

# Sponsorship Prospectus: 2018 Leadership Conference

November 13-14, 2018

Boston, MA

Northeastern University

**2018 NHCNE**

**Leadership Conference**

*Thriving Together as We Age:*

*Older Adults and their Caregivers*

**NHCNE**

1130 Sunrise Valley Drive  
Suite 350  
Reston, VA 20191

Phone: 703.885.3500  
Fax: 703.435.4390  
Email: [info@nhcne.org](mailto:info@nhcne.org)

Dear Potential Sponsors & NHCNE Friends:

The National Hartford Center of Gerontological Nursing Excellence (NHCNE) is pleased to announce sponsorship opportunities for its 2018 Leadership Conference. These opportunities will allow you to demonstrate your commitment to improving the health of and nursing care for older persons, especially those suffering from dementia, and their caregivers.

As you know, America's population of older adults is growing at an unprecedented rate. In the next few decades as the baby boomers enter their senior years, one in five Americans will be older than 65. Thanks to research, healthcare advances, and the adoption of healthy habits, many older Americans will remain well and independent. Many others however, will face chronic and complex health problems that require expert gerontological nursing care.

Thanks in part to the efforts of the John A. Hartford Foundation and Mayday Fund, nursing initiatives such as the National Hartford Center of Gerontological Nursing Excellence support well-prepared nurses to do needed research, make well-informed decisions, and take actions that continuously improve care for older people. The John A. Hartford Foundation has invested more than \$80 million in programs that produce preeminent nursing researchers, teachers and practitioners in the field of gerontology.

The NHCNE Leadership Conference is a core element of the NHCNE award program, providing an opportunity for collective leadership development and individualized learning. This year our conference is focusing on dementia and caregiving, our inter-professional faculty includes experts from around the country and abroad. There will be lots of opportunities for networking where you will get face-time with our attendees. We hope that you will consider sponsoring a component of the NHCNE Leadership Conference. Sponsorship for components of the Leadership Conference will be acknowledged verbally and through signage at the Conference as well as in the Conference Program.

Sincerely,

Claudia Beverly, PhD, RN, FAAN  
President  
NHCNE

# NHCGNE: ABOUT US

The National Hartford Center of Gerontological Nursing Excellence (NHCGNE) is a specialty nursing organization representing gerontological nurses from more than 60 of the most respected and influential national and international schools of nursing and institutions working collaboratively to optimize health and quality of life for older adults. NHCGNE was organized in 2000, incorporated in 2017, and is today classified as a non-profit organization under section 501(c)(3) of the Internal Revenue Code. NHCGNE has a voice and appeal reaching more than 100,000 deans, faculty, students and alumni with a breadth and depth of knowledge in caring for older adults and those who love them.

NHCGNE builds upon the legacy of The John A. Hartford Foundation, which represents the gold standard of excellence in gerontology. We are a collaboration of national and international nursing schools and institutions that have demonstrated the highest level of commitment to the field of gerontological nursing. Our members are more likely to achieve success because of the strong collaborative relationships that they build through access to over 1,000 gerontological nursing leaders, and because of the potential for rapid development of their programs through access to cutting-edge best practices in faculty and curriculum development.

## NHCGNE Vision

The vision of the NHCGNE is optimal health and quality of life for older adults.

## NHCGNE Mission

The mission of the NHCGNE is to enhance and sustain the capacity and competence of all nurses to work in partnership with others to provide quality care of older adults through:

- Promoting faculty development
- Advancing nursing science for older adults
- Facilitating adoption of best practices
- Fostering leadership
- Designing and shaping policy.

## NHCGNE Membership

NHCGNE has an elite group of members and counts over [60 institutions](#) around the world as its partners. To help fulfill our mission NHCGNE provides members with faculty/staff development, advances in gerontological nursing science, facilitates adoption of best practices, fosters leadership and helps design and shape policy centered around gerontology and care-giving.

**60% of NHCGNE member organizations attend the Annual Leadership Conference.**



# NHCGNE: WHY SPONSOR?

This is an opportunity for you to promote your products and/or services to the key leaders in gerontological nursing. Our registration list is a virtual “Who’s Who” in gerontological nursing, representing the top programs the nation and around the world.

- Take advantage of the intimate setting and get access to the key thought leaders and decision makers of internationally renowned gerontological nursing colleges, schools and programs.
- Showcase your organization’s successful programs and products in gerontology.
- Learn about what is going on in the field, directly from those in the front-lines of research and education.

Your support makes the NHCGNE Annual Leadership Conference the premiere event for the gerontological nursing community and is one of many reasons our attendees return year after year.

| Who’s Attending?   | Grant Management  |                        |               |                        |              |                          |             |                            |             |                                 |  |
|--|---|------------------------|---------------|------------------------|--------------|--------------------------|-------------|----------------------------|-------------|---------------------------------|--|
| <p>87% of participants hold faculty positions in top nursing schools.</p> <ul style="list-style-type: none"> <li>• 30% have tenure</li> <li>• 33% tenure track</li> <li>• 24% non-tenure track</li> </ul> <p><b>Cumulative Impact on Students?</b></p> <p>Over 200,000 nursing students are taught or mentored by participants since 2001.</p> | <p>Attendees manage over 955 grants.</p> <table border="1"> <tr> <td>Federal Grants (n=223)</td> <td>\$219,379,500</td> </tr> <tr> <td>Private Grants (n=687)</td> <td>\$49,640,186</td> </tr> <tr> <td>Other JAFH Grants (n=27)</td> <td>\$9,447,232</td> </tr> <tr> <td>State/County Grants (n=18)</td> <td>\$3,327,195</td> </tr> <tr> <td><b>Total Leveraged Funding:</b></td> <td><b>995 Grants Totaling \$281,794,133</b></td> </tr> </table> | Federal Grants (n=223) | \$219,379,500 | Private Grants (n=687) | \$49,640,186 | Other JAFH Grants (n=27) | \$9,447,232 | State/County Grants (n=18) | \$3,327,195 | <b>Total Leveraged Funding:</b> | <b>995 Grants Totaling \$281,794,133</b> |
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# NHCGNE: SPONSORSHIP OPPORTUNITIES

## RECEPTION SPONSORSHIP—\$5,000

- Recognition in onsite program and website
- Recognition on NHCGNE website
- Recognition onsite with signage
- Welcome to the audience

## LUNCHEON SPONSORSHIP—\$3,000

- Recognition in onsite program and website
- Recognition onsite with signage
- “Thank you” flyer in each conference bag

## LUNCHEON SPONSORSHIP—\$2,000

- Complimentary Advertising—marketing materials, one-page ad in program, logo on website
- Up to five student registrations at \$100 each
- Table next to registration to display banner, promotional/informational materials

## PROMOTIONAL ITEM SPONSORSHIP—\$1,500

- Recognition in onsite program and website
- Choice of a variety of items personalized with your logo

## CONFERENCE BAG—\$1,000

- Recognition in onsite program and website
- Conference bag with your choice of color and personalization



| Ad Size                  | Price |
|--------------------------|-------|
| Full Page onsite program | \$500 |
| Half Page                | \$300 |
| Inside Front Cover       | \$750 |
| Inside Back Cover        | \$750 |

# NHCGNE SPONSORSHIP APPLICATION

November 13-14, 2018

**DEADLINE: September 30, 2018**

## SPONSOR INFORMATION

Please attach a 50-word description of your organization so we may include that in our print materials.

ORGANIZATION NAME: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_ WEBSITE: \_\_\_\_\_

## SPONSORSHIP SELECTION

\$5,000 Reception Sponsorship \_\_\_\_\_  
\$3,000 Luncheon Sponsorship \_\_\_\_\_  
\$2,000 Members Institution Sponsorship \_\_\_\_\_  
\$1,500 Promotional Item Sponsor \_\_\_\_\_  
Advertisement in Program Book \_\_\_\_\_  
(see above for various options and rates)

### 3 Ways to Register:

**Online via credit card—email Julie using the email below.**

**Email: [jutano@drohanmgmt.com](mailto:jutano@drohanmgmt.com)**

**Fax: 703.435.4390**

#### **Mail:**

NHCGNE  
11130 Sunrise Valley Drive, Suite 350  
Reston, VA 20191

### SEND LOGO

Email high resolution logo (jpg, eps or pdf) to [jutano@drohanmgmt.com](mailto:jutano@drohanmgmt.com) by **Friday, September 21, 2018.**

If you have any questions, please do not hesitate to contact Kameka Brown, Executive Director at [ed@nhcgne.org](mailto:ed@nhcgne.org) or contact us at [info@nhcgne.org](mailto:info@nhcgne.org)