



New Jersey State Nurses Association and the Institute for Nursing
114th Annual Nursing Convention • Show dates: October 11-14, 2016 • Bally's •
Atlantic City, NJ

Dear Friends of Nursing:

We would like to extend an invitation to join us for the 2016 New Jersey State Nurses Association and Institute for Nursing's Annual Convention, in Atlantic City. The convention will be at Bally's Atlantic City on October 11 -14, 2016. The 2016 theme is **New Jersey Nurses: Embracing a Culture of Change.**

We are writing to you as a friend and supporter of our organization to ask for your assistance for our upcoming annual convention which is an event that brings people together for mutual support, education and inspiration.

We look forward to your support for, and attendance at, this unique experience - the 2016 New Jersey State Nurses Association's and the Institute for Nursing's Annual Convention.

2016 SPONSORSHIP OPPORTUNITIES

\$5,000 – Platinum Sponsor

- *Free booth in **Sponsor Row***
- *Booth picture taken*
- *Logo recognition on convention website*
- *Full page B/W ad in convention journal distributed to all attendees*
- *Placement of one piece of approved company literature in each convention tote bag*
- *Acknowledgement as Platinum Sponsor on all materials (print and electronic)*
- *Acknowledgement at opening ceremony*
- *Acknowledgement as one of our prime sponsors on signage*
- *Acknowledgement in the **NJ Nurse** and the post **NJ Nurse** (circulation 130,000) newsletters*

\$3,000 – Gold Sponsor

- *Full Page B/W ad in convention journal*
- *Acknowledgement as a Gold Sponsor and recognition at the event*
- *Signage prominently displayed at event*
- *Placement of one piece of approved company literature in each convention tote bag*
- *Special mention in press releases*
- *Sponsor page Inclusion*
- *Acknowledgement in the post **NJ Nurse** newsletter*

2016 SPONSORSHIP OPPORTUNITIES

\$2500 – Silver Sponsor

- 1/2 B/W page ad in the program book
- Placement of one piece of approved company literature in each convention tote
- Recognition at the event
- Sponsor page inclusion
- Acknowledgement in the post **NJ Nurse** newsletter

\$1000 – Bronze Sponsor

- ¼ page B/W ad in the program book
- Recognition at the event
- Sponsor page inclusion
- Acknowledgement in the post **NJ Nurse** newsletter

\$500 – General Sponsor

- Recognition at the event
- Sponsor page inclusion
- Acknowledgement in the post **NJ Nurse** newsletter

Sponsorship Avenues

	Exclusive	Partial
<input type="checkbox"/> TOTE Bags (SOLD)	\$5000	\$2500
<input type="checkbox"/> Convention Brochure	\$5000	\$2500
<input type="checkbox"/> Keynote Speaker	\$3000	\$1500
<input type="checkbox"/> Book of Reports	\$3000	\$1500
<input type="checkbox"/> CT Breakfast	\$3000	\$1500
<input type="checkbox"/> Entertainment	\$1500	\$1000
<input type="checkbox"/> Photographer	\$ 1500	\$1000
<input type="checkbox"/> Coffee	\$ 500	-----

No donation is too little. Any support is appreciated.
Thank you!

I would like to sponsor _____

Total Amount Due \$ _____

- ☐ Check Enclosed (Payable to NJSNA)
- ☐ Purchase Order Attached
- ☐ Bill My Credit Card

Cardholder _____

Card No. _____

Exp. Date: _____ CVV _____

Signature _____

Date _____

Sponsorship Benefits

- Sponsorship of \$5,000 includes free booth in "Sponsor Row"
- Booth picture taken
- Logo recognition on the convention website
- Full page ad in the convention program book distributed to all attendees
- Acknowledgement at the opening ceremony
- Acknowledgement as a prime sponsor on signage
- Acknowledgement in **NJ Nurse** and post **NJ Nurse** (circulation 130,000)

All supporters are acknowledged in the Book of Reports, opening ceremony, signage and website.

QUESTIONS

Contact:

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