



RE:Connect 2021

Sponsorship Prospectus

September 27-30, 2021

RE:Connect 2021



ABOUT RE:Connect 2021: Continued nurse education forms the foundation of our home-intervention program and has always served as a cornerstone of program efficacy. This annual education summit not only allows our nurses to engage with each other to share challenges and inspirational stories, but also serves as a formal education platform to discuss the newest information relevant to nurse-home visiting and maternal and child health as well as earn continuing education credits that are critical for maintaining their nursing license.

WHO: The entire NFP Network spanning from Alaska to the Virgin Islands – including NFP nurses, network partners, and maternal health experts and leaders. Last year, 1400 participants joined us for this virtual event!

WHAT: Three half days of interactive breakout sessions, exciting general sessions, approximately 8 hours of CEUs and some new & unique ways to connect with NFP nurses around the country. This virtual gathering also offers an opportunity to celebrate our strong community of nurses for their commitment to our mission, dedication to their NFP families, and incredible impact across the nation.

TOPICS: Education topics will focus on strategies and frameworks to facilitate Nurse-Family Partnership implementation. Our scheduled speakers have risen to the challenge and are joining us online – including our exciting Keynote Speaker, Angela Duckworth. **Additional topics include:** trauma-informed care, racial equity, Medicaid, self-care, pediatric health updates and much more!



SPONSORSHIP REACH & AUDIENCE

Show your **SUPPORT, INCREASE** your **BRAND AWARENESS**, and reach a **NATIONAL AUDIENCE** that includes:

- 25,002 Facebook followers
- 5,232 Twitter followers
- 2,043 Instagram followers
- 38,266 monthly website visitors
- 16,738 Newslink electronic magazine subscribers
- 2,000+ specially-trained registered NFP nurses
- 55,000 families served annually
- 11,001 NFP Action Network members
- 3,000 Monthly Communication recipients
- 2,165 member donor community



The 2020 Virtual Event By the Numbers:

1,404 attendees from 43 states – that's double what we could have had in person

1,136 attendees downloaded the Whova app – and then got to chatting with each other!

11,000+ CEUs earned by attendees



SPONSORSHIP LEVELS

Game Changer - \$75,000

- RE:Connect 2021 Presenting Sponsor
- Nurse Care Package Sponsor

Champion - \$20,000

- Tenacious Caregiver Sponsor
- Keynote Sponsor

Advocate - \$10,000

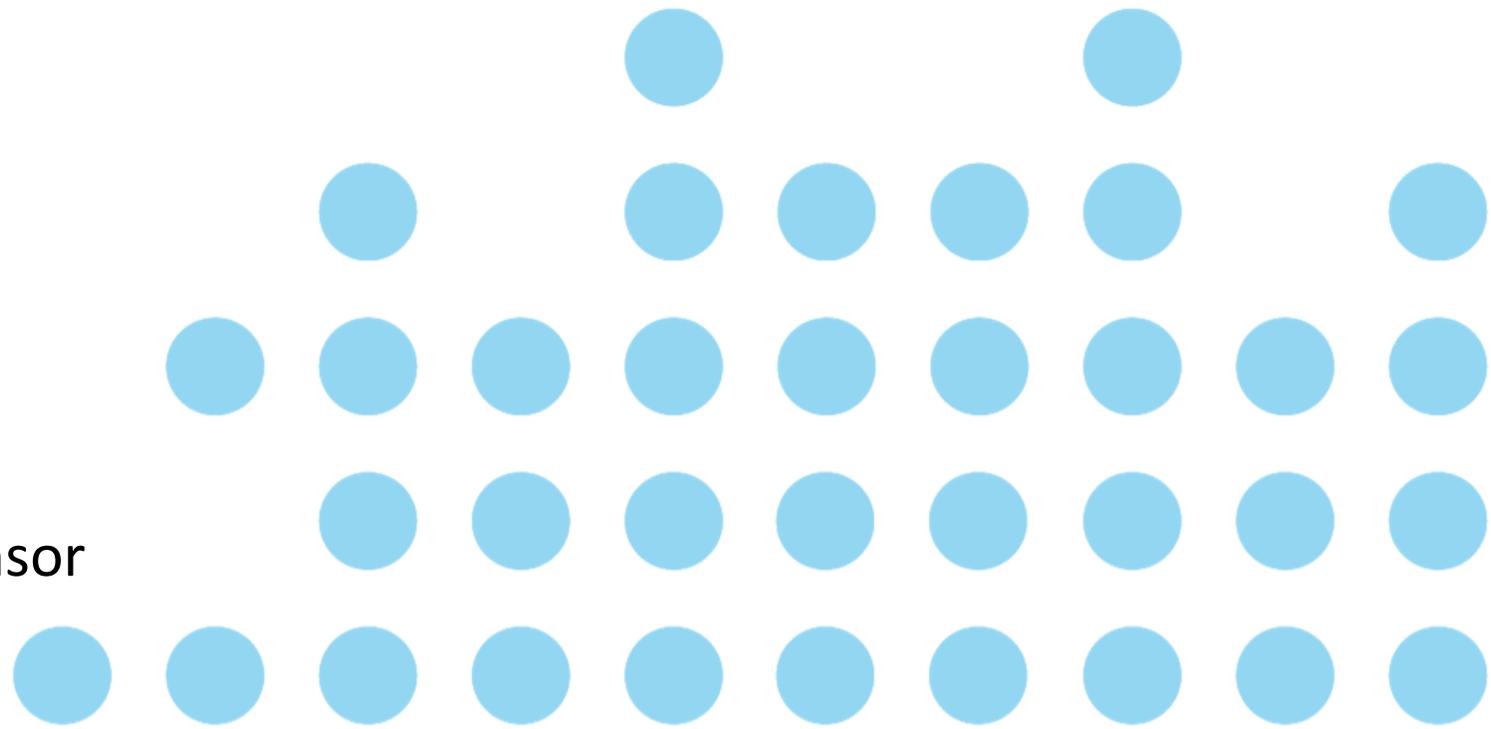
- Whova App Sponsor

Supporter - \$5,000

- RE:Connect 2021 Session Sponsor
- Welcome Reception Sponsor

Friend - \$2,500

- RE:Connect 2021 Exhibitor
- Nurse Scholarship Sponsor
- Friend of NFP Sponsor



GAME CHANGERS - \$75,000

RE:Connect 2021 PRESENTING SPONSOR

Event Recognition

- Exclusive presenting sponsor
- Opportunity for video message from executive leader to be played for attendees
- Special thanks during Welcome Reception and closing remarks on third day of event
- Lower-third recognition at the opening and conclusion of programming each day
- Prominent recognition on transition slides and during breaks
- Opportunity for branded item (pre-selected) to be included in nurse care packages

Employee Engagement

- Opportunity to host NFP Lunch & Learn at company headquarters for up to 50 employees (in-person or virtual)

Event messaging

- Two social media announcements of RE:Connect 2021 with recognition as presenting sponsor on private nurses Facebook page and main NFP pages
- Prominent logo placement on event website, corporate partners webpage, social media, event messaging
- Feature in Newslink newsletter
- Recognition in annual Donor Impact report and Monthly Communications
- Recognition as presenting sponsor on post-event messaging

Recognition on Whova App

- Pre-event messaging via ad banners on Whova App
- Logo placement and company message on Whova conference app
- Virtual booth via Whova inclusive of chat interaction with participants



GAME CHANGERS - \$75,000

NURSE CARE PACKAGE SPONSOR

Beginning last year, nurses participating in the virtual symposium received a care package, or survival kit, of goodies and self-care items to help get them through the week of learning and as thanks for their hard work over the last year. In 2020, only the first 500 nurses to register received a package; this year, we are excited to send care packages to all attendees that register by 8/1 and anticipate sending upwards of 1500 care packages. We do our best to carefully source included items from small women-owned and/or minority businesses.

Care Packages

- Exclusive sponsorship of care packages
- Logo placement on care package boxes and opportunity to include message of support from company executive or marketing team
- Opportunity for branded item to be included in care packages (other sponsors may still include branded item within the box)

Volunteer Opportunity

- Opportunity to engage employees in Volunteer hours (care packages can be shipped to company headquarters and assembled during a Volunteer Day)
- An NFP staff person would assist with coordinating logistics of Volunteer Day, including an NFP lunch and learn for up to 50 volunteers

Event messaging

- Social media announcement of care packages with sponsor recognition on private nurses Facebook page and main NFP pages
- Logo placement on event website, corporate partners webpage, social media, event messaging
- Feature in Newslink newsletter
- Recognition in annual Donor Impact report and Monthly Communications

Event Recognition

- Lower-third recognition during Welcome Reception to introduce attendees to their boxes
- Logo placement and company message on Whova conference app, Virtual booth via Whova inclusive of chat feature
- Recognition on transition slides and during breaks



CHAMPION - \$20,000

TENACIOUS CAREGIVER AWARDS SPONSOR

NFP nurses are paired with expectant mothers at a pivotal moment in their lives – and provide ongoing support through the child's second birthday. NFP could not do our work without such a dedicated nursing community. The Tenacious Caregiver Awards give us the opportunity to recognize caregivers in our network who epitomize their role and make a profound difference in the lives of their clients, colleagues, and communities. This year, 7 deserving individuals will receive this honor.

- Exclusive sponsorship of the Tenacious Caregiver Awards
- Special thanks and mention during presentation of award
- Lower-third recognition during presentation of award
- Social media series to share stories of awardees
- Recognition on Piccles, the platform where attendees can share congratulatory messages or art with awardees



- Logo placement and company message on conference app
- Logo placement on event website, corporate partners webpage, social media, event messaging
- Pre-event messaging via ad banners on Whova App
- Virtual booth via Whova inclusive of chat interaction with participants
- Recognition on transition slides and during breaks
- Recognition in annual Donor Impact report and Monthly Communications
- Feature in Newslink newsletter
- Opportunity for branded item (pre-selected) to be included in nurse care packages



CHAMPION - \$20,000

KEYNOTE SPONSOR

- Exclusive sponsorship of the Keynote Speaker
- Special thanks and mention prior to introduction of speaker
- Lower-third recognition during introduction of speaker
- Social media announcement of Keynote speaker with sponsor recognition
- Logo placement and company message on Whova conference app
- Pre-event messaging via ad banners on Whova App
- Virtual booth via Whova inclusive of chat interaction with participants
- Logo placement on event website, corporate partners webpage, social media, event messaging
- Recognition on transition slides and during breaks
- Recognition in annual Donor Impact report and Monthly Communications
- Feature in Newslink newsletter
- Opportunity for branded item (pre-selected) to be included in nurse care packages

Angela Duckworth, 2021 Keynote Speaker

Angela Duckworth is the founder and CEO of Character Lab, a nonprofit whose mission is to advance scientific insights that help children thrive. She is also the author of the #1 New York Times best seller *Grit: The Power of Passion and Perseverance*, TED talk speaker, and co-host of the podcast *No Stupid Questions*.



ADVOCATE - \$10,000

WHOVA APP SPONSOR

- Exclusive sponsorship of Whova conference app
- Lower-third recognition once daily during reminders to connect via the Whova app
- Social media announcement, with sponsor recognition, of Whova app and the extra engagement opportunities it offers event attendees
- Logo placement on Whova conference app
- Virtual exhibitor booth via Whova inclusive of chat interaction with participants
- Opportunity to include sponsor video on Whova app
- Daily push notifications through the Whova conference app to recognize sponsorship
- Logo placement on event website, corporate partners webpage, social media, event messaging



- Recognition on transition slides and during breaks
- Recognition in (1) Newslink newsletter, Monthly Communications and annual Donor Impact report



SUPPORTER - \$5,000

RE:Connect 2021 SESSION SPONSOR

- Exclusive sponsorship of chosen breakout session
- Lower-third recognition during chosen breakout session
- Social media announcement of breakout session with sponsor recognition
- Logo placement on conference app, event website, NFP website, corporate partners webpage, social media, event messaging
- Recognition on transition slides and during breaks
- Recognition in (1) Newslink newsletter, Monthly Communications and annual Donor Impact report
- Opportunity for branded item (pre-selected) to be included in nurse care packages

Snapshot of RE:Connect 2021 Sessions

General Sessions:

- *Righteous Rage Institute, Day 1*
- *NFP During the COVID Pandemic, Day 2*
- *Nurse Self-Care/Resilience, Day 3*

Breakout Sessions:

- *Adverse Childhood Experiences (ACEs) and Trauma and Violence Informed Care (TVIC)*
- *Beginning Rhythms (infant sleep and activity)*
- *Client Panel*
- *Brain Science*

Network Partner Poster Sessions:

- *The Integration of an Early Childhood Educator with the Nurse Family Partnership Model*
- *Cultural Safety*

**Visit [RE:Connect 2021](#) for full event agenda.*



SUPPORTER - \$5,000

WELCOME RECEPTION & GAME NIGHT SPONSOR



- Exclusive sponsorship of RE:Connect 2021 Welcome Reception & Game Night
- Lower-third recognition at Welcome Reception & Game Night
- Social media announcement of the Welcome Reception & Game Night with sponsor recognition
- Logo placement on Whova conference app
- Virtual exhibitor booth via Whova inclusive of chat interaction with participants
- Logo placement on event website, corporate partners webpage, social media, event messaging
- Recognition on transition slides and during breaks
- Recognition in (1) Newslink newsletter, Monthly Communications and annual Donor Impact report



FRIEND - \$2,500

RE:Connect 2021 EXHIBITOR

- Social media announcement of exhibition with recognition of all category sponsors
- Logo placement on Whova conference app
- Virtual exhibitor booth via Whova inclusive of chat interaction with participants
- Display/video on Whova app
- Opportunity to offer door prize to attendees who visit booth
- Logo placement on event website, corporate partners webpage, social media, event messaging
- Recognition on transition slides and during breaks

NURSE SCHOLARSHIP SPONSOR

- Sponsor of scholarship recipients based on merit and financial need
 - 2021 scholarships are being extended to 14 nurses from: CO, IA, IL, LA, NC, NM, NY, OH, PA, TX, VA
- Logo placement on conference app
- Logo placement on event website, corporate partners webpage, social media, event messaging
- Recognition on transition slides and during breaks

FRIEND OF NFP SPONSOR

- Logo placement on conference app
- Logo placement on event website, corporate partners webpage, social media, event messaging
- Recognition on transition slides and during breaks





INTERESTED OR HAVE QUESTIONS? CONTACT:

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