



CORPORATE SUPPORT

2026 Guide

skinofcolorsociety.org

Advancing Skin of Color Dermatology
to Achieve Health Equity and
Excellence in Patient Care

SOCS Headquarters

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WE INVITE YOU TO CONSIDER THE SKIN OF COLOR SOCIETY FOUNDATION SPONSORSHIP OPPORTUNITIES



OPPORTUNITIES TO SUPPORT OUR WORK

Sponsorship supports initiatives for dermatologic, medical, media, patient, and public audiences.



ANNUAL SOCS SCIENTIFIC SYMPOSIUM

Brings together national and international dermatology experts, residents, medical students, and research fellows to present research, share insights, and discuss key issues in skin of color dermatology.



MEETING THE CHALLENGE SUMMIT

A biennial event offering stakeholders insights on increasing clinical trial participation and fostering collaboration in dermatology research.



MEDIA DAY

A virtual event connecting editors, reporters, and content producers with SOCS experts on key topics in skin of color dermatology.



GLOBAL COUNCIL

Unites international dermatology leaders to collaborate on education, advocacy, and global skin of color initiatives.



CENTER FOR LEADERSHIP

Launched in 2024, this program prepares SOCS members to be future leaders and advocates for skin of color dermatology.



SOCS SERVES

A new service initiative that advances health equity and diversity in dermatology through two arms—Pathway, which inspires and supports underrepresented students along the medical career path, and Community, which delivers education and outreach to address dermatologic disparities in underserved populations.



MENTORSHIP / OBSERVERSHIP PROGRAMS

Provides medical students and early-career dermatologists with one-on-one mentorship from SOCS experts, offering valuable experience in skin of color dermatology.



PRESIDENT'S BOOK CLUB

An educational initiative offering dermatology trainees free access to essential scientific and medical literature recommended by the SOCS President.



THE EXCHANGE

An online platform delivering education, resources, and expert insights to advance both professional growth in dermatology and public understanding of skin health. SOCS experts collaborate on videos addressing topics for physicians and the general public, which are featured on the website and promoted broadly through media channels.



RESEARCH, CAREER DEVELOPMENT AWARD, INNOVATION & INSTITUTIONAL RESEARCH FELLOWSHIP GRANTS

Funds projects that advance dermatology research in skin of color, supporting the next generation of researchers in the specialty. Additionally, we fund research-focused fellowships in dermatologic diseases affecting skin of color, emphasizing clinical, translational, and observational research.



Kymika Okechukwu, MPA
Associate Executive Director

Kimberly J. Miller, BS
Executive Director

ABOUT THE SKIN OF COLOR SOCIETY

WHO ARE WE

The Skin of Color Society (SOCS) is a global leader in advancing skin of color dermatology, with members and supporters spanning 30 countries. **Founded in 2004 by Dr. Susan C. Taylor, SOCS is dedicated to promoting excellence through research, education, mentorship, and advocacy.**

SOCS focuses on broadening engagement and excellence in dermatology by training medical students, residents, and fellows to provide culturally competent care. Its patient-centered membership includes experts across dermatology subspecialties—medical, cosmetic, and surgical—working in private practice, public service, and academia. Your financial support helps fund initiatives that benefit thousands of current and future dermatologists.



SCAN TO LEARN MORE



NOBLE PURPOSE

To advance skin of color dermatology to achieve health equity and excellence in patient care. We are committed to increasing diversity and inclusion in the field of dermatology to advance patient care.

MISSION

To promote awareness of and excellence within skin of color dermatology through **research, education, mentorship, and advocacy**.

HELP US SERVE THE GROWING NEEDS

The U.S. Census projections show that **by 2044, more than 50% of the U.S. population will have ancestries of skin of color**. As population trends evolve, the Skin of Color Society continues its efforts to expand opportunities in dermatology and improve access to quality care for all patients. **Your support is vital to our mission!**



22ND ANNUAL SOCS SCIENTIFIC SYMPOSIUM | MARCH 26, 2026 DENVER, CO

SUPPORT PHYSICIAN EDUCATION

Your participation is essential to the success of our Symposium's forward-thinking educational program.

- Allow us to showcase the latest advancements in dermatology
- Your sponsorship funds better virtual interactive sessions for practicing diagnosis on diverse skin tones.
- Allow the attendees to learn from highly recognized and emerging experts
- Participate in insightful discussions on dermatologic care
- Engage with complex cases, and connect with peers at our exclusive reception.

Support a Growing Global Movement

As skin of color dermatology continues to gain global recognition, the Skin of Color Society is expanding its **influence, reach, and impact**. Your partnership as an industry collaborator is vital in advancing our shared goals in education, research, mentorship, and leadership within this critical field. Together, we can shape the **future of dermatological care** for diverse populations worldwide.

600+



Physicians



Residents



Research
Fellows



Medical
Students



Industry
Representatives



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LEARN MORE



22ND ANNUAL SOCS SCIENTIFIC SYMPOSIUM

BENEFITS & RECOGNITION

		CHAMPION \$ 125,000+	ALLY \$ 60,000	PARTNER \$ 30,000	FRIEND \$ 15,000
A sponsor-identified and SOCS-approved topic to be featured on the Skin of Color Savvy podcast, or a SOCS expert featured on the sponsor's social media platform in a 30-minute Instagram Live event.					
One-minute SOCS-approved social responsibility video at the Symposium (Share how your brand supports expanding advancement in dermatology)	☒	☒			
Wi-Fi signs throughout the space will recognize sponsors as Wi-Fi supporters.	☒	☒			
AV support - special mention of support in conjunction with AV	☒	☒			
Complimentary SOCS Scientific Symposium registration	6		3	2	1
Industry iPoster submission in virtual sponsor portal	☒	☒	☒		
Branded break slides	☒	☒	☒		
Branded transition slides	☒	☒	☒		
Recognition of sponsors in welcome remarks	☒	☒	☒	☒	
Recognition in up to 3 pre-event emails	☒	☒	☒	☒	
Logo on SOCS website with link	☒	☒	☒	☒	☒
Tiered recognition on 1 post-event "Thank You" email to all attendees	☒	☒	☒	☒	☒
Logo on printed material: final program and signage at registration desk	☒		☒	☒	☒
SOCS Social Media recognition: Instagram, X, Facebook, and LinkedIn	☒		☒	☒	
Support of breakfast with signage at event	☒		☒		
Support of coffee break with signage at event	☒		☒		
Post-event attendee mailing list (no emails)	☒		☒		
Inclusion in a widely distributed national news release following the Symposium	☒		☒	☒	☒



MEETING THE CHALLENGE SUMMIT

Advancing Dermatology in Clinical Trials – Expanding Outcome Measures

DATES AND LOCATION FORTHCOMING

SCAN TO LEARN MORE
ABOUT PAST SUMMITS



SUPPORT DIVERSE PATIENT-CENTERED CLINICAL TRIALS

💡 Overview:

The 2027 Summit brings together key stakeholders to examine priority issues in skin of color dermatology, with the Summit's thematic focus informed by the Meeting the Challenge Committee throughout the planning process.

🔑 Key Focus Areas of Past Summits

Patient-Centered Approaches

Integrate patient perspectives into clinical trial design, emphasizing patient-reported outcomes and real-world experiences.

Optimizing Outcome Measures

Advance methodologies to enhance trial efficacy, standardization, and applicability in dermatology research.

Health Equity in Clinical Trials

Address barriers to participation by considering geographic, linguistic, and socioeconomic factors in recruitment and retention.

Industry & Regulatory Insights

Improving clinical research outcomes through industry best practices and innovative trial designs.

Advocacy & Community Engagement

Strengthen partnerships with patient advocates, researchers, and industry leaders to build inclusive, effective clinical trials.

Collaboration & Networking

Provide a platform for stakeholders to share insights, foster partnerships, and drive progress in dermatology research.

MEETING THE CHALLENGE SUMMIT

BENEFITS & RECOGNITION

	CHAMPION \$125,000+	ALLY \$ 60,000	PARTNER \$ 30,000	FRIEND \$ 15,000
One-minute SOCS-approved social responsibility video at the beginning of the Summit (Share how your brand supports expanding advancement in dermatology)	☒			
Industry iPoster submission in virtual sponsor portal	☒			
Complimentary SOCS Scientific Symposium registration	3	2	1	0
Branded break slides	☒	☒	☒	
Recognition of sponsors in welcome remarks	☒	☒	☒	
Recognition in up to 2 pre-event emails	☒	☒	☒	☒
Logo on SOCS website with link	☒	☒	☒	☒
Tiered recognition on 1 post-event "Thank You" email to all attendees	☒	☒	☒	☒
Logo on printed material: final program and signage at registration desk	☒	☒	☒	☒
Participation in Industry Panel	☒	☒	☒	☒
SOCS Social Media recognition: Instagram, X, Facebook, and LinkedIn	☒	☒	☒	☒
Inclusion in national news release and/or publishing journal article of findings	☒			
Post attendee mailing list (no emails)	☒			
Wi-Fi signs throughout the space will recognize sponsors as Wi-Fi supporters.	☒			

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9TH ANNUAL SKIN OF COLOR SOCIETY MEDIA DAY | NOVEMBER 2026 VIRTUAL (DATE FORTHCOMING)

SUPPORT PUBLIC & MEDIA EDUCATION

SCAN TO LEARN MORE
ABOUT PAST MEDIA DAY



A premier platform to spotlight dermatologic issues affecting people of color through trusted media and expert voices.

What It Is:

- A media conference-style virtual event
- Hosted by SOCS for editorial guests and media professionals
- Features nationally and globally recognized dermatologists

Why It Matters:

- Spotlights hot topics in skin of color dermatology
- Shares timely, expert insights with the public and press

As a Sponsor, You Gain:

Brand visibility with:

- Influencers
- National Editors
- Reporters

Media Exposure:

- Beauty & Lifestyle
- Aesthetic Dermatology
- General News
- Pharma
- Public Health

Key Focus Areas

Showcase insights from SOCS thought leaders on critical issues at the intersection of medical and aesthetic dermatology, healthcare, and broader societal concerns.

Share timely and relevant educational materials addressing a wide scope of dermatologic concerns, conditions, and diseases, with an eye on what's new and what's next.

Address hot topics of high interest to the media, patients and the public at-large.

Answer specific and/or frequently asked questions posed by media, industry partners, collaborators, and patients.

9TH ANNUAL SKIN OF COLOR SOCIETY MEDIA DAY

By sponsoring the 9th Annual SOCS Media Day, you are not just supporting an event—you are contributing to the advancement of skin of color dermatology in the public eye. Do not miss this opportunity to elevate your brand and connect with top experts in the field.

BENEFITS & RECOGNITION

		SUPER FAN \$ 30,000 +	FAN \$ 15,000	FOLLOWER \$ 10,000
Special recognition at the Annual SOCS Scientific Symposium held in conjunction with the American Academy of Dermatology [AAD] Annual Meeting.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Industry iPoster submission in virtual sponsor portal	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Tiered recognition on all post-event “thank you” messages.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Company mentioned and logo displayed in all promotional materials, including digital and print media, event banners, and official correspondence related to the series.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Tiered recognition on SOCS website as sponsor.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social media posts recognizing support in digital communication and promotional materials sent to media, posted on SOCS website, shared on social media platforms (Instagram, X, Facebook, and LinkedIn).	5	3	1	
Inclusion in a widely distributed PR Newswire national news release to 4,000+ media outlets and dermatology influencers.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Complimentary registrants for industry representatives to participate in the virtual Media Day event.	2	1	0	
One 30-minute Instagram Live event with a SOCS Expert themed after one of the virtual Media Day topics.	<input checked="" type="checkbox"/>			



SKIN OF COLOR SOCIETY GLOBAL COUNCIL | 2026

SUPPORT GLOBAL ADVOCACY

The **SOCS** is launching an innovative initiative — the **SOCS Global Council** — to bring together international dermatology leaders to advance skin of color education, research, and patient care worldwide. This is your opportunity to align with a pioneering movement dedicated to shaping the future of global dermatologic equity.



WHY INDUSTRY SUPPORT MATTERS

Your partnership with the **SOCS Global Council** extends beyond traditional sponsorship—it positions your organization as a key driver of progress in **skin of color dermatology**.

Key Focus Areas

Collaborative research and knowledge exchange on skin of color conditions across diverse populations

Global education initiatives to advance training in pigmentary disorders, skin diseases, and culturally competent care

International advocacy and policy influence to ensure high-quality dermatologic care for underrepresented communities

Networking opportunities with top experts and global leaders in the field

WHY NOW

The world is witnessing an increasing demand for expertise in skin of color dermatology. The **SOCS Global Council** offers a **first of-its-kind international platform** to unify skin of color dermatology societies, optimize educational initiatives, and drive advancements in treatment and patient care across continents. Your investment fuels this initiative, making a lasting impact on dermatological healthcare for millions worldwide.

SKIN OF COLOR SOCIETY GLOBAL COUNCIL

BENEFITS & RECOGNITION

	CHAMPION \$ 125,000+	ALLY \$ 60,000	FRIEND \$ 25,000
Special recognition at the Annual SOCS Scientific Symposium held in conjunction with the AAD Annual Meeting.	☒	☒	☒
Exclusive naming rights for the Global Council Meetings (virtual or in-person).	☒	☒	☒
Recognition on all global marketing materials and publications.	☒	☒	☒
Information table at the in-person Global Council Meeting.	☒	☒	☒
Mention in The Scoop e-newsletters.	☒	☒	☒
Social media posts recognizing support in digital communication (Instagram, X, Facebook, and LinkedIn).	5	3	1
Inclusion in a widely distributed PR Newswire national news release to 4,000+ media outlets and dermatology influencers.	☒	☒	☒
Logo placement on the Global Council page of the SOCS website.	☒	☒	☒
Complimentary registration to participate in Global Council meetings.	2	1	0

Multiple support opportunities, including exclusive multi-year sponsorships, are available. Contact Kimberly Miller by phone: 1-630-402-6252 or by email at either kmiller@skinofcolorsoociety.org or support@skinofcolorsoociety.org.



CENTER FOR LEADERSHIP (CFL)

Leadership Development Through Dermatology

| 2026

SUPPORT LEADERSHIP DEVELOPMENT

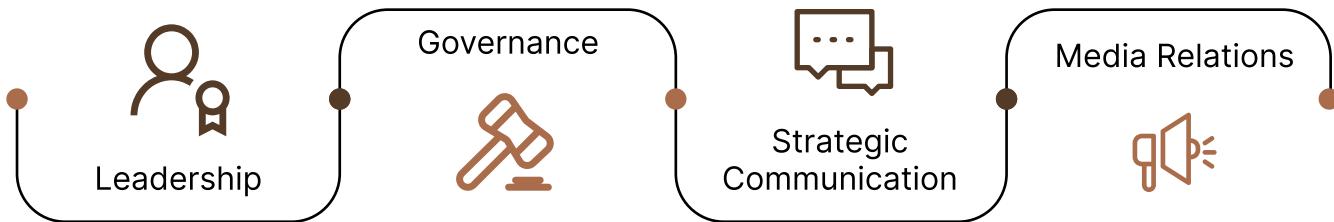
SCAN TO LEARN MORE



SOCS proudly introduces the SOCS Center for Leadership, an initiative designed to develop the next generation of leaders and decision makers within SOCS, dermatology, and beyond through targeted training.

Program Focus

In an effort to enhance SOCS members' leadership skills, this program focuses on:



Strategic Goals

It aims to build stronger connections with dermatology organizations, promote health equity, and support the advancement of the specialty.

Call for Partners

SOCS seeks partnerships with **corporations and philanthropies** dedicated to making a lasting impact on leadership in **dermatology**.

Support Our Vision

Support our vision to develop **innovative, inclusive, and excellent leaders** in dermatology. By partnering with the SOCS Center for Leadership, you can advance your strategic goals while contributing to the future of the field.

**SHAPE THE FUTURE OF DERMATOLOGY
WITH A \$50,000 INVESTMENT IN
LEADERSHIP TRAINING!**



Program Objectives



Participants' Access to a Broad-Based Curriculum

Course Title	Description
The Five Elements of Effective Leadership	Based on "The Leadership Challenge" by James Kouzes and Barry Posner.
Cultural Competency	Interactive sessions with role-playing exercises and real-world scenarios.
Introduction to Societies	Exploring leadership opportunities within SOCS and other dermatological organizations.
Leadership Communications Training	From running effective meetings to handling difficult conversations.
Media Training	Mastering techniques for media interviews and contributions to various media outlets.
Negotiating and Mediating Skills	Techniques for successful professional negotiations and conflict mediation.
Path to Presidency	Strategic guidance for achieving prominent leadership positions.
Public Speaking	Developing dynamic and effective public speaking skills.

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RESEARCH AND INNOVATION

Leadership Development Through Dermatology

| 2026

SUPPORT GROUNDBREAKING DERMATOLOGY RESEARCH

SCAN TO LEARN MORE



Why We Need Support

To achieve breakthrough progress, SOCS is seeking significant funding increases that will:

Drive innovation in under-explored dermatologic fields

Back basic, translational, and clinical research

Push the boundaries of understanding SOC skin concerns

Why Corporate Partnerships Matter

This year, we are calling on corporate partners to make a bold impact. Your sponsorship will:

Enable scientific discovery

Accelerate therapeutic development

Champion equity in dermatology

PLAY A PIVOTAL ROLE IN ADVANCING SCIENTIFIC DISCOVERIES AND THERAPEUTIC BREAKTHROUGHS FOR SKIN OF COLOR CONDITIONS!

Key Funding Opportunities

Dermatology Research Award: Annually we provide multiple \$20,000 grants to fuel innovative research within the SOC dermatology field. This funding is designed to foster groundbreaking studies and encourage new perspectives in addressing the unique challenges faced by individuals with skin of color.

Career Development Award: This two-year grant, totaling \$100,000, is a significant investment in the future of dermatology. It focuses on inflammatory dermatologic diseases prevalent in SOC, areas that are in dire need of more clinical, translational, and basic research. This award aims to empower researchers to explore and develop new treatments and understanding in these critical areas.

Early Career Innovations Grant: This \$30,000 grant serves as a launchpad for young, visionary dermatologists and innovators. We provide essential start-up funding to those who are brimming with creative solutions and approaches to address the unmet needs and opportunities within the SOC dermatology ecosystem. These awards are designed to support the next generation of dermatologists who are committed to making a difference in this field.

Institutional Research Fellowship Grant: Provides up to \$40,000 to support medical institutions and early-career physicians conducting critical research on skin of color dermatologic diseases. This program expands access to care, enhances training, and fosters leadership in clinical care, policy, and research

We believe that through these funding opportunities and the support of dedicated partners, we can significantly enhance our understanding and treatment of dermatological conditions in SOC
Join us in this journey to make a lasting impact in the realm of SOC dermatology.

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MENTORSHIP AND OBSERVERSHIP

MARCH-DECEMBER 2026

SUPPORT GROUNDBREAKING DERMATOLOGY MENTORSHIP

SCAN TO LEARN MORE



The SOCS is dedicated to expanding access and opportunities in dermatology to improve patient care. We use mentorship to build a diverse workforce and prepare future leaders in the field. We are also committed to removing barriers to careers by supporting students and early-career physicians from underrepresented backgrounds, expanding access to education, and strengthening the healthcare pathway to better serve diverse communities.

SOCS is seeking corporate partners to contribute financial support to help extend the impact of our mentorship programs:

SOCS Mentorship Program:

A comprehensive program that connects young physicians, residents, and medical students with an approved skin of color expert from SOCS.

SOCS Mentorship
Programs

SOCS Observership Grant Award:

Up to \$2,000 to dermatology residents, medical students (2nd-4th year), or junior faculty to further support meaningful engagement with a SOCS mentor. Funds support travel expenses, room and board, and other approved costs incurred by mentees.

TRANSFORM A PHYSICIAN'S CAREER
THROUGH THE POWER OF MENTORSHIP
WITH AN INVESTMENT IN THE
OBSERVERSHIP GRANT!

skin of color
SOCIETY
FOUNDATION

CLINIQUE
Dermatology
Tomorrow
Presented by Clinique

The Skin of Color Society and Clinique are awarding 30+ medical students who are in dermatology residency. This financial assistance and mentorship will increase inclusiveness in the workforce, health equity, and develop the future of dermatology.

Key Focus Areas

Engage in professional development discussions and help mentees reach their goals.

Build meaningful relationships and collaborate on research in skin of color.

Expand mentee curriculum vitae and networks within the dermatology community.

Purpose



Empower young physicians and scientists to develop additional academic or research skills, thereby advancing their careers as future leaders in the field of dermatology specializing in skin of color.



Facilitate skill development and knowledge transfer between the mentor and mentee



Fund a travel stipend to support a 1 to 4-week rotation with a SOCS expert.



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PRESIDENT'S BOOK CLUB

| 2026



SUPPORT TRAINEE EDUCATION

SCAN TO LEARN MORE



The SOCS President's Book Club is a signature initiative that brings leading-edge knowledge directly to the next generation of dermatologists. By providing free access to influential scientific and medical literature recommended by the SOCS President, this program gives trainees the tools to deliver the highest standard of care in skin of color dermatology. Sponsorship of this initiative demonstrates a partner's commitment to advancing education, improving patient safety, health equity and representation-while positioning your organization as a champion of equity and excellence in healthcare.

Benefits & Recognition

By supporting this program, partners will receive the following benefits:

Networking & Engagement:

Opportunity to participate in a virtual town hall focused on career development for dermatology residents. Industry representatives can engage with future healthcare professionals and present company programs and services.

Featured in SOCS Annual Reflections News Release:

Prominent recognition in SOCS' annual reflections report, providing exposure through SOCS news releases and sponsor's internal and external communications.

Corporate Social Responsibility (CSR) Commitment

Highlight: Positioning as part of the sponsor's broader CSR efforts, enhancing brand reputation and visibility in healthcare equity initiatives.

Educational Resource Recognition:

Exposure in the chosen book through a custom-designed promotional sticker with a QR code linking to sponsor's chosen resources.

Career Development Access:

5-minute presentation during resident career development programming, plus a tabletop display for company representatives to engage directly with trainees at a SOCS event.

ENRICH THE EDUCATION OF DERMATOLOGY TRAINEES
BY FUNDING THEIR ACCESS TO MEDICAL LITERATURE
WITH A **\$55,000 INVESTMENT!**



SOCS SERVES

| 2026

ABOUT SOCS SERVES

SCAN TO LEARN MORE



The Pathway:

This arm focuses on increasing diversity in dermatology by inspiring and guiding students from underrepresented backgrounds and those dedicated to health equity along the medical career pathway. It engages K-12 students, college students, and medical students through age-appropriate workshops, mentorship, panels, and interactive presentations, both virtually and in-person. SOCS members will be equipped with standardized toolkits and resources to host these events locally, often in collaboration with schools, youth organizations, and nonprofit partners.



The Community:

This arm addresses dermatologic health disparities by delivering medical education, resources, and patient care-focused outreach directly to underserved populations. Events led by SOCS members provide essential information on common skin concerns such as sun protection and skin cancer, hair loss and hair care, dry skin care, acne, and inflammatory disorders such as Atopic Dermatitis (AD), Prurigo Nodularis (PN), Psoriasis, Hidradenitis Suppurativa (HS), and other dermatologic diseases and conditions that disproportionately impact communities of color. Toolkits ensure consistent, evidence-based and culturally relevant messaging. Events may also include access to skincare samples and local care referrals.

REPORTING & RETURN ON INVESTMENT (ROI)

All levels of support include a return on investment package scaled to the tier of sponsorship. SOCS is committed to delivering meaningful data and storytelling that demonstrate our shared impact.



Our ROI deliverables include

Annual summary reports detailing reach, geographic footprint, number of events, participants engaged, toolkit distribution, and educational impact

Select-tier access to testimonial spotlights from participants and community leaders

Social media performance data, media hits, and digital impressions

Product sample distribution statistics (if applicable)

Year-end video highlights (Exclusive tier)

Optional strategic insights meeting with SOCS leadership to review impact and co-design future engagements

Partnering with the Skin of Color Society on SOCS Serves offers an opportunity to visibly lead in health equity, workforce diversity, and community trust areas increasingly prioritized across industry, policy, and patient landscapes.

SPONSORSHIP LEVELS & DELIVERABLES

This is more than a sponsorship; it is a partnership with measurable, impactful, and mission-aligned value. Through high-visibility branding, powerful storytelling, and proven community impact, your support will empower students, elevate skin health literacy, and help close persistent equity gaps in dermatologic care.

Join us in creating a stronger, more inclusive future, one student, one patient, and one community at a time. Together, let's lead with purpose and make lasting change.

MY BEST WINTER SKIN

My Best Winter Skin (MBWS) is a signature public education initiative of the Skin of Color Society Foundation and a core component of SOCS Serves, reflecting the Society's expanded, year-round commitment to advancing dermatologic health equity. Evolving from a seasonal awareness campaign into an integrated service platform, MBWS delivers culturally relevant, evidence-based education on common and chronic skin conditions that disproportionately affect communities of color. Through physician-led community outreach, patient education resources, and strategic partnerships, MBWS increases skin health literacy, strengthens trust between patients and providers, and connects individuals to appropriate care. As part of SOCS Serves, My Best Winter Skin also supports the development of a more diverse dermatology workforce by engaging students and trainees along the medical career pathway, creating lasting impact for patients, communities, and the future of the specialty.

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SOCS SERVES

SPONSORSHIP LEVELS

		EXCLUSIVE \$ 275,000	ALLY \$ 50,000	PARTNER \$ 35,000	FRIEND \$ 15,000
Exclusive naming recognition in program branding	<input checked="" type="checkbox"/>				
Feature in one annual recap video or digital article	<input checked="" type="checkbox"/>				
One-minute SOCS-approved social responsibility video at the beginning of the Symposium (share how your brand supports expanding advancement in dermatology)	<input checked="" type="checkbox"/>				
Branding on the SOCS Serves website page as exclusive sponsor	<input checked="" type="checkbox"/>				
Annual branded impact report	<input checked="" type="checkbox"/>				
Quarterly ROI meetings with SOCS	<input checked="" type="checkbox"/>				
Brand included in testimonial and storytelling assets for public use	<input checked="" type="checkbox"/>				
Inclusion in the annual highlights news release (national distribution on PR Newswire)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Spotlight in a digital feature or testimonial, including physicians, patients, student participants, and community leaders	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Recognition in select social media posts (Instagram, X, Facebook, and LinkedIn)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Prominent logo placement on all toolkits, event signage, and t-shirts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Inclusion in annual infographic-style event summary	<input checked="" type="checkbox"/>				
Recognition in the well-read weekly e-news digest, The Scoop, at designated frequency	5	4	3	1	
Option to provide approved product samples at select events	All	4	3	1	
Invitation to attend SOCS Serves events nationwide at select events	All	4	3	1	
Event photos shared to showcase partnership for use in media and social platforms.	All	4	3	1	

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**FOR MORE DETAILS ABOUT
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