that address educational disparities and foster a supportive learning environment for everyone.





# Social Services Day

Our goal is to encourage participants to look beyond their daily routines and envision transformative solutions for social challenges. We hope that participants will:

- **Address Critical Social Issues:** Gain a comprehensive understanding of pressing social challenges such as food insecurity, affordable housing shortages, limited access to healthcare, and deficiencies in public transportation services.
- **Connect with Community Needs:** Engage with the lived experiences of individuals affected by these issues, demonstrating the courage to take bold actions and work towards meaningful solutions.
- **Exemplify Community Leadership:** Embrace the role of an effective leader by prioritizing the needs of others over personal interests and evaluating opportunities through the lens of what will most benefit the community as a whole.

# Community Conversation

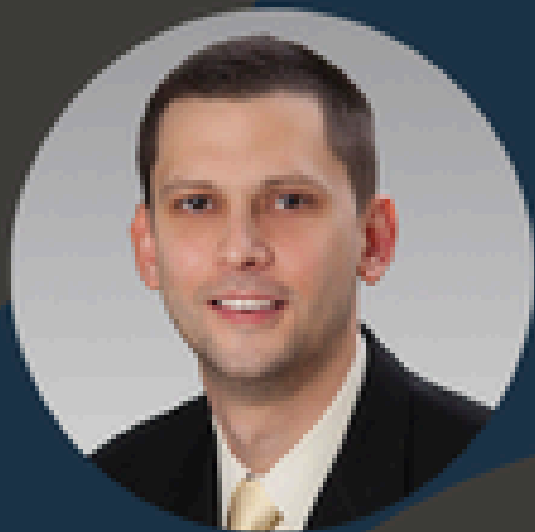
## PAST SPEAKERS:



Mayor Allen Joines



WSFCS  
Superintendent  
Tricia McManus



Housing Authority WS  
CEO  
Kevin Cheshire



WS Chief of Police  
William Penn

- **Panel of Distinguished Leaders:** Engage with a panel of prominent Winston-Salem leaders, each bringing valuable insights and expertise to the discussion.
- **Moderated Discussion:** A skilled moderator will guide the conversation, ensuring a structured and dynamic exploration of the topics.
- **Current Issues:** Delve into pressing issues and challenges impacting the local community, including social, economic, and environmental factors.
- **Global Topics:** Explore broader global themes and trends that intersect with local concerns, offering a wider perspective on interconnected challenges.
- **Interactive Q&A:** Participate in a Q&A session, allowing attendees to engage directly with panelists and contribute their own perspectives and questions.



# Flagship Closing Day



Our Closing Session offers a comprehensive recap of the Flagship Class's journey over the past nine months. During this session:

- **Expert Review:** Speakers, non-profit leaders, and subject matter experts will provide a detailed overview of the program's key insights and accomplishments.
- **Call to Action:** The session will conclude with a compelling call to action, motivating participants to continue their dedication to community service.
- **Project Presentations:** Class members will showcase their Action Learning Projects, sharing key insights and discussing the impact their initiatives have had on the community.

# INSIGHT PROGRAMS

**Setting the Context** - The objectives of Setting the Context Day are to establish meaningful connections and conversations among participants, reflect on distinctive aspects of our community and explore how to leverage these distinctions while identifying potential roadblocks to our community's best future, and to set the stage for the remaining INSIGHT sessions.

**Environmental Sustainability Day** - The objectives of Environmental Sustainability Day are to gain a deeper understanding of the importance of a healthy environment, to learn about Winston-Salem's environmental strengths and challenges, and to become champions for a more just, resilient, and environmentally sustainable Winston-Salem.

**Education Day** - The objectives of Education Day are to facilitate a conversation that explores the diverse landscape of education from early childhood to higher learning, celebrating the assets within our educational systems while addressing the multifaceted challenges at each stage, and to cultivate an understanding of how community leaders can support and enhance educational journeys for all individuals within Forsyth County.

**Healthcare Day** - The objectives of Healthcare Day are to define some of the health gaps in our community, understand the social determinants of health (including behavioral health, poverty, affordable housing, healthy food access, social isolation, and structural issues affecting marginalized populations), increase the number of influential people who are more informed about the complexities and opportunities for improving the health of our region, and expose community leaders to the healthcare assets in Winston-Salem.

**Arts and Innovation Day** - The objective of Arts and Innovation Day is to explore the dynamic intersection of arts and innovation within our community, highlighting the role of creative industries in driving economic growth and cultural enrichment. Participants will engage in discussions about the importance of fostering a vibrant arts scene and innovative spirit, discover the unique assets and challenges faced by local artists and innovators, and identify opportunities for community leaders to support and enhance the integration of arts and innovation for the betterment of Winston-Salem.

**Economic Transformation Day** - The objective of Economic Transformation Day is to review the community's past, present and future economy and explore the challenges and potential solutions pertaining to talent gaps, acquisition and retention with the goal of becoming the top mid-size city in the Southeast for Economic Growth.

**Vital Connections Day** - The objective of the final program night, Vital Connections, is to explore critical community issues and empower senior-level leaders to uncover opportunities to act as agents of change, fostering collaboration and developing strategies that drive positive, impactful transformation within Winston-Salem.







# Celebration

Our Annual Celebration, which welcomes both alumni and the public, is a significant event that highlights and celebrates the hard work and achievements of our program participants throughout the year. This event serves several key purposes:

- **Recognition of Achievements:** Acknowledge the dedication and progress of our participants, celebrating their contributions and the milestones they have reached during the program year.
- **Inspiration for Continued Engagement:** Ignite and motivate participants to continue their journey of community service and leadership. The celebration serves as a platform to reinforce their commitment and inspire them to apply their newfound skills and insights in ongoing community efforts.
- **Community Building:** Foster connections among alumni, current participants, and community members, strengthening the network of leaders dedicated to making a positive impact in Winston-Salem.

We look forward to this occasion as a time to honor accomplishments, reflect on the year's experiences, and energize our participants for future endeavors in community service and leadership.

# Ways You Can Support

Community businesses and organizations can engage with our mission and support Leadership Winston-Salem in several meaningful ways:

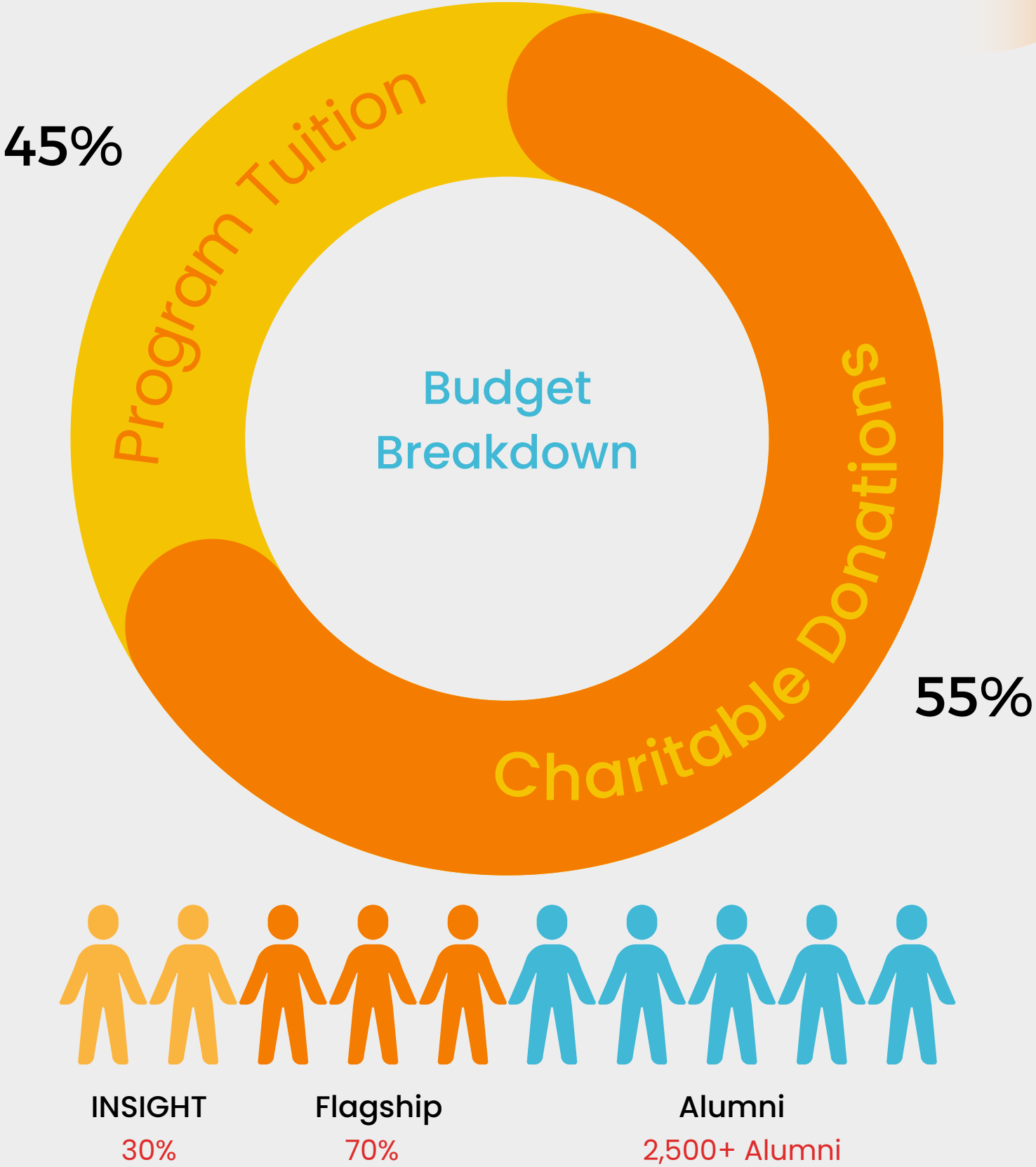
- **Nominate and Support Candidates:** Recommend individuals for the Flagship or INSIGHT programs and support their participation.
- **Sponsorship Opportunities:** Sponsor a Flagship Program Day or INSIGHT Night, or become a corporate sustainer.
- **Collaborate as a Partner:** Join us as a partner in any of our programs or special community events.
- **Charitable Donations:** Contribute a charitable donation to support our ongoing efforts and initiatives.





# Donate To Our Mission

An unrestricted donation, regardless of its size, can have a profound impact on our Flagship and INSIGHT programs. These contributions enable us to enhance our educational initiatives, provide additional resources, and offer more opportunities for emerging leaders. Beyond the programs themselves, unrestricted funds also support the growth and engagement of our alumni network, fostering ongoing connections and collaboration. Additionally, these funds help us implement new strategies and initiatives to address evolving community needs. By giving unrestricted support, you directly empower us to further our mission of serving and improving the Winston-Salem community in meaningful and flexible ways.





# Connect with Us

We appreciate your interest in Leadership Winston-Salem and look forward to exploring collaborative opportunities with you.



<https://leadershipws.org>



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# Thank You! —



*Leadership Winston-Salem*