



skin of color

S O C I E T Y

F O U N D A T I O N

Advancing skin of color dermatology to achieve
health equity and excellence in patient care.

CORPORATE SUPPORT

2025 GUIDE

skinofcolorssociety.org

For more details about SOCS Programs:

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ABOUT THE SKIN OF COLOR SOCIETY

To learn more, visit:



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.

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.** We are committed to increasing diversity and inclusion in the field of dermatology to advance patient care.

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!**



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

CONTACT

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

THE EXCHANGE BY SOCS

An online platform providing education, resources, and expert insights to support professional growth in dermatology. SOCS experts collaborate on videos covering website and promoted via media channels.

CENTER FOR LEADERSHIP

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

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, fund research-focused fellowships in dermatologic diseases affecting skin of color, emphasizing clinical, translational, and observational research.

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.

MY BEST WINTER SKIN

A national initiative led by SOCS to promote public education on optimal winter skin care through community outreach, volunteerism, and the distribution of dermatologist-developed educational resources and industry donated product samples.

22ND ANNUAL SOCS SCIENTIFIC SYMPOSIUM

MARCH 26, 2026
Denver, CO

SUPPORT PHYSICIAN EDUCATION

Join us at the **22nd Annual Skin of Color Society Scientific Symposium**, where over 600 physicians, residents, research fellows, medical students, and industry representatives will convene. This esteemed event is set to take place on **March 26, 2026, in the vibrant city of Denver, Colorado.**

Your participation is essential to the success of our Symposium's forward-thinking educational program, which will showcase the latest advancements in dermatology. Your financial support will enhance the interactive experience, allowing 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.

CONTACT

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To learn more, visit:



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.

BENEFITS & RECOGNITION					
	CHAMPION \$125,000+	ALLY \$60,000	PARTNER \$30,000	FRIEND \$15,000	
SOCS Expert featured on Sponsor's social media platform in a 30-minute Live event	●				
One-minute SOCS-approved social responsibility video at the Symposium <i>(Share how your brand supports expanding advancement in dermatology)</i>	●				
Wi-Fi - Signs throughout the space will recognize your company as the Wi-Fi supporter.	●				
AV support - special mention of support in conjunction with AV	●				
Complimentary 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

DECEMBER 5-6, 2025
Washington, DC

CONTACT

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To learn more, visit:



SUPPORT DIVERSE PATIENT-CENTERED CLINICAL TRIALS

The next biennial in-person **Meeting the Challenge Summit, Advancing Dermatology in Clinical Trials: Expanding Outcome Measures**, will take place December 5-6, 2025, in Washington, DC.

The upcoming Summit will explore critical priorities in dermatology clinical trials, focusing on the patient experience—particularly for individuals from historically underrepresented groups—and ensuring rigorous trial design and outcome measurement.

KEY FOCUS AREAS

Patient-Centered Approaches: Integrating patient perspectives into clinical trial design, emphasizing patient-reported outcomes and real-world experiences.

Optimizing Outcome Measures: Advancing methodologies to enhance trial efficacy, standardization, and applicability in dermatology research.

Health Equity in Clinical Trials: Addressing barriers to participation by considering geographic, linguistic, and socioeconomic factors in recruitment and retention.

Industry & Regulatory Insights: Industry best practices, and innovative trial designs to improve clinical research outcomes.

Advocacy & Community Engagement: Strengthening partnerships with patient advocates, researchers, and industry leaders to build inclusive, effective clinical trials.

Collaboration & Networking: Providing a platform for stakeholders to share insights, foster partnerships, and drive progress in dermatology research.

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 <i>(Share how your brand supports expanding advancement in dermatology)</i>	●				
Industry iPoster submission in virtual sponsor portal	●				
Complimentary 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 your company as the Wi-Fi supporter	●				

8TH ANNUAL SKIN OF COLOR SOCIETY MEDIA DAY

NOVEMBER 18, 2025
Virtual

CONTACT

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To learn more, visit:



SUPPORT PUBLIC & MEDIA EDUCATION

Our **8th Annual SOCS Media Day** returns to a traditional media conference-style event in a dynamic virtual format. This premier event will take place on **November 18, 2025**, and promises to be an exciting and informative experience for our editorial guests. This is an exceptional opportunity to be at the forefront of discussions on the latest hot topics in skin of color dermatology and gain key insights from nationally and globally recognized dermatologists.

As a sponsor, you will gain exposure to a diverse audience of national editors, reporters, and influential content producers who represent media outlets covering dermatology, pharmaceutical, beauty, health, lifestyle, and mainstream news.

By sponsoring the 8th 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.

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 content 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.

BENEFITS & RECOGNITION					
	●	●	●	●	●
	5	3	1	0	
Special recognition at the Annual SOCS Scientific Symposium held in conjunction with the AAD Annual Meeting.	●	●	●	●	●
Industry iPoster submission in virtual sponsor portal	●	●	●	●	●
Tiered recognition on all post-event “thank you” messages.	●	●	●	●	●
Company mentioned and logo displayed in all promotional materials, including digital and print media, event banners, and official correspondence related to the series.	●	●	●	●	●
Tiered recognition on SOCS website as sponsor.	●	●	●	●	●
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.	●	●	●	●	●
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.	●	●	●	●	●

SUPER FAN \$30,000+

FAN \$15,000

FOLLOWER \$10,000

SKIN OF COLOR SOCIETY GLOBAL COUNCIL

MARCH-DECEMBER 2025

CONTACT

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SUPPORT GLOBAL ADVOCACY

The **Skin of Color Society (SOCS)** is launching an innovative initiative—the **SOCS Global Council**—to bring together national and 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.

BENEFITS & RECOGNITION					
	CHAMPION \$100,000+	ALLY \$50,000	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 <i>The Scoop</i> 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		

CENTER FOR LEADERSHIP (CFL)

MARCH-DECEMBER 2025

CONTACT

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To learn more, visit



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

SUPPORT LEADERSHIP DEVELOPMENT

SOCS proudly introduces the SOCS Center for Leadership, an initiative designed to develop the next generation of leaders within SOCS, dermatology, and beyond through targeted training. The program focuses on leadership, governance, strategic communication, and media relations to enhance the leadership skills of SOCS members. It aims to build stronger connections with dermatology organizations, promote health equity, and support the advancement of the specialty. SOCS seeks partnerships with corporations and philanthropies dedicated to making a lasting impact on leadership in dermatology.

PROGRAM OBJECTIVES

- Equip SOCS members** with essential skills to lead effectively with vision and impact within their chosen sphere of influence through a health equity lens.
- Prepare members for leadership roles** in SOCS, other professional societies, academia, research, public service, and in the community.
- Facilitate enhanced engagement** with prominent dermatological organizations.
- Deepen the understanding and practical skills** in organizational governance, leadership communications, and media relations specific to dermatology.
- Advocate for culturally competent care** and representation for SOC patients and cultural humility for the physicians who serve them.
- Foster the growth of under-represented leaders** within the dermatology community.

PARTICIPANTS ACCESS TO A BROAD-BASED CURRICULUM

- 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.

SUPPORT OUR VISION

Support our mission 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.

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

RESEARCH AND INNOVATION

MARCH-DECEMBER 2025

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To learn more, visit:



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

SUPPORT GROUNDBREAKING DERMATOLOGY RESEARCH

The Skin of Color Society is excited to announce three research funding opportunities to propel forward the field of dermatology, specifically focusing on skin conditions prevalent in skin of color (SOC). To achieve groundbreaking progress in this vital area, we are actively seeking substantial funding expansions. Our goal is to delve into under-explored yet crucial areas such as **inflammatory diseases, keloids, hair-related issues, basic scientific research**, and the broader spectrum of health disparities affecting SOC.

This year, we are extending a special invitation to corporate entities who are keen on making a significant impact in the world of dermatology research. By partnering with SOCS, your organization can 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 \$80,000 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 skin of color. **Join us in this journey to make a lasting impact in the realm of SOC dermatology.**

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Contact Kimberly Miller by phone: 1-630-402-6252 or by email at kmiller@skinofcolorsociety.org.

MENTORSHIP AND OBSERVERSHIP

MARCH-DECEMBER 2025

To learn more, visit:



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

SUPPORT MENTORSHIP

The Skin of Color Society is dedicated to **expanding access and opportunities** in dermatology to enhance patient care. We value mentorship as a leadership development tool to foster a diverse workforce at all levels, developing and empowering future leaders in the field.

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 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.

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.

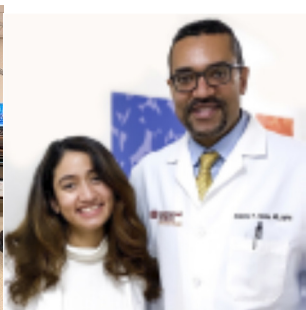
Expand mentee curriculum vitae and networks within the dermatology community.

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

MARCH-DECEMBER 2025

CONTACT

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kmiller@skinofcolorsociety.org

To learn more, visit:



ENRICH THE EDUCATION OF DERMATOLOGY TRAINEES BY FUNDING ACCESS TO FREE MEDICAL LITERATURE WITH A \$50,000 INVESTMENT!

SUPPORT TRAINEE EDUCATION

The SOCS President's Book Club is an initiative designed to enrich the education of dermatology trainees by facilitating free access to seminal scientific and medical literature recommended by the SOCS President. This program ensures that dermatology trainees are equipped with the latest research and best practices in the field of skin of color dermatology.

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.

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

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.

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.

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.



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MY BEST WINTER SKIN (MBWS)

MARCH-DECEMBER 2025

CONTACT

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To learn more, visit:



SUPPORT PUBLIC EDUCATION

October 24 is National My Best Winter Skin (MBWS) Day! This unique holiday envisioned by SOCS marks the beginning of a season of giving, education, and volunteerism for SOCS members. Numerous events around the nation are planned once again in 2025 to include SOCS members who will distribute dermatologist-developed educational material and donated product samples to raise awareness about optimal winter skin care and generate interest in volunteerism.

COMMUNITY FOCUSED OUTREACH

Increase public education and build awareness about best practices in winter skin care for all people; MBWS results in hundreds of hours of community service donated across the U.S. to help people learn better skin health habits.

BENEFITS & RECOGNITION

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

Direct Consumer Reach: Ensure your samples reach individuals who will benefit from them, creating a meaningful impact while introducing your brand to key audiences.

Social Media Exposure: Boost brand awareness through dedicated mentions and features on SOCS' social media platforms, reaching a diverse and engaged community.

Media Coverage: Gain valuable visibility through anticipated press coverage, industry publications, and media partnerships that highlight your brand's involvement.

Mission Alignment: Strengthen your corporate social responsibility efforts by aligning with the SOCS mission and Foundation, demonstrating your commitment to advancing dermatologic care for all.

SPONSORSHIP OPPORTUNITIES					
	CHAMPION \$100,000+	ALLY \$60,000	PARTNER \$30,000	FRIEND \$15,000	
Receive media exposure through MBWS publicity.	●				
SOCS experts featured in a 30-minute Live event on a social media platform.	●				
MBWS button campaign for sales representatives.	●				
Logo on MBWS t-shirts for Kick-off events.	●	●			
Recognition in pre-MBWS Day communications to SOCS members.	●	●			
Recognition on press release for MBWS Day.	●	●			
Recognition in nationally distributed news release summarizing year-end highlights.	●	●	●		
Recognition on 2025 sponsors pages: On the National Today MBWS page, and multiple pages on SOCS website.	●	●	●	●	
Logo on SOCS website with link.	●	●	●	●	
Tiered recognition in communications during and after the campaign to all participants, SOCS members, donors, etc.	●	●	●	●	
SOCS Social media recognition: Instagram, X, Facebook, and LinkedIn	●	●	●	●	
Brand's participation in one kick-off event.	●				