The Skin of Color Society and its related Foundation are dedicated to promoting awareness of and excellence within skin of color dermatology, which treats patients of Asian, Hispanic/Latino, African, Native American, Pacific Island descent, and mixtures thereof.

**Noble Purpose**
To advance skin of color dermatology to achieve health equity and excellence in 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.

**Core Values**

**Equity**
We ensure inclusivity and diversity to achieve health equities in patient care.

**Excellence**
We leverage our recognition and authority within dermatology, the house of medicine and the public as experts in skin of color dermatology.

**Mentorship**
We value mentorship as a leadership development tool to foster a diverse workforce at all levels, developing and empowering future leaders in the field.

**Research and Innovation**
We lead research and innovation through our diverse array of advanced research activities, leveraging collaborations with domestic and international corporations and organizations.

**Education**
We educate the public, partners and colleagues in support of our mission and noble purpose.
We invite you to consider
THE SKIN OF COLOR SOCIETY
SPONSORSHIP OPPORTUNITIES

CONTACT
Kimberly Miller, Executive Director
Direct 1-630-402-6252
kmiller@skinofcolorsociety.org

HELP US SERVE GROWING NEEDS
The U.S. Census projections show that by 2044, more than 50% of the U.S. population will have ancestry of skin of color. As population trends expand, so too does the work of the Skin of Color Society to improve diversity in dermatology and reduce healthcare disparities affecting people of color. Your support is vital to our mission.

Founded in 2004 by Dr. Susan C. Taylor, the Skin of Color Society is dedicated to promoting awareness of and excellence in skin of color dermatology.

OPPORTUNITIES TO SUPPORT OUR WORK
Grants supporting initiatives for dermatologic, medical, media, patient, and public audiences

ANNUAL SCIENTIFIC SYMPOSIUM: WHERE SCIENCE, INNOVATION & INCLUSION MEET
The Symposium brings together international colleagues, residents, and research fellows who present on new research, share experiences, and discuss the new direction of the special interest of dermatology–skin of color.

DERMATOLOGY E-LEARNING AND EQUITY PLATFORM (DEEP)
Skin of Color Society’s online learning platform that offers CME credits to members and non-members.

EDUCATIONAL BROCHURES
Your financial support will help us review, update, and augment SOCS educational brochures (print and online) and distribute QR code in-office promos to all SOCS members, physicians, and dermatologic/medical organizations.

EDUCATIONAL VIDEO SERIES
SOCS experts collaborate on an educational video or short form series covering dermatological issues in Skin of Color patients. This video initiative would be added to the SOCS existing educational video library on the SOCS website and promoted through social media and traditional media outreach.

INSTITUTIONAL RESEARCH FELLOWSHIP GRANT
Fund a co-branded grant that supports institution-based fellowship opportunities with a research focus on dermatologic diseases in skin of color, particularly in areas where further clinical, translational, and observational/prospective research is needed.

LEADERSHIP INSTITUTE
Launching in 2023, this curated, multi-faceted program will equip SOCS members to be effective, visionary leaders of the future and advocates for skin of color dermatology.

MEDIA DAY
A dynamic program geared toward editors, bloggers and content producers featuring Skin of Color Society experts on a wide range of pertinent topics.

MEETING THE CHALLENGE SUMMIT: DEFINING RACE AND ETHNICITY IN DERMATOLOGY
A multi-disciplinary think tank will convene to assess and examine how race, ethnicity, and skin color are defined within dermatology. The goal is to emerge with best practice recommendations of how to best incorporate race, and ethnicity based population descriptors in dermatologic research.

MENTORSHIP PROGRAM
Offer early career dermatologists the opportunity to connect with, and be mentored by, Skin of Color Society experts on a one-on-one basis, and thereby gain invaluable experience and training in skin of color dermatology.

REGIONAL NETWORKING AND EDUCATIONAL SYMPOSIA
Partner with SOCS to continue our program of educational events across the United States that offer great networking and learning opportunities for SOCS members and non-members alike.

RESEARCH & CAREER DEVELOPMENT AWARDS PROGRAM
Award funding to projects that promote dermatology research within the field of skin of color. It is the expectation that the recipient(s) of the funding will be tomorrow’s leaders in dermatology, helping to shape the future of the specialty.

SOCS SPEAKS
With a huge demand for the expertise of Skin of Color Society members, this exciting initiative matches SOCS experts with public-facing opportunities such as speaking engagements, media interviews, social media collaborations and other projects.
The 20th Annual Skin of Color Society Scientific Symposium will bring together over 500 international colleagues, residents, research fellows, medical students, and industry representatives.

Researchers from around the U.S. and the world will present new research in skin of color dermatology, share key insights and discuss the continuing evolution of the field.

With the ever-increasing importance of skin of color dermatology around the world, the Skin of Color Society continues to grow in size, scope and impact. We greatly value the engagement of our industry allies in support of our education, research, mentorship and leadership efforts.

In addition to our invited expert speakers, we will have residents, fellows, and medical students featured in oral and poster presentations.

### SPONSORSHIP OPPORTUNITIES

**SOCS Annual Scientific Meeting: Where Science, Innovation & Inclusion Meet**

| SOCS Expert featured on Sponsor’s social media platform | CHAMPION $125,000+ |
| One minute SOCS approved social responsibility video at the Symposium (share a message about what your brand is doing to support diversity in dermatology) | ALLY $60,000 |
| WiFi - Signs throughout the space will recognize your company as the WiFi supporter. | PARTNER $30,000 |
| AV support - special mention of support in conjunction with AV | FRIEND $15,000 |
| Complimentary registration | |
| Industry iPoster submission in virtual sponsor portal | |
| Branded break slides | |
| Branded transition slides | |
| Recognition of sponsors in welcome remarks | |
| Recognition on 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: Facebook, Twitter, Instagram | |
| Support of breakfast with signage at event | |
| Support of coffee break with signage at event | |
| Post attendee mailing list (no emails) | |
| This special tier of sponsorship also provides the benefits of the Friend Support of the Meeting the Challenge Summit: Defining Race and Ethnicity in Skin of Color | |

If you would like to discuss alternative levels of support, contact Kimberly at kmiller@skinofcolorsociety.org.
The 2023 SOCS Meeting the Challenge Summit: Population Descriptors in Dermatology Research Studies will convene a multi-disciplinary think tank to assess and examine how race, ethnicity, and skin color are defined within dermatology. The objective is to query the impact of current existing standards and measures in dermatology research studies. As we aspire for greater clinical trial diversity, the goal of this meeting is to emerge with best practice recommendations of how to best incorporate race, and ethnicity based population descriptors in dermatologic research. We invite you to join the conversation and become actively involved in the process that will ultimately have a major impact on the specialty of Dermatology.

Additional details, including location, will be announced in Summer 2023.

CONTACT
Kimberly Miller, Executive Director
Direct 1-630-402-6252
kmiller@skinofcolorsociety.org

SPONSORSHIP OPPORTUNITIES

SOCS MEETING THE CHALLENGE SUMMIT

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<th>Champion</th>
<th>Ally $60,000</th>
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<td>Tiered recognition on 1 post-event “Thank You” email to all attendees</td>
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<td>Logo on printed material: final program and signage at registration desk</td>
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<td>Support of coffee break with signage at event</td>
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If you would like to discuss alternative levels of support, contact Kimberly at kmiller@skinofcolorsociety.org.
For our 7th Annual Skin of Color Society (SOCS) Media Day, we will continue in our tradition of presenting an exciting and informative program covering a wide range of pertinent skin of color dermatology topics for the news media, content producers and influencers. As always, we will feature nationally and globally recognized SOCS leaders as presenters and opportunities for Q & A’s with the expert dermatologists.

Details about the Media Day event will be coming soon!

SPONSORSHIP OPPORTUNITIES

SOCS ANNUAL MEDIA DAY

| Special recognition at the Annual SOCS Scientific Symposium held in conjunction with the AAD Annual Meeting (2024). | SUPER FAN $30,000+ | FAN $15,000 | FOLLOWER $5,000 | SUPPORTER $2,500 |
| Recognition in the Annual SOCS Scientific Symposium final program (2024). | | | | |
| Tiered recognition on all post-event “thank you” messages | | | | |
| Company logo inclusion in the ending screen of videos, and company mention/logo in all promotional material 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 (IG, Twitter and Facebook). | | 5 | 3 | 1 |
| Inclusion in a widely distributed PR Newswire national news release to 4,000+ media outlets and dermatology influencers. | | | | |
| One 30-minute Instagram Live event with a SOCS leader themed after one of the videos, delving into the chosen topic with the expert. | | | | |

CONTACT
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Direct 1-630-578-3991
kmiller@skinofcolorsociety.org
The Skin of Color Society is excited to announce the development of the SOCS Leadership Institute! Launching in 2024, this curated, multi-faceted program will equip SOCS members to be effective, visionary leaders. The Institute will also provide participants opportunities to deepen their engagement with other dermatological organizations and enhance their understanding of governance, media relations, and research opportunities.

SOCS seeks corporate partners to support this new initiative—one we believe will make a meaningful impact on the quality of leaders within dermatology at-large, the development of advocates for SOC patient care and promote meaningful opportunities especially for under-represented minorities within the specialty.

Multiple support opportunities, including exclusive, multi-year sponsorship, are available.

CONTACT
Kimberly Miller, Executive Director
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kmiller@skinofcolorsociety.org
The Skin of Color Society is proud to support research in SOC dermatology; this year we are seeking expanded funding for specific skin of color conditions such as **keloids, hair, basic science, and health disparities**. We invite corporate partners to join us by providing funding to support these important research areas.

- **Dermatology Research Award** Annual grants of $20,000 to promote dermatology research within the field of skin of color

- **Career Development Award** A two-year grant totaling $100,000 to support research on inflammatory dermatologic diseases in skin of color areas where additional clinical, translational and basic research is needed

- **Early Career Innovations Grant** Awards to provide start-up funding for young visionaries and innovators who have creative solutions addressing needs and opportunities within the skin of color dermatology ecosystem

The Skin of Color Society is deeply committed to **increasing diversity and inclusion in the field of dermatology to advance patient care**. Corporate partners and individuals may provide financial support to further the reach of our key programs.

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

- **The SOCS Observership Grant** Awards of 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 may be used to cover travel, room and board, and other approved costs incurred by mentees.

To learn more, visit skinofcolorsociety.org/research-awards

**CONTACT**
Kimberly Miller, Executive Director
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kmiller@skinofcolorsociety.org
The Institutional Research Fellowship (IRF) is a groundbreaking initiative that supports critical research on dermatologic diseases in skin of color and provides valuable opportunities for physicians of color, who are disproportionately underrepresented in dermatology and medicine.

**WHY DOES IT MATTER?**
Ethnic and racial demographics in the United States are undergoing significant change. By 2044, people with skin of color will represent more than half of the country’s population, yet only 3% of dermatologists are Black and 4% are Latinx/Hispanic. SOCS recognizes the dire need to address these healthcare disparities and is working to increase the number of physicians from diverse backgrounds who can provide culturally competent care to these often-underserved communities.

Increasing diversity among the dermatology workforce can lead to better patient care, improved patient outcomes, decreased disparities in dermatological care, and ultimately, patient equity for all.

The IRF program provides outstanding opportunities for underrepresented minority (URM) physicians to train for and assume leadership roles in clinical care, public policy, health services research and biomedical research.

![Image](332x239 to 385x311)

**HERE’S WHAT INDIVIDUALS INVOLVED HAVE TO SAY:**

“I strongly support continuing this fellowship to enhance greater understanding of skin of color at the level of the trainee and the teacher.”

—John E. Harris, MD, FAAD; 2022 Fellowship Director

“I am grateful for the Institutional Research Fellowship that allowed me to support two, pre-doctoral fellows who are under-represented in medicine and have been critical to advancing research on identifying, understanding, and eliminating health disparities in dermatology.”

—Junko Takeshita, MD, FAAD; 2022 Fellowship Director

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**OF DERMATOLOGISTS ARE BLACK**

**3%**

**OF DERMATOLOGISTS ARE LATINX/HISPANIC**

**4%**

**WHAT HAS THE SOCS FOUNDATION DONE?**

In partnership with industry, the SOCS Foundation established the IRF to support ongoing, transformational research in skin of color dermatology and create meaningful opportunities for underrepresented minorities.

**11 INSTITUTIONS**

**14 FELLOWSHIPS**

**$1.36 MILLION FUNDS COMMITTED TO DATE**
HERE’S WHAT INDIVIDUALS INVOLVED HAVE TO SAY:

“The Institutional Research Fellowship allowed me to engage in research, service, and advocacy work that has prepared me for a career as a dermatologist. It also facilitated my learning much about dermatology beyond what my medical school curriculum has offered.”
- Yacine Sow, MD; 2022 Fellow

“There is an important unmet need for interventions treating diseases that affect skin of color, and the SOCS Institutional Research Fellowship program was the perfect opportunity that aligned both my professional interests in clinical trials and diseases that affect skin of color.”
- Andressa Akabane, MD, MMSC; 2022 Fellow

WHAT DOES SOCS NEED?
SOCS seeks long-term partnerships to facilitate the continuation of this important research. We are deeply committed to the program and want to secure its future—for the benefit of patients, physicians, and educators.

Companies who share our vision for greater equity and opportunity are encouraged to contact us. We look forward to expanding the IRF program and, in the future, reducing health disparities.

2022 PARTICIPANTS

- Albert Einstein College of Medicine/Montefiore Medical Center
- Boston University School of Medicine
- Duke University School of Medicine
- John Hopkins University School of Medicine
- Icahn School of Medicine at Mount Sinai
- Northwestern University
- University Hospitals Cleveland Medical Center
- University of California San Francisco
- University of Pennsylvania
- UMass Chan Medical School

WHO DO I CONTACT?
Kimberly Miller at kmiller@skinofcolorsociety.org or 1-630-402-6252
My Best Winter Skin

WHAT IS IT?
This new campaign is a multi-year, community-focused giving effort driven by our dermatologist members that will:

• Increase public education and build awareness about best practices in winter skin care for people of color;

• Result in hundreds of hours of community service donated across the U.S. to help people learn better skin health habits;

• Raise funds for the SOCS Foundation so that we can do more of the good work which we have been able to accomplish with the financial support of our industry partners;

• Create more brand-loyal customers for you as a strategic partner.

HOW CAN YOU GET INVOLVED?

• Join us to promote #mybestwinterskin! This is, at minimum, a three-year initiative, so we are asking for a commitment through at least the winter of 2025.

• Pledge your support! A Year One donation of $25,000 to the SOCS Foundation.

• Provide us with samples of YOUR products! 5,000 ‘sample size’ product samples which will be handed out by our participating members and at community events in Q4 2023.

• Collaborate with us! There is room for your reps and team to actively participate.

HOW DOES THIS BENEFIT YOUR COMPANY?

• Your samples will get into the hands of consumers who need them.

• Your brand will get social media exposure.

• Your brand will gain exposure through expected media coverage and be associated with the goodwill of the SOCS mission and its related Foundation.

Want to know more?

SOCS-Kimberly Miller kmiller@skinofcolorsociety.org or 1-630-402-6252