



*30th Annual*  
**NIGHTINGALE AWARDS FOR EXCELLENCE®**

Thursday, May 10, 2018



*Saluting the Last 30 Years of Nursing in Southeast Michigan*

Established • Strong • Proud



# The 30th Annual NIGHTINGALE AWARDS FOR EXCELLENCE®

This is more than just a night of professional awards.

With a strong history in tradition, the Oakland University Nightingale Awards for 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.

On May 10, 2018, 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 of southeast Michigan.

*Thank you in advance for your support!*

## SPONSORSHIP OPPORTUNITIES

### PREMIER SPONSORS

#### Presenting Sponsor | \$25,000 - Exclusive EMV - \$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 EMV - \$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 EMV - \$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 EMV - \$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 EMV - \$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 EMV - \$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 EMV - \$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 EMV - \$670

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

#### Student Volunteer Sponsor | \$1,500 EMV - \$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 and send questions to [nightingale@oakland.edu](mailto:nightingale@oakland.edu). **All completed ads are due by Friday, April 13, 2018.**

### 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 \$30 each. A tax receipt will be issued for the charitable portion of all donations.

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## BECOME A SPONSOR TODAY

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Thank you in advance for your sponsorship of the 30th Annual Nightingale Awards for Excellence®. Your support is vital to our success and affords us the opportunity to celebrate the hard-working, caring individuals who play a vital role in our health care 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 Adversiting

- 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](http://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](mailto:nightingale@oakland.edu) or by phone at (248) 364-8723.

[oakland.edu/nursing/nightingale](http://oakland.edu/nursing/nightingale)

