



skin of color
S O C I E T Y

CELEBRATING
20 YEARS

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

CORPORATE SUPPORT

2024-2025 GUIDE

skinofcolorsociety.org

For more details about SOCS Programs:

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ABOUT THE SKIN OF COLOR SOCIETY

Founded in 2004 by Dr. Susan C. Taylor, the Skin of Color Society and its Foundation are dedicated to promoting awareness of and excellence within skin of color dermatology, which treats patients of Asian, Latinx/Hispanic, 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 & 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 FOUNDATION
SPONSORSHIP
OPPORTUNITIES**

CONTACT

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HELP US SERVE OUR 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.

OPPORTUNITIES TO SUPPORT OUR WORK

Grants supporting initiatives for dermatologic, medical, media, patient, and public audiences:

ANNUAL SCIENTIFIC SYMPOSIUM: PATHWAYS TO EQUITY

The Symposium brings together international colleagues, residents, and research fellows who present on new research, share insights and experiences, and discuss the important issues facing the field of skin of color dermatology.

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 2024, 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 Biennial Summit will assemble a diverse, interdisciplinary think tank dedicated to exploring and scrutinizing a broad spectrum of issues concerning race, ethnicity, and skin color in relation to skin care and dermatology. This initiative aims to foster a more inclusive and comprehensive understanding of dermatology that reflects the diversity of our communities.

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 high 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.

21ST ANNUAL SCIENTIFIC SYMPOSIUM

THURSDAY, MARCH 6, 2025
Orlando, Florida

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SUPPORT EDUCATION

Join us at the 21st 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 6, 2025, in the vibrant city of Orlando, Florida.

Your involvement is paramount to the success of our Symposium's forward-thinking educational program, which will spotlight cutting-edge topics in dermatology. Your financial contributions will not only elevate the interactive experience but also enable attendees to immerse themselves in intricate clinical cases, participate in enriching discussions on dermatologic care, and enjoy our reception.

As the field of skin of color dermatology garners increasing global recognition, the Skin of Color Society is expanding its influence, reach, and impact. Your engagement and support as our industry collaborator are indispensable in propelling our shared objectives in education, research, mentorship, and leadership within this crucial domain. Join us in shaping the future of dermatologic care for diverse populations worldwide.

SPONSORSHIP OPPORTUNITIES						
		CHAMPION \$125,000+	ALLY \$60,000	PARTNER \$30,000	FRIEND \$15,000	
SOCS Expert featured on Sponsor's social media platform	•					
One minute SOCS approved social responsibility video at the Symposium (share a message about what your brand is doing to support diversity in dermatology)	•					
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 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)	•					

MEETING THE CHALLENGE SUMMIT

DECEMBER 2025

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To learn more, visit

<https://skinofcolorssociety.org/2023-meeting-the-challenge-summit/>

The **Meeting the Challenge Summit** is transitioning to a biennial schedule, commencing with our next in-person event slated for 2025.

This strategic adjustment reflects our commitment to fully address the ambitious goals set during the 2023 Summit and to thoroughly implement the resultant action items.

Shifting to a biennial rhythm allows us to channel our resources and attention more efficiently towards the crucial initiatives sparked by the 2023 Summit. This change is geared towards amplifying the quality and influence of our endeavors.

We kindly request that you earmark financial resources for 2025 to ensure the success of the forthcoming Meeting the Challenge Summit!



SPONSORSHIP OPPORTUNITIES							
One minute SOCS approved social responsibility video at the end of the Summit (share a message about what your brand is doing to support diversity in dermatology)	●	CHAMPION \$125,000+	ALLY \$60,000	PARTNER \$30,000	FRIEND \$15,000		
Wi-Fi - Signs throughout the space will recognize your company as the Wi-Fi supporter.	●						
Complimentary registration	3					2	1
Branded break slides	●					●	
Recognition of sponsors in welcome remarks	●					●	●
Recognition on 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	●					●	●
SOCS Social Media recognition: Facebook, Twitter, Instagram	●					●	●
Support of coffee break with signage at event	●					●	
Inclusion in national news release and/or publishing article of findings	●						
Post attendee mailing list (no emails)	●						

SKIN SCALES PROJECT

2024-2025

CONTACT

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CHANGE THE FUTURE OF INCLUSIVE DERMATOLOGY WITH A \$100,000 INVESTMENT IN THE SOCS SKIN SCALES PROJECT: CREATING A NEW AND VITAL SKIN COLOR ASSESSMENT TOOL

The **Skin Scales Project**, spearheaded by the SOCS Diversity in Dermatology Clinical Trials Task Force, is at the forefront of revolutionizing the way we understand and assess skin color variations. This initiative is not just a step forward in dermatological science; it's a leap towards inclusivity and precision in medical diagnostics and treatment.

Our aim is clear: to develop an unparalleled skin color assessment tool. The significance of this tool cannot be overstated. Accurate skin color assessment is crucial for diagnosing and evaluating the severity of various inflammatory and infectious skin conditions such as rosacea, psoriasis, atopic dermatitis, and cellulitis. It's a game-changer in determining the most effective therapeutic interventions, which vary significantly between lighter and darker skin tones.

Moreover, this tool is indispensable for clinical research, ensuring diverse and accurate participant classification. This not only enhances the validity of study results but also ensures that treatments developed are effective across the full spectrum of skin tones.

To achieve this groundbreaking goal, we're employing the renowned Delphi methodology. This consensus-based approach harnesses the power of collective expert opinion, refined through iterative survey rounds, face-to-face meetings, and meticulous individual voting. It's a method designed to crystallize diverse viewpoints into a singular, powerful consensus.

We are at a pivotal moment in dermatological research, poised to make a profound impact on healthcare quality and equity. **Your support in this endeavor will not just fund a project; it will catalyze a transformation in how skin conditions are diagnosed and treated across diverse populations.**

Join us in this ambitious journey. Your backing will not only accelerate the development of the SOC assessment tool but also affirm your commitment to fostering diversity and inclusivity in healthcare. Together, we can redefine dermatological care for the better.

This is more than a project; it's a movement. Be a part of this transformative venture. Support the Skin Scales Project.



7TH ANNUAL SKIN OF COLOR SOCIETY MEDIA DAY

Changes, Challenges and Choices in Skin of Color

VIDEO FOOTAGE SHOT MARCH 2024

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Dermatology, like all of healthcare and society, is facing an unprecedented era of change, challenge, and choice. This is especially evident when it comes to the growing specialty of skin of color dermatology, where there are many considerations of vital importance to patients of color to know about and better understand.

Building on the success of the 2023 Media Day educational video series, we will once again, conduct a multi-day film shoot during the AAD Annual Meeting (March 2024), including in-depth interviews with skin of color dermatology trailblazers, innovators, and emerging luminaries in the field. Through a series of interviews, these SOCS leaders will address the significant changes, challenges and choices affecting skin of color-from the aesthetic, to the general and medical, to the larger healthcare and societal issues that are of interest and concern to populations of color.

The footage that we will capture during this Media Day will tackle topics that resonate strongly with the media, patients, and the general public. From this material, we will produce a suite of short- and long-form educational videos that will serve a variety of purposes:

- ! **Honor the legacies of SOC Dermatology pioneers**, including SOCS founding members, who have made seminal contributions to the specialty and who have laid the foundation for future generations of dermatologists;
- ! **Showcase insights** from SOCS thought leaders on critical issues at the intersection of 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 through our *Ask a SOCS Expert* format.

SPONSORSHIP OPPORTUNITIES				
		SUPER FAN \$30,000+	FAN \$15,000	FOLLOWER \$5,000
Special recognition at the Annual SOCS Scientific Symposium held in conjunction with the AAD Annual Meeting (2025).	•	•	•	•
Recognition in the Annual SOCS Scientific Symposium final program (2025).	•	•	•	•
Tiered recognition on all post-event “thank you” messages.	•	•	•	•
Company mention and displayed logo 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 (IG, X, and Facebook).	5	3	1	
Inclusion in a widely distributed PR Newswire national news release to 4,000+ media outlets and dermatology influencers.	•	•		
Access to use the videos for educational purposes on the company's social media platforms.	•	•		
One 30-minute Instagram Live event with a SOCS leader themed after one of the in-person meeting hot topics, delving into the chosen topic with the expert.	•			
Opportunity to shape the “Ask a SOCS Expert” segments, allowing you to directly engage with the content and audience.	•			

LEADERSHIP INSTITUTE

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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.



RESEARCH AND INNOVATION

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

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 **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 us, your organization can play a pivotal role in advancing scientific discoveries and therapeutic breakthroughs for skin of color conditions.

We are proud to highlight our key funding opportunities:

I 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.

I 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.

I Early Career Innovations Grant: This 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.

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.**

MENTORSHIP AND OBSERVERSHIP

To learn more, visit
skinofcolorsociety.org/mentorship-programs

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.

I The SOCS Mentorship Program

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

I 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.

INSTITUTIONAL RESEARCH FELLOWSHIP (IRF)

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To learn more, visit

<https://skinofcolorsociety.org/socs-foundation-irf-grant/>

TRANSFORM A PHYSICIAN'S CAREER & IGNITE RESEARCH WITH AN \$80,000 INVESTMENT IN AN INSTITUTIONAL RESEARCH FELLOWSHIP GRANT!

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

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.

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.**

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.



WHAT HAS THE SOCS FOUNDATION DONE?



WHAT INDIVIDUALS INVOLVED IN THE INSTITUTIONAL RESEARCH FELLOWSHIP HAVE TO SAY



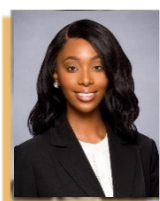
"I strongly support continuing this fellowship to enhance greater understanding of skin of color at the level of the trainee and the teacher."

-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



"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

INSTITUTIONAL RESEARCH FELLOWSHIP RECIPIENTS

- | Albert Einstein College of Medicine/Montefiore Medical Center
- | **Boston University School of Medicine**
- | Duke University School of Medicine
- | **Henry Ford Health**
- | Icahn School of Medicine at Mount Sinai
- | **John Hopkins University School of Medicine**
- | Northwestern University
- | **University Hospitals Cleveland Medical Center**
- | University of California San Francisco
- | **University of Pennsylvania**
- | UMass Chan Medical School
- | **Wake Forest University Health Sciences**

MY BEST WINTER SKIN (MBWS)

SEPTEMBER-DECEMBER 2024

CONTACT

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To learn more, visit

<https://skinofcolorsociety.org/my-best-winter-skin/>

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 2024 to include SOCS members and advocates who will distribute dermatologist-developed educational material and donated product samples to raise awareness about optimal winter skin care and generate donations to the SOCS Foundation.

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 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.

SPONSORSHIP OPPORTUNITIES					
	CHAMPION \$100,000+	ALLY \$60,000	PARTNER \$30,000	FRIEND \$15,000	
This special level of sponsorship also provides all the benefits of the Follower level of sponsorship at Media Day 2024.	●				
SOCS experts featured on Sponsor’s social media platform(s) with a curated educational video.	●				
Ability for representatives to participate in local MBWS events when members opt in and agree to work with a representative.	●				
Branded participation in Kick-off event(s).	●				
MBWS button campaign for sales representatives.	●				
Logo on MBWS t-shirts for Kick-off events.	●	●			
Recognition on pre-MBWS day communications to SOCS members.	●	●			
Recognition on press release for MBWS Day.	●	●			
Recognition on nationally distributed press release summarizing year-end highlights.	●	●	●		
Recognition on 2024 sponsors pages: On National Today MBWS page, on SOCS website, on Our Sponsors, Foundation Donors, and SOCS MBWS page.	●	●	●	●	
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: Facebook, Twitter (X), Instagram.	●	●	●	●	●
Logo on all printed material.	●	●	●	●	●