



NATIONAL SERVICE OFFICE
2023 NATIONAL SYMPOSIUM

SEATTLE, WA

SEPT. 11-13

SPONSORSHIP | OPPORTUNITIES

ABOUT THE SYMPOSIUM

Continued education forms the foundation of our evidence-based programs and has always served as a cornerstone of program efficacy. This annual education summit not only allows nurses and clinicians 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 family health and wellness as well as earn continuing education credits that are critical for maintaining nursing or mental health clinician licenses.



ABOUT THE SYMPOSIUM



WHO: The entire National Service Office (NSO) for Nurse-Family Partnership (NFP) and Child First (CF) network spanning from Alaska to the Virgin Islands — including NFP nurses, CF clinicians, affiliate partners and maternal and mental health experts. In 2022, 1,480 participants joined us for this event.

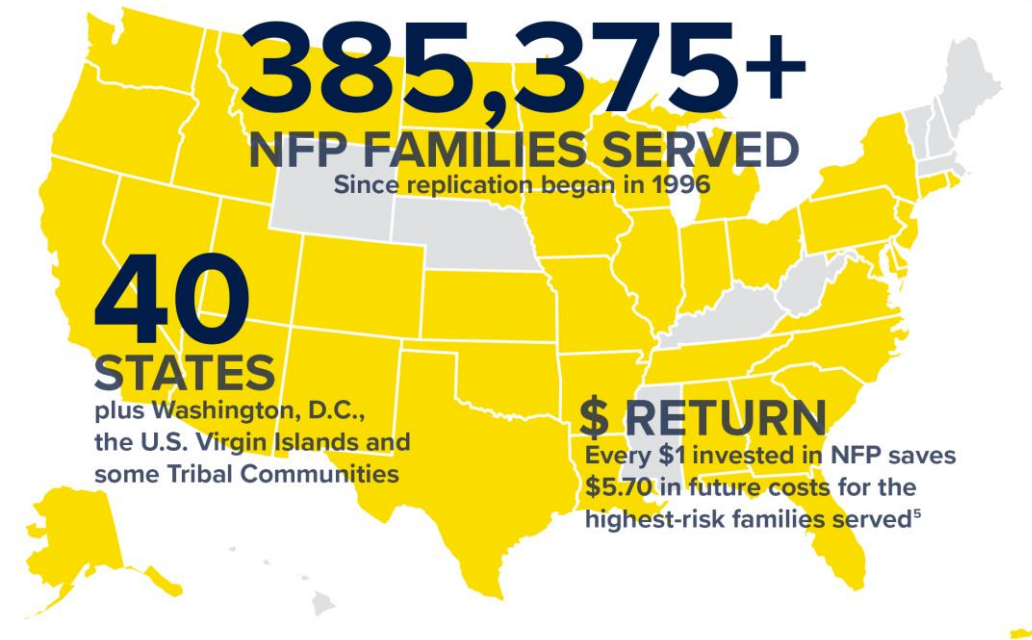
WHAT: Three days of interactive breakout sessions, exciting general sessions, 7-10 hours of Nursing Continuing Profession Development contact hours (NCPDs) and some new & unique ways to connect with caregivers around the country. This gathering also offers an opportunity to celebrate our strong community of caregivers for their commitment to our mission, dedication to the families they serve and incredible impact across the nation.

TOPICS: Education topics will focus on strategies and frameworks to facilitate NFP and CF implementation. In addition to an exciting Keynote address, the event will feature sessions on a variety of topics. A few 2023 topics include: brain science, postpartum depression, child development and nutrition, Inclusion, Diversity, Equity & Anti-Oppression (IDEA), the impact of economic mobility on health equity and much more.

SPONSORSHIP REACH & AUDIENCE

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

- 27,760 Facebook followers
- 5,652 Twitter followers
- 3,049 Instagram followers
- 29,488 monthly website visitors
- 17,828 Newslink digital magazine subscribers
- 2,200+ specially-trained NFP nurses and CF clinicians
- 57,081 families served annually
- 11,322 NSO Action Network members
- 6,628 Monthly Communication recipients
- 2,165 member donor community



The 2022 Virtual Event By the Numbers:

1,480 attendees from 39 states

202 network partners participated in the event

5,107 CEUs/NCPD's earned by attendees

SPONSORSHIP MENU



\$50,000 Sponsorships

- Presenting Sponsor

\$25,000 Sponsorships

- Keynote Sponsor
- Tenacious Caregiver & Compassion Awards

\$15,000 Sponsorships

- Photo Social Media Sponsor

\$10,000 Sponsorships

- Welcome Reception Sponsor
- Interactive Feature Wall Sponsor

\$5,000 Sponsorships

- Nurse Scholarship Sponsor
- Session Sponsor

\$2,500 Sponsorships

- Friend of NSO & Exhibitor

PRESENTING SPONSOR - \$50,000



Event Recognition

- Exclusive presenting sponsor
- Opportunity for video message from executive leader to be played for attendees
- Special thanks during welcome reception on first day, opening remarks on morning of second day and closing remarks on third day of event
- Prominent recognition throughout the event all three days, including hotel message boards, sponsor banner, digital social wall, presenting sponsor sign
- Prominent recognition on transition slides and during breaks
- Opportunity to host a booth in the exhibit hall Monday-Wednesday

Employee Engagement

- Opportunity to host NSO Lunch & Learn for up to 50 employees (in person or virtual)

Event messaging

- Two social media announcements of the event with recognition as presenting sponsor
- Prominent logo placement on event website, NSO major donors webpage, social media, event messaging
- Feature in Newslink digital magazine sent to 17,828 subscribers
- Donor spotlight feature in 2023 Annual Report
- Recognition in annual Donor Impact report and Monthly Communications
- Recognition as presenting sponsor on post-event messaging

KEYNOTE SPONSOR - \$25,000

2023 Keynote Speaker to be announced soon!

- Exclusive sponsorship of the Keynote Speaker
- Special thanks and mention prior to introduction of speaker
- Recognition throughout the event, including hotel message boards, sponsor banner, digital social wall, Keynote sign
- Opportunity to host a booth in the exhibit hall Monday-Wednesday
- 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, NSO major donors webpage, social media, event messaging
- Recognition on transition slides and during breaks

- Recognition in annual Donor Impact report and Monthly Communications
- Feature in Newslink digital magazine sent to 17,828 subscribers

In 2022, our Keynote Speaker was Dr. Katie Boston-Leary. Katie is the Director of Nursing Programs at the American Nurses Association. Additionally, Katie is a board member on St. John's University Health Programs, George Washington University Women in Business Program. She was identified in 2019 Health Leaders Media Journal as "One of Five Chief Nursing Officers Changing Healthcare."



TENACIOUS CAREGIVER & COMPASSION AWARDS SPONSOR - \$25,000



NFP and CF program staff are dedicated to supporting families across the country. The incredible impacts of these programs would not be possible without their deep care and commitment. The Tenacious Caregiver & Compassion Awards give us the opportunity to recognize the extraordinary work of a nurse, nurse supervisor, support staff and network partner from NFP and a care coordinator, clinician and clinical supervisor from CF. Through these awards, we celebrate the profound difference these individuals make in the lives of their clients, colleagues and communities. Awardees receive an all-expenses paid trip to the event.

Event Recognition

- Exclusive sponsorship of the Tenacious Caregiver and Compassion Awards
- Special thanks and mention during presentation of awards
- Recognition throughout event, including hotel message boards, sponsor banner, digital social wall
- Opportunity to host a booth in the exhibit hall Monday-Wednesday
- Social media series to share stories of awardees

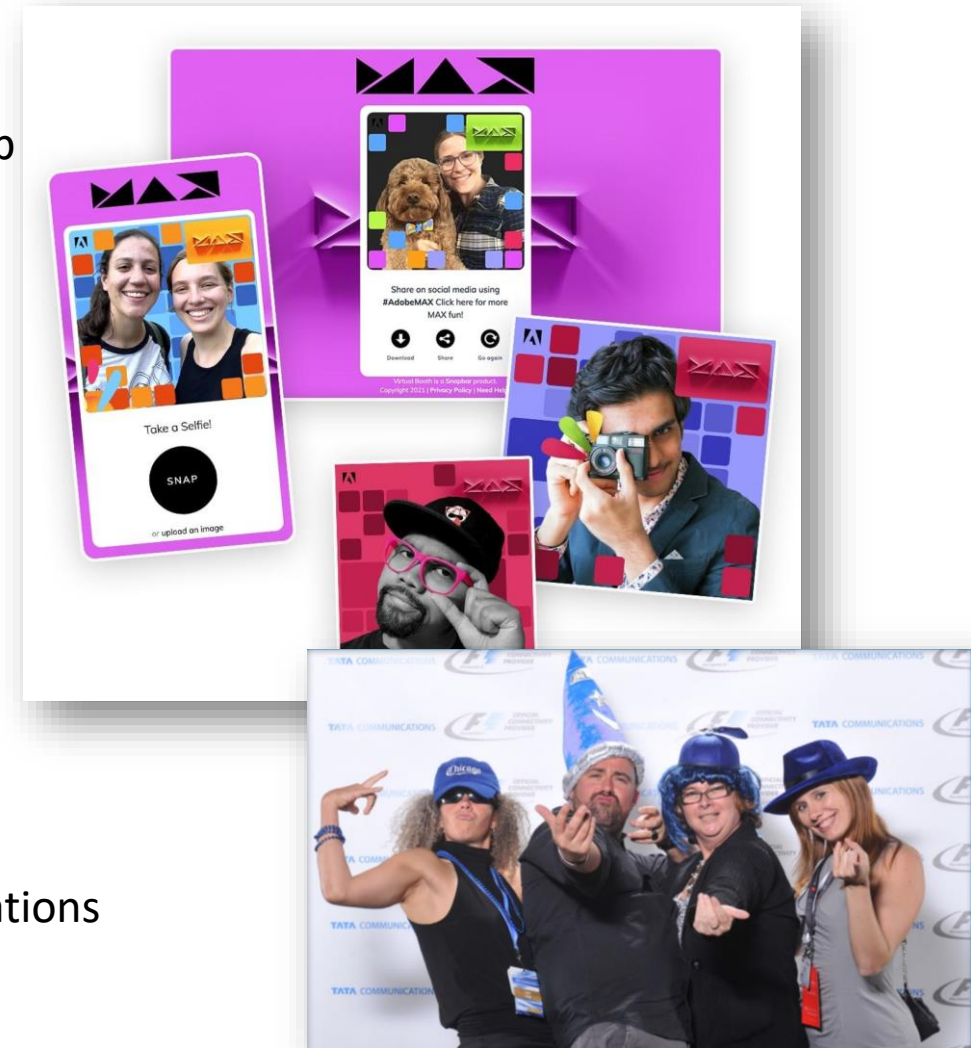
- Opportunity to send congratulatory letter to awardees along with their Tenacious Caregiver or Compassion award plaque

Event messaging

- Logo placement on event website, NSO major donors webpage, social media, event messaging
- Recognition on transition slides and during breaks
- Recognition in annual Donor Impact report and Monthly Communications
- Feature in Newslink digital magazine sent to 17,828 subscribers

PHOTO SOCIAL MEDIA SPONSOR - \$15,000

- Exclusive sponsorship of event photo activations, including NFP and CF branded step & repeat and props, photographer, photo-sharing app
- Co-branded photo filter and recognition when photos are posted to social media, “2023 National Symposium photos sponsored by...”
- Social media announcement with sponsor recognition
- Recognition throughout the event, including hotel message boards, sponsor banner, digital social wall, step & repeat sign
- Opportunity to host a booth in the exhibit hall Monday-Wednesday
- Logo placement on event website, NSO major donors webpage, social media, event messaging
- Recognition on transition slides and during breaks
- Recognition in annual Donor Impact report and Monthly Communications
- Feature in Newslink digital magazine sent to 17,828 subscribers



WELCOME RECEPTION SPONSOR - \$10,000



Welcome Reception Recognition

- Exclusive sponsorship of the Welcome Reception
- Recognition throughout the welcome reception, including sponsor sign, thanks during remarks and signage at check-in
- Social media announcement of welcome reception with sponsor recognition
- Opportunity to name a signature cocktail

Event Recognition and Messaging

- Recognition throughout the main event, including hotel message boards, sponsor banner, digital social wall
- Opportunity to host a booth in the exhibit hall Monday-Wednesday
- Logo placement on event website, NSO major donors webpage, social media, event messaging
- Recognition on transition slides and during breaks
- Recognition in annual Donor Impact report and Monthly Communications
- Feature in Newslink digital magazine sent to 17,828 subscribers



INTERACTIVE FEATURE WALL SPONSOR - \$10,000

The National Symposium Feature Wall is a new event activation that celebrates the event, NFP nurses, supervisors and support staff, CF clinicians and care coordinators, affiliate and network partners, enrolled families and communities. The wall will be an 8x10 display to be displayed in the main hall all three days of the event. A mix of photos and text will capture the impact of the NSO's two programs and recognize our community of support.

- Exclusive sponsorship of the Feature Wall
- Opportunity for company to participate in feature wall and add relevant content with guidance from event staff
- Recognition throughout the event, including hotel message boards, sponsor banner, digital social wall, feature wall sign
- Social media announcement of Feature Wall with sponsor recognition, to be posted after the event
- Opportunity to host a booth in the exhibit hall Monday-Wednesday
- Logo placement on event website, NSO major donors webpage, social media, event messaging
- Recognition on transition slides and during breaks
- Recognition in annual Donor Impact report and Monthly Communications
- Feature in Newslink digital magazine sent to 17,828 subscribers

NURSE SCHOLARSHIPS SPONSOR - \$5,000

- Sponsor (up to 3 available) event attendance for 10 nurses and clinicians based on merit and financial need
- Social media announcement with sponsor recognition
- Logo placement on event website, social media, event messaging, digital social wall, sponsor banner
- Opportunity to host a booth in the exhibit hall Monday-Wednesday
- Recognition on transition slides and during breaks
- Recognition in Newslink digital magazine sent to 17,828 subscribers
- Recognition in annual Donor Impact report and Monthly Communications



SESSION SPONSOR - \$5,000



Event Recognition

- Exclusive sponsorship of chosen breakout or general session
- Recognition during chosen session
- Social media announcement of session with sponsor recognition
- Logo placement on event website, social media, event messaging, digital social wall, sponsor banner
- Opportunity to host a booth in the exhibit hall Monday-Wednesday
- Recognition on transition slides and during breaks
- Recognition in Newslink digital magazine sent to 17,828 subscribers
- Recognition in annual Donor Impact report and Monthly Communications

2023 General Sessions

Practical Brain Science

Working with Families Experiencing Challenges During the Prenatal Period

Importance of Engaging Fathers

Client Panel – Parenting in Today’s World

2023 Breakout Sessions

COVID’s inequitable impact on mental health

Early relational health conversations

Male practitioners

Working with diverse families

How financial stability impacts health equity

Motivational interviewing

Friend of NSO & Exhibitor - \$2,500

- Opportunity to host a booth in the exhibitor hall Monday-Wednesday
- Logo placement on event website, social media, event messaging
- Recognition on transition slides and during breaks



**INTERESTED OR
HAVE
QUESTIONS?**

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