



Established • Strong • Proud



The 31st Annual NIGHTINGALE AWARDS FOR NURSING EXCELLENCE®

This is more than just a night of professional awards.

With a strong history in tradition, the Oakland University Nightingale Awards for Nursing Excellence® has applauded the constant advancement of nursing through the work of outstanding professionals. We come together to honor those who pursue excellence without compromise. For three decades, this has been a night to acknowledge and strengthen the entire southeast Michigan nursing community. Please join us in celebrating and supporting the nursing community.

Thank you in advance for your support!

On May 9, 2019, we will gather at The San Marino Club in Troy, Michigan, for a celebration that includes a raffle, seated dinner and award presentation where 10 winners and 10 runners-up will be recognized in a variety of categories.

Proceeds from the event help Oakland University’s School of Nursing to provide scholarships for students and research opportunities for faculty, and to acquire cutting-edge technology and resources that will continue to ensure local access to advanced nursing education.

Opportunities to support the continued advancement of the nursing community include sponsorship, advertisement in the program booklet, plus table and ticket purchase. No matter what level of involvement you choose, your contribution will help us to carry on our strong tradition of providing opportunities for and empowering the next generation of nurses.

SPONSORSHIP OPPORTUNITIES

PREMIER SPONSORS

Presenting Sponsor | \$25,000 - Exclusive
FMV - \$4,670

- 3 benefactor tables
- 3 patron tables
- 2 friend tables
- 2 seats at the head table
- Opportunity for CEO to speak at event
- 30-second commercial in intro video
- 2 full-page ads in the event program, including outside back-cover placement
- Recognition in all press releases
- Logo on event banner
- Recognition on invitation plus School of Nursing website and social media
- Recognition in event program and school's Pulse magazine publication

Platinum Sponsor | \$15,000
FMV - \$3,250

- 2 benefactor tables
- 1 patron table
- 2 friend tables
- 30-second commercial in intro video
- 1 full-page and half-page ad in event program, including inside front-cover placement
- Logo on event banner
- Recognition on invitation plus School of Nursing website and social media
- Recognition in event program
- Inclusion in media promotions

Gold Sponsor | \$10,000
FMV - \$2,650

- 1 benefactor table
- 1 patron table
- 2 friend tables
- 1 full-page ad in event program, including inside back-cover placement
- Logo on event banner
- Recognition on invitation plus School of Nursing website and social media
- Recognition in event program
- Inclusion in media promotions

Silver Sponsor | \$7,500
FMV - \$1,950

- 1 patron table
- 2 friend tables
- 1 full-page ad in event program
- Logo on event banner
- Recognition on invitation plus School of Nursing website and social media
- Recognition in event program
- Inclusion in media promotions

Bronze Sponsor | \$5,000
FMV - \$1,500

- 1 patron table
- 1 friend table
- 2 half-page ads in event program
- Logo on event banner
- Recognition on invitation plus School of Nursing website and social media
- Recognition in event program
- Inclusion in media promotions

SPONSORSHIP OPPORTUNITIES

AWARD SPONSORS

People’s Choice Award | \$5,000
FMV – \$970

Recognizing the “everyday hero,” the People's Choice Award honors the nurse who goes beyond the regular call of duty. Nominations are received from patients, friends of patients or family members who wish to celebrate a special nurse who has impacted their lives in a meaningful way.

- 2 seats at award table
- Opportunity to present award to winner
- 1 full-page ad in program
- Logo on event banner
- Recognition on invitation plus School of Nursing website and social media
- Recognition in event program

- Inclusion in media promotions

Advanced Nurse Practice and Research | \$3,500
Distinguished Alumni | \$3,500
Emerging Nurse Leader | \$3,500
Executive Administration | \$3,500
Excellence in Education | \$3,500
Nursing in the Community | \$3,500
Post-Acute Care and Specialty Nursing | \$3,500
Staff Nurse (1) | \$3,500
Staff Nurse (2) | \$3,500
FMV – \$470

Recognizing the compassion, knowledge and initiative of outstanding nurses in the field, awards are given to deserving nurses based on individual achievements, community service and professional involvement. Leadership, quality of care, innovative practices and advances in research are highly considered during the selection process.

- 2 seats at award table
- Opportunity to present award to winner in selected category
- Quarter-page ad in event program
- Recognition on website and social media
- Recognition in event program

SPECIALTY SPONSORS

Scholarship Sponsor | \$3,000
FMV – \$670

- 2 tickets to event
- Half-page ad in event program
- Recognition in event program

Student Volunteer Sponsor | \$1,500
FMV – \$370

- 2 tickets to event
- Quarter-page ad in event program
- Recognition in event program

Pin Sponsor | \$500

- Recognition in event program

Plaque Sponsor | \$500

- Recognition in event program

PROGRAM ADVERTISING

Full-Page Ad | \$900

- Dimensions: 7.5" W x 10.0" H

Half-Page Ad | \$600

- Dimensions: 7.5" W x 4.875" H

Quarter-Page Ad | \$400

- Dimensions: 3.75" W x 4.875" H

Ad Production Notes: The finished event program booklet will be 8.5" x 11" with black and white print. Please submit all ad files in a high resolution **pdf** or **jpg** format. Full-page ads can bleed .25" on each side. Please submit ads and send questions to nightingale@oakland.edu.

All completed ads are due by Friday, April 12, 2019.

TABLES AND TICKETS

Benefactor Table | \$1,500
Patron Table | \$1,200
Friend Table | \$1,000

All tables seat 10 guests comfortably and are priced according to seating placement in proximity to the award presentation stage. An Oakland University School of Nursing representative will contact you directly for more information about your table guest list.

Individual Tickets | \$85 per ticket

All fair market values (FMVs) of goods and services received is indicated next to the level of sponsorship. For tickets, the FMV is \$35 each. A tax receipt will be issued for the charitable portion of all donations.

BECOME A SPONSOR TODAY

Thank you in advance for your sponsorship of the 31st Annual Nightingale Awards for Nursing Excellence®. Your support is vital to our success and affords us the opportunity to celebrate the hard-working, caring individuals who play a key role in our health system.

Please complete the information below so that we can deliver your sponsor benefits at the level of your choosing.

Contact Name _____
Organization _____
Phone _____ Email _____
Address _____

SPONSORSHIP COMMITMENT LEVEL

Premier Sponsor

- ☐ **Presenting Sponsor** | \$25,000 - Exclusive
- ☐ Platinum Sponsor | \$15,000
- ☐ Gold Sponsor | \$10,000
- ☐ Silver Sponsor | \$7,500
- ☐ Bronze Sponsor | \$5,000

Specialty Sponsor

- ☐ Scholarship Sponsor | \$3,000
- ☐ Student Volunteer Sponsor | \$1,500
- ☐ Pin Sponsor | \$500
- ☐ Plaque Sponsor | \$500

Award Sponsor

- ☐ People's Choice Award | \$5,000
- ☐ Advanced Nurse Practice and Research | \$3,500
- ☐ Distinguished Alumni | \$3,500
- ☐ Emerging Nurse Leader | \$3,500
- ☐ Executive Administration | \$3,500
- ☐ Excellence in Education | \$3,500
- ☐ Nursing in the Community | \$3,500
- ☐ Post-Acute Care and Specialty Nursing | \$3,500
- ☐ Staff Nurse (1) | \$3,500
- ☐ Staff Nurse (2) | \$3,500

Program Advertising

- ☐ Full-Page Ad | \$900
- ☐ Half-Page Ad | \$600
- ☐ Quarter-Page Ad | \$400

Tables and Tickets

- ☐ Benefactor Table | \$1,500
- ☐ Patron Table | \$1,200
- ☐ Friend Table | \$1,000
- ☐ Individual Ticket | \$85 per ticket

PAYMENT

Payment can be made in the form of check or credit card.
Please make checks payable to Oakland University and mail to:

Oakland University School of Nursing
Nightingale Sponsorship
433 Meadow Brook Rd.
Human Health Building, Rm. 3058
Rochester, MI 48309-4452

For credit card payments, please visit our secure, online payment system at oakland.edu/nursing/nightingale.

QUESTIONS?

To learn more about the Nightingale Awards for Nursing Excellence® celebration, please contact us by email at nightingale@oakland.edu or by phone at (248) 364-8723.

oakland.edu/nursing/nightingale

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