

Sponsorship Proposal



Intended to ask for sponsorship
support for the Edmonton Nursing
Research Luncheon Friday, May 10, 2024



About the Event

This signature fundraising event directly impacts healthcare by supporting Alberta's Registered Nurses and Nurse Practitioners in their continuing education and research pursuits. At this popular and typically sold-out event, Guests can expect an exceptional meal, networking, and inspirational speakers. Showcasing examples of Nursing Research, healthcare innovation, and technology.

- **Research Presentations** : Guests will be introduced to some of our Nurse Researchers as they give short presentations on the impact these ARNET funded projects are making on healthcare.
- **Lunch**: A delicious catered lunch will be served so bring your appetite.
- **Networking**: There will be opportunities for networking at the event with our 160 attendees, and presenters.
- **Our Community**: Finally, your support of this event will translate directly to ARNET supporting research undertaken by RNs that would otherwise go unfunded and new life-saving interventions that could otherwise go undiscovered.

Our Organization

The Alberta Registered Nurses Educational Trust (ARNET) provides continuing education and research funding to Alberta's 44,000 registered nurses (RNs) and nurse practitioners (NPs).

A Canadian registered charity since 1984, ARNET provides educational and research grants and scholarships to Alberta Registered Nurses and Nurse Practitioners to **improve health care for Albertans**.

Why Sponsor?



Our audience has many mid-career nurses looking to advance in their employment, education, and earning potential. We also have many senior career nurses who make or influence purchasing decisions for their employer. This includes hospitals, community health centres, private businesses, and educational institutions. Our database has 7,000 subscribers.

Our demographic is involved with ARNET through two ways. They are either a current recipient of ARNET funding and have been supported by ARNET to pursue advanced education in nursing. Or they are a previous recipient of ARNET funding through a grant/scholarship and are paying it forward in donations to support those coming behind them.

From a charitable perspective, these donations provide training, continuing education, and research funding support to over 44,000 Registered Nurses, and Nurse Practitioners impacting thousands of patients. We fund Nurses from hospital, community health, Indigenous health, geriatrics, and pediatrics.

Whether your organization is large or small, local, or national, there are various opportunities to involve your company in this event and get your brand in front of your target audience.

Do not miss your chance to play an integral part of the 2024 Edmonton Nursing Research Luncheon and advance healthcare in Alberta.

Sponsorship Packages

Presenting Sponsorship Package

- Premium placement of name and logo on all marketing materials, electronic notices, ticket sale platform,
- Logo and name on e-vites (sent to our database of 7,000 at least twice)
- Opportunity to address guests from the podium
- Corporate banner at event, prime location
- Name and logo acknowledgment in e-newsletter (7,000 subscribers) twice
- Recognition on all our social media channels (5 posts)
- Option to provide promotional item (at own cost) from your company in the takeaway bags for attendees
- Hyperlinked logo placement on ARNET Nursing Research luncheon webpage
- Podium recognition at event with individual slide
- Prominent on-screen logo visibility on slide loop at event
- Logo visibility on all post-event collateral and communications
- Six tickets to event

\$10,000

Partner Sponsorship Package

- Recognition on all our social media channels (2 posts)
- Corporate banner at event
- Name and logo acknowledgement in e-newsletter (7,000 subscribers)
- Option to provide promotional item (at own cost) from your company in the takeaway bags for attendees
- Podium recognition at event with individual slide
- Name/Logo on video loop at event
- Hyperlinked logo placement on ARNET Nursing Research luncheon webpage
- Four tickets to event

\$5,000

Sponsorship Packages

VIP Sponsorship Package

- Recognition on our social media channels (1 post)
- Option to provide promotional item (at own cost) from your company in the takeaway bags for attendees
- Name/Logo on video loop at event
- Corporate banner at event
- Name acknowledgement in e-newsletter (7,000 subscribers)
- Logo placement on ARNET Nursing Research luncheon webpage
- Name/Logo at Dessert table or on Table Centerpieces
- Two tickets to event

\$2,500

Supporter Sponsorship Package

- Recognition on our social media channels (1 post)
- Option to provide promotional item (at own cost) from your company in the takeaway bags for attendees
- Name acknowledgement in e-newsletter (7,000 subscribers)
- Logo placement on ARNET Nursing Research luncheon webpage
- Name/logo on video loop at event
- Two tickets to event

\$1,500

Speaker Sponsorship Package

- Recognition on our social media channels (1 post)
- Option to provide promotional item (at own cost) from your company in the takeaway bags for attendees
- Name/logo on video loop at event
- Logo placement on ARNET Nursing Research luncheon webpage
- Two tickets to event

\$1,000

Sponsorship Packages

Friends of ARNET

- Name and logo to be featured on ARNET event webpage

\$500

Sponsorship Assets	\$10,000	\$5,000	\$2,500	\$1,500	\$1,000	\$500
Premium placement of name and logo on all marketing materials, electronic notices, ticket sale platform,						
Logo and name on e-vites (sent to our database of 7,000 at least twice)						
Opportunity to address audience from podium						
Logo visibility on all post-event collateral and communications						
Podium recognition at event with individual slide						
Corporate banner at event						
Name and logo acknowledgment in e-newsletter (7,000 subscribers)	Twice					
Option to provide promotional item (at own cost) from your company in the takeaway bags for attendees						
Prominent on-screen logo or name visibility on slide loop at event						
Name or logo placement on ARNET Nursing Research luncheon webpage	hyperlink	hyperlink				
Recognition on all our social media channels	5 posts	2 posts	1 post	1 post	1 post	
Tickets to event	6	4	2	2	2	



Thank You

We hope that you'll join our team and support this event. If you're interested, please contact us via the information provided in this proposal. We are optimistic that this gathering will be a fantastic experience.

Ask us about multi-year sponsorship opportunities!

Contact Us

587-404-2809

www.arnet.ca

Doreen.Slessor@arnet.ca

