



**CORPORATE PARTNERSHIP
OPPORTUNITIES 2026-2027**

Partner With the Greensboro Medical Society

For nearly 100 years, the Greensboro Medical Society has advanced healthcare through physician leadership, education, advocacy, and community engagement. Through the Greensboro Medical Society Foundation, corporate partnerships also support scholarships that help prepare the next generation of healthcare professionals.

Why Organizations Partner With GMS

Invest in the future of healthcare while connecting your organization with one of Greensboro's most respected professional networks.



Build Trusted Relationships

Connect directly with physicians, dentists, and healthcare leaders.



Invest in Future Physicians

Support scholarships that strengthen the next generation of healthcare professionals.



Increase Brand Visibility

Reach healthcare decision-makers through communications and events.



Demonstrate Community Leadership

Align your organization with a trusted institution serving Greensboro for nearly 100 years.

Every partnership strengthens healthcare, expands educational opportunities, and invests in the future of our community.

Our Impact

Together with our partners, we strengthen healthcare, support future physicians, and invest in our community.



Nearly 100 Years
Serving Greensboro



100+
Physicians & Dentists
Reached



\$350,000
Scholarships
Awarded



200+
Scholarship Gala
Attendance Annually

Supporting physicians. Investing in future healthcare professionals. Strengthening our community.

About the Greensboro Medical Society

Founded following the establishment of L. Richardson Memorial Hospital, the Greensboro Medical Society has served physicians and dentists throughout the Greensboro community for nearly a century by advancing medicine, promoting education, fostering professional collaboration, and advocating for improved healthcare.

Scholarship Program

The Greensboro Medical Society Foundation Scholarship Program supports students pursuing careers in medicine and the health professions, with a particular emphasis on increasing opportunities for underrepresented students.

Scholarships help remove financial barriers while encouraging recipients to dedicate their professional careers to improving the health of underserved communities.

Every partnership directly supports the Greensboro Medical Society Foundation's scholarship program while helping organizations build meaningful relationships with physicians, healthcare professionals, and community leaders. Whether your goal is community investment, brand visibility, professional engagement, or workforce development, there is a partnership opportunity aligned with your objectives.

Choose the partnership opportunity that
best aligns with your organization's goals
and desired level of engagement.

Partnership Opportunities at a Glance

Choose the partnership opportunity that best aligns with your organization's marketing objectives, community engagement priorities, and philanthropic goals.



Gala Partnership Opportunities

Premier visibility through the annual Scholarship Gala and executive networking opportunities.

Build meaningful relationships with physicians, healthcare leaders, and community partners while supporting scholarships for future healthcare professionals.



Year-Round Partnership Opportunities

Maintain visibility throughout the year through educational programs, communications, and physician engagement.

Reach physicians, dentists, and healthcare leaders through year-round educational programming and targeted member communications.



Customized Corporate Partnerships

Develop a tailored annual partnership aligned with your organization's strategic objectives.

We'll work with you to design a customized partnership that aligns with your organization's goals, budget, and desired level of engagement.

Detailed descriptions of each partnership opportunity begin on the following pages.

Annual Partnership Opportunities

GALA SPONSORSHIPS

The Greensboro Medical Society Foundation (GMSF) Scholarship Gala brings together physicians, dentists, healthcare professionals, business leaders, educators, scholarship recipients, and community supporters to celebrate educational achievement while raising scholarship support for future healthcare professionals. Sponsorship provides meaningful visibility before, during, and after the event. Sponsorship opportunities are Platinum, Gold, Silver, or Bronze, as well as an option to be a Pearl Experience Partner.

All Gala Sponsors receive:

- Recognition in all Gala promotions and event communications
- Sponsor name, logo, and website link displayed on the GMS website
- Recognition during the Gala
- Listing in the Annual Report
- Post-event acknowledgment
- Opportunity to purchase additional Gala tickets

Each sponsorship level includes the shared Gala benefits listed above together with the additional benefits described below.



Greensboro Medical Society Foundation scholarship recipients represent the next generation of physicians, dentists, and healthcare professionals serving our communities.

MISSION HIGHLIGHT	INCLUDED WITH
 Scholarship Engagement	 Platinum Up to two scholarship recipients
Many Gala sponsors have the opportunity to host scholarship recipients at their reserved tables, creating meaningful conversations with the next generation of healthcare professionals while supporting the educational mission of the Greensboro Medical Society Foundation.	 Gold Up to two scholarship recipients
	 Silver One scholarship recipient
*Subject to recipient availability.	

Gala Sponsorship Opportunities

Select the partnership opportunity that best aligns with your organization's marketing, community engagement, and philanthropic goals.

 Platinum Sponsor \$7,500+	 Gold Sponsor \$5,000–\$7,499	 Silver Sponsor \$2,500–\$4,999	 Bronze Sponsor \$1,000–\$2,499
Ideal Partner - Regional Health Systems - Healthcare Industry Leaders - Major Corporate Partners Signature Benefits 10 Complimentary Registrations - Full-Page Program Advertisement - One-Year Website Recognition - Up to Three Promotional Items 90-Second Sponsor Video Recognition Premier Recognition	Ideal Partner - Healthcare Providers - Insurance Companies - Professional Service Firms Signature Benefits 8 Complimentary Registrations - Half-Page Program Advertisement - One-Year Website Recognition - Up to Two Promotional Items Recognition Featured Recognition	Ideal Partner - Physician Practices - Healthcare Vendors - Local Businesses Signature Benefits 4 Complimentary Registrations - Quarter-Page Program Advertisement - Gala Campaign Website Recognition Recognition Supporting Recognition	Ideal Partner - Small Businesses - Nonprofits - Community Organizations Signature Benefits 2 Complimentary Registrations - Gala Campaign Website Recognition Recognition Supporting Recognition

Every Gala Sponsor Receives

 featured in gala communications

 annual report listing

 recognition during the gala

 post-event recognition

 opportunity to purchase additional gala tickets

Platinum Sponsor — \$7,500 or More

Maximize your organization's visibility while demonstrating leadership in advancing healthcare education throughout the Greensboro community.

- Exclusive 90-second sponsor video presentation to Gala attendees.
- Distribution of up to three informational or promotional handouts and branded promotional items to Gala attendees.
- Complimentary registration for up to ten guests at a reserved sponsor table.
- Full-page advertisement in the Gala program.

Gold Sponsor — \$5,000 to \$7,499

Strengthen your organization's presence among physicians and healthcare leaders while supporting future medical professionals.

- Distribution of up to two informational or promotional handouts and branded promotional items to Gala attendees.
- Complimentary registration for up to eight guests at a reserved sponsor table.

- Half-page advertisement in the Gala program.
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Silver Sponsor — \$2,500 to \$4,999

Increase community visibility while investing in tomorrow's healthcare workforce.

- Complimentary registration for up to four guests at a reserved sponsor table.
 - Quarter-page advertisement in the Gala program.
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Bronze Sponsor — \$1,000 to \$2,499

Demonstrate your organization's commitment to healthcare education through an accessible community partnership.

- Complimentary registration for up to two guests at a reserved sponsor table.
 - Opportunity to demonstrate community support for healthcare education.
-

Pearl Experience Partner — Investment Determined by Selected Experience

Sponsor one of the Gala's signature experiences and receive exclusive recognition associated with one of the evening's most memorable moments.

Available opportunities may include entertainment, photography, floral design, décor, audio/visual production, scholar engagement, awards, or other signature Gala experiences.

Depending on the selected experience, your organization may receive:

- Exclusive recognition as the sponsor of a signature Gala experience.
- Company name or logo associated with the sponsored experience.
- Recognition in the Gala program and during the event.
- Recognition on the GMS website and in Gala communications.
- Complimentary Gala registrations, as applicable.
- Inclusion in post-event sponsor acknowledgments.

Who Should Consider This Partnership?

Organizations seeking exclusive recognition through a customized Gala experience that aligns with their brand, community investment goals, or philanthropic priorities. Ideal for product launches, brand awareness campaigns, customized sponsorships, and organizations interested in underwriting a signature event feature.

Each Pearl Experience sponsorship is customized and subject to availability. Please contact GMS to discuss current opportunities.

YEAR-ROUND PARTNERSHIP OPPORTUNITIES

The Greensboro Medical Society offers organizations multiple ways to engage with physicians, dentists, healthcare professionals, and community leaders throughout the year.

All Year-Round Partners Receive:

- Featured on the GMS website and in relevant Society communications and promotions, as applicable to the selected partnership.
- Acknowledgement at the annual GMSF Scholarship Gala.
- Included in the GMS Annual Report.

Year-Round Partnership Opportunities

Build meaningful relationships with physicians, dentists, and healthcare leaders through year-round educational and communication opportunities.

 General Body Meeting Sponsor \$4,500 In-person physician engagement.	 Educational Webinar Sponsor \$2,000 Thought leadership and educational outreach.	 Dedicated Member E-Blast \$1,000 Targeted member communications.	 Newsletter Advertisement \$500 Per issue brand visibility.
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Organizations seeking year-round visibility are encouraged to reserve all four quarterly issues at a discounted annual rate of **\$1,750**.

Detailed descriptions of each year-round partnership opportunity appear on the following pages.

General Body Meeting Sponsor — \$4,500

Provides direct, face-to-face engagement with physicians and healthcare leaders during a scheduled membership meeting. Average attendance is approximately 30–40 physicians, dentists, and invited guests, although attendance may vary by meeting.

- Five-minute presentation including approved presentation slides and distribution of informational materials.
 - Recognition as the meeting sponsor in advance of the event and during the meeting.
 - Inclusion in applicable meeting promotions and member communications.
 - Display of the sponsor's company name and logo on the Greensboro Medical Society website for one year.
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Sponsor-Developed Educational Webinar — \$2,000

Position your organization as a thought leader by presenting educational content relevant to GMS members and affiliated healthcare professionals. Present an educational webinar of up to 60 minutes designed to inform and engage GMS members.

- Recognition as the educational webinar sponsor in all approved webinar promotions, member communications, and during the webinar.
 - Archiving of the recorded webinar and approved presentation materials on the GMS website, subject to speaker permission and applicable content restrictions. Archived webinar recordings, when permitted, extend sponsor visibility beyond the live presentation.
 - Opportunity to engage attendees during a moderated live question-and-answer session following the presentation, when appropriate.
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Dedicated Member E-Blast — \$1,000 Per Distribution

A Dedicated Member E-Blast provides an organization with the opportunity to send a stand-alone message to GMS members through the Society's electronic communication platform.

- Dedicated electronic communication.

- Approved sponsor messaging.
 - Embedded links to your website, product, or event.
 - Sponsor logo and website link displayed on the GMS website for one month.
-

Quarterly Newsletter Advertisement — \$500 Per Issue

Reach more than 100 physicians and dentists through the GMS quarterly electronic newsletter.

- One approved advertisement placed in a quarterly electronic newsletter.
- Distribution of the newsletter to GMS members through the Society's electronic communication platform.
- Inclusion of an approved website hyperlink within the advertisement, where technically feasible.
- Archiving of the newsletter on the GMS website to extend sponsor visibility beyond the initial distribution.

All advertisements are subject to review and approval.

Organizations seeking year-round visibility are encouraged to reserve all four quarterly issues at a discounted annual rate of \$1,750.

Annual partnership packages combining multiple opportunities are also available.

Let's Build a Partnership

Whether your goal is physician engagement, community investment, workforce development, or brand visibility, we'll work with you to create a partnership aligned with your organization's objectives.

Together, we can strengthen healthcare, expand educational opportunities, and invest in the next generation of physicians and healthcare professionals. We look forward to partnering with your organization.

Becoming a GMS Corporate Partner

Partnering with GMS is a straightforward, collaborative process designed to make participation simple from start to finish.



Choose Your Partnership

Select the partnership that best fits your goals.

Contact GMS

Schedule a consultation with our team.

Finalize Agreement

Finalize your Letter of Agreement.

Submit Materials

Submit your marketing materials.

Launch Your Partnership

Launch your partnership with GMS.

Let's Start the Conversation

We welcome the opportunity to discuss how a corporate partnership can help advance your organization's goals while supporting the mission of the Greensboro Medical Society Foundation.

Keith Funderburk

Executive Director

Greensboro Medical Society & Greensboro Medical Society Foundation



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We look forward to building a meaningful partnership with your organization.

Appendix A: Sponsor Guidelines & Submission Requirements

The following guidelines provide submission requirements, operational policies, timelines, and technical specifications for each partnership opportunity. These guidelines help ensure timely fulfillment of sponsorship benefits and a consistent experience for every corporate partner. Sponsors will receive reminder communications throughout the partnership process as applicable.

Scholarship Gala Sponsorships

Scholarship Gala Sponsor Requirements

Please submit all required sponsorship materials by the deadline below to ensure timely recognition and fulfillment of sponsorship benefits.



Submission Deadline
January 15, 2027

Unless otherwise specified in your Letter of Agreement, all required sponsorship materials should be submitted by this date.

Required Item	Required For
High-Resolution Company Logo (PNG, EPS, or AI preferred)	Platinum, Gold, Silver, Pearl (if applicable)
Gala Program Advertisement Artwork	Platinum, Gold & Silver
90-Second Sponsor Video	Platinum
Promotional Materials	Platinum & Gold
Guest Registration List	All Gala Sponsors
Pearl Experience Artwork / Signage (if applicable)	Pearl Experience Partners

Important Reminders



Submission Formats

Submit logos in EPS, AI, or high-resolution PNG format to ensure optimal reproduction across print and digital materials.



Review & Deadlines

All sponsor-provided materials are subject to Greensboro Medical Society review and approval. Materials received after the deadline may delay or limit fulfillment of sponsor benefits requiring submitted content.



Custom Partnerships

Custom Pearl Experience partnerships may require additional production timelines or submission requirements as outlined in the Letter of Agreement.

Questions regarding submission requirements or production specifications should be directed to the Greensboro Medical Society before the applicable submission deadline.



Partnership Policies & Guidelines



These guidelines help ensure every corporate partnership reflects the professionalism, integrity, and mission of the Greensboro Medical Society while providing a consistent experience for all partners.



GUIDING PRINCIPLES



Professional Content

Content should be accurate, professional, relevant to members, and consistent with the mission of the Greensboro Medical Society.



Editorial Review

GMS reserves the right to request revisions to content that is inaccurate, misleading, excessively promotional, or inconsistent with professional



Non-Endorsement

Acceptance of sponsorship does not imply endorsement by the Greensboro Medical Society, the Greensboro Medical Society Foundation, or their membership.



Member Privacy

Sponsors do not receive member email addresses, mailing lists, telephone numbers, or other confidential member information.



Letter of Agreement

Pricing, benefits, timelines, and availability become final upon execution of a signed Letter of Agreement.



Availability

Partnership opportunities are offered on a first-available basis and remain subject to availability until confirmed by GMS.



General Body Meeting Sponsor Submission Requirements



Submission Timeline

Submit all required materials no later than **14 days** before your scheduled General Body Meeting.

14 DAYS
Before Your Meeting

Submission Checklist

- ☒ Presentation Title
- ☒ Speaker Biography & Credentials
- ☒ Presentation Slides (PowerPoint or PDF)
- ☒ High-Resolution Company Logo
- ☒ Participant Handouts (if applicable)
- ☒ Audio/Visual Requirements



Educational Standards

- ☒ Educational
- ☒ Informative
- ☒ Professional
- ☒ Non-Promotional

Questions? Contact GMS before your submission deadline.

Educational Webinar Submission Requirements



Submission Timeline

Submit all required materials no later than 30 days before your scheduled webinar.

30 DAYS
Before Your Webinar

Submission Checklist

- ☒ Webinar Title
- ☒ Learning Objectives
- ☒ Speaker Biography & Credentials
- ☒ Presentation Slides
- ☒ Continuing Education Documentation (if applicable)
- ☒ High-Resolution Company Logo
- ☒ Promotional Description for Member Communications

Sponsor Responsibilities

- ☒ Propose educational topic for approval
- ☒ Coordinate speaker
- ☒ Provide webinar production and hosting*
- ☒ Submit presentation materials by required deadlines
- ☒ Ensure educational, accurate, and non-promotional content
- ☒ Coordinate continuing education requirements (if applicable)

*Speaker honoraria and webinar production expenses are the responsibility of the sponsor unless otherwise agreed in writing.

Educational Standards

- ☒ Educational
- ☒ Accurate
- ☒ Professional
- ☒ Non-Promotional

Moderated Q&A may be included following approved educational webinars.

Questions? Contact GMS before your submission deadline.

Quarterly Newsletter Advertisement Submission Requirements



Submission Timeline



Before Publication

Submit all required materials at least 21 days before publication.

Submission Checklist

- ✓ Print-Ready Advertisement
- ✓ High-Resolution Company Logo
- ✓ Destination Website Hyperlink
- ✓ Contact Information for Proof Approval

Accepted File Formats

- ✓ PDF
- ✓ EPS
- ✓ High-Resolution PNG
- ✓ High-Resolution JPEG

Specifications and advertisement dimensions will be provided upon reservation.

Content Standards

- ✓ Relevant to GMS Members
- ✓ Professional
- ✓ Subject to Society Approval

Questions? Contact GMS before your submission deadline.

Dedicated Member E-Blast Submission Requirements



Submission Timeline



Before Distribution

Submit all required materials at least 10 business days before the requested distribution date.

Submission Checklist

- ✓ Subject Line
- ✓ Email Copy
- ✓ Images or Graphics
- ✓ Hyperlinks
- ✓ High-Resolution Company Logo
- ✓ Preferred Distribution Date

Distribution Policies

- ✓ Content Subject to GMS Approval
- ✓ Distribution Dates Subject to Availability
- ✓ Distribution Date Mutually Agreed Upon

GMS may edit content for length, formatting, clarity, legal compliance, or consistency with its communications standards.

Member Privacy

- ✓ No Member Email Addresses Shared
- ✓ No Mailing Lists Provided
- ✓ No Confidential Member Information Shared

Questions? Contact GMS before your submission deadline.

SPONSOR REVIEW PROCESS



This streamlined process ensures timely communication, brand alignment, and a consistent experience for every corporate partner.

SPONSOR RECOGNITION TIMELINE

We recognize our corporate partners at every stage of the partnership journey to maximize visibility and celebrate your support.



Our commitment is to provide consistent visibility and meaningful recognition that reflects the value of your partnership and the impact you help create in our community.