



RE:ignite Sponsorships

2022 Virtual National Symposium
September 20-22, 2022



RE:ignite 2022

About RE:ignite 2022



ABOUT THE NATIONAL SYMPOSIUM: Continued nurse education forms the foundation of our visitation 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, share inspirational stories and discuss opportunities for growth, but also serves as a formal education platform to discuss the newest information relevant to nurse visitation 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. In 2021, 1800 participants joined us for this event, which was held virtually!

About RE:ignite 2022

WHAT: Three days of interactive breakout sessions, exciting general sessions, approximately 7.5 hours of CEUs and some new & unique ways to connect with NFP nurses around the country. This gathering also offers an opportunity to celebrate our strong community of nurses for their commitment to our mission, dedication to the NFP families they serve and incredible impact across the nation.

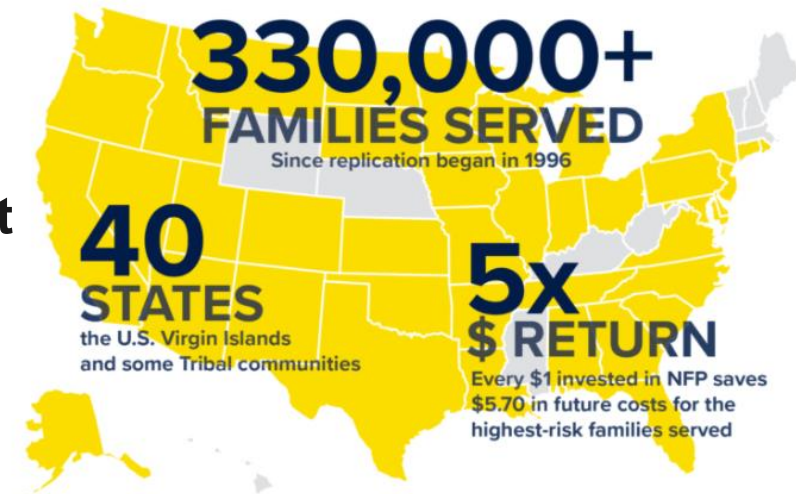
TOPICS: Education topics will focus on strategies and frameworks to facilitate Nurse-Family Partnership implementation. In addition to an exciting Keynote address, the event will feature sessions on a variety of topics. A few 2022 topics include: IDEA (inclusion, diversity, equity, anti-oppression), motivational interviewing, birth equity, telehealth, client retention and engagement, client panel, reflective practice, perinatal mood disorders and much more.

Sponsorship Reach & Audience

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

- 27,342 Facebook followers
- 5,577 Twitter followers
- 2,734 Instagram followers
- 24,480 monthly website visitors
- 24,827 Newslink electronic magazine subscribers
- 2,200+ specially-trained registered NFP nurses
- 60,657 families served annually
- 11,322 NFP Action Network members
- 5,605 Monthly Communication recipients
- 2,165-member donor community

The 2021
Virtual Event
By the
Numbers:



1,852 attendees from 39 states –
that's double what we could have had in person

226 network partners participated in the event

1,266 attendees downloaded the Whova app –
and then got to chatting with each other!

14,816 CEUs earned by attendees

SPONSORSHIP MENU

\$30,000 Sponsorships
Presenting Sponsor

\$20,000 Sponsorships
Tenacious Caregiver Awards
Keynote Sponsor

\$10,000 Sponsorships
Engagement Sponsor

\$5,000 Sponsorships
Session Sponsor
Nurse Scholarship Sponsor

\$2,500 Sponsorships
Friend of NFP

Presenting Sponsor - \$30,000

Event Recognition

- Exclusive presenting sponsor
- Opportunity for video message from executive leader to be played for attendees
- Special thanks during opening remarks on first day and closing remarks on third day of event
- Prominent recognition throughout the event all three days
- Prominent recognition on transition slides and during breaks

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 the event 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 sent to 24,827 subscribers
- Donor spotlight feature in 2022 Annual Report
- Recognition in annual Donor Impact report and Monthly Communications
- Recognition as presenting sponsor on post-event messaging

Tenacious Caregiver Awards Sponsor - \$20,000

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, 3 deserving individuals and one network partner will receive this honor.

- Exclusive sponsorship of the Tenacious Caregiver Awards
- Special thanks and mention during presentation of award
- Recognition throughout event
- Social media series to share stories of awardees
- Opportunity to send congratulatory letter to awardees along with their Tenacious Caregiver plaque



- Logo placement and company message on event discussion board
- 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 sent to 24,827 subscribers

Keynote Sponsor - \$20,000

- Exclusive sponsorship of the Keynote Speaker
- Special thanks and mention prior to introduction of speaker
- Recognition throughout the event
- Social media announcement of Keynote speaker with sponsor recognition
- Logo placement and company message in dedicated email announcement of Keynote speaker to network
- 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 sent to 24,827 subscribers

2022 Keynote Speaker to be announced soon!

Angela Duckworth

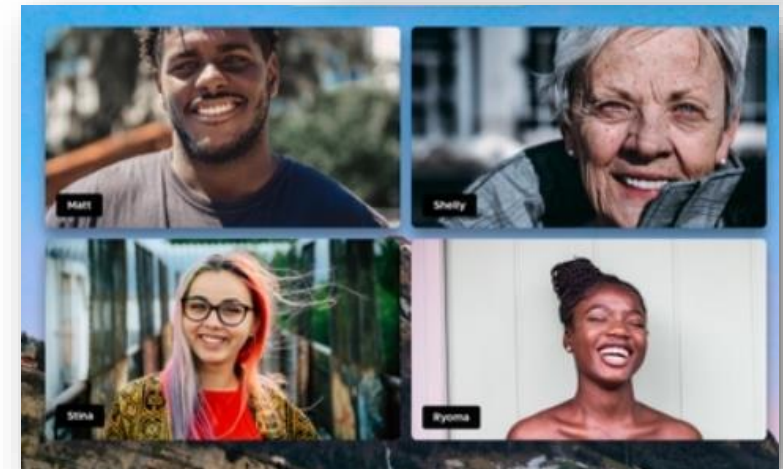
2021 Keynote Speaker

In 2021, our Keynote Speaker was Angela Duckworth. Angela 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*.



Engagement Sponsor - \$10,000

- Exclusive sponsorship of Whova, our dedicated event discussion board, and Twine, our virtual water cooler for participants
- Lower-third recognition once daily during reminders to connect via Twine and Whova
- Social media announcement, with sponsor recognition of Twine and Whova, and the extra engagement opportunities they offer event attendees
- Logo placement on Twine landing page and Whova app
- Logo placement on event website, corporate partners webpage, social media, event messaging
- Recognition on transition slides and during breaks
- Recognition in (1) Newslink newsletter sent to 24,827 subscribers, Monthly Communications and annual Donor Impact report



Session Sponsor - \$5,000

- Exclusive sponsorship of chosen breakout or general session
- Recognition during chosen session
- Social media announcement of session with sponsor recognition
- Logo placement on event discussion board, event website, NFP website, social media, event messaging
- Recognition on transition slides and during breaks
- Recognition in (1) Newslink newsletter sent to 24,827 subscribers, Monthly Communications and annual Donor Impact report

2022 General Sessions

IDEA (inclusion, diversity, equity and anti-oppression)

Birth Equity

Client Panel

2022 Breakout Sessions

Prenatal and Postpartum Health Updates

Motivational Interviewing

Supporting Families who Immigrated

Facilitating Attuned Interactions

Perinatal Mood Disorders

Outreach

Nurse Panel



Nurse Scholarships - \$5,000

- Sponsor of 18 scholarship recipients based on merit and financial need
- Logo placement on event discussion board
- Logo placement on event website, corporate partners' webpage, social media, event messaging
- Recognition on transition slides and during breaks



Friend of NFP - \$2,500

- Logo placement on event discussion board
- Logo placement on event website, corporate partners' webpage, social media, event messaging
- Recognition on transition slides and during breaks



INTERESTED OR HAVE QUESTIONS? CONTACT:

Paige Richie-Alleyne, Institutional Giving Manager

paige.richie@nursefamilypartnership.org | 513.846.3061

Mely Trujillo, Institutional Giving Manager

Melyora.trujillo@nursefamilypartnership.org | 415.812.9272