
2024 AONL Foundation Soirée and Nightingale Guild Reception

Laissez les bon temps Roule!

Wednesday, April 10, 2024

New Orleans

Sponsorship Opportunities

as of February 20, 2024

Why Sponsor the 2024 AONL Foundation Soirée and/or the Florence Nightingale Guild Reception?

- Support nursing leadership by making research and financial aid opportunities available to nurse leaders.
- Meet and socialize with key decision makers from health care organizations and systems across the country in a unique and relaxed atmosphere.
- Build or enhance brand recognition through logo placements and other recognition opportunities throughout the AONL Annual Conference and year-round via Foundation website and communications.

About The Soirée:

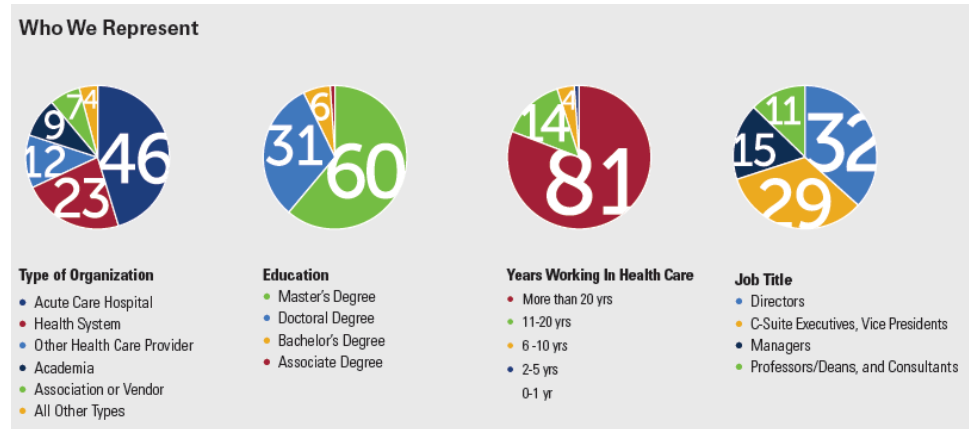
- A 2-hour ticketed reception and program during the AONL Annual Conference
- Recognizing the Friend of the Year Award recipient.
- All proceeds benefit the AONL Foundation.
- Heavy hors d'oeuvres and drinks available.
- Attendance has grown over the years. In San Antonio in 2022, more than 280 people attended the Soirée. 2023 attendee numbers to be finalized (preliminary counts as of 4/29 indicate more than 300 attendees).

About The Florence Nightingale Guild Reception:

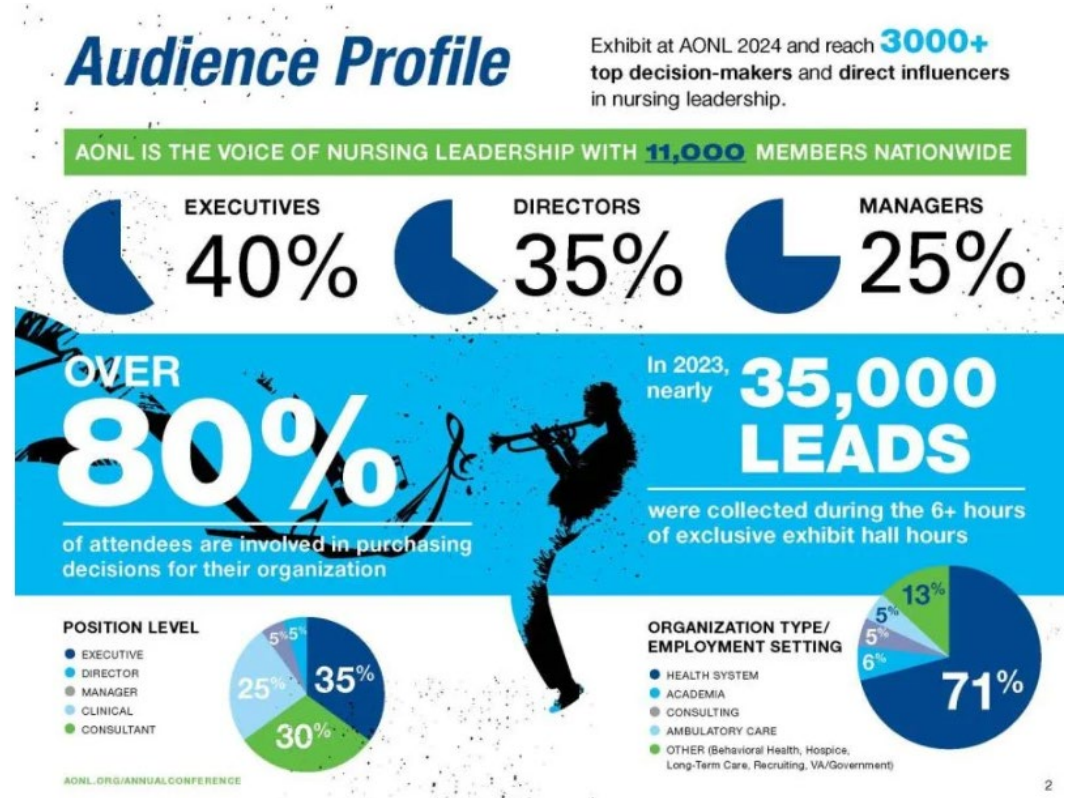
- A special reception for members of the AONL Foundation's Florence Nightingale Guild.
- Members of the Nightingale Guild are key donors who make the Foundation's work possible, including individuals and organizations.
- Takes place immediately prior to the Soirée.
- Award recipients are invited to attend.
- This is a smaller, more intimate gathering with about 75 people in attendance.
- Includes appetizers and open, limited bar.

Audience Breakdown Charts:

About AONL:



About AONL Conference Attendees:



Item	Price and Description
Benefits	
Premiere Soirée Sponsorship	<p>\$50,000 <i>Exclusive</i></p> <p>\$10,000 of this sponsorship will be directed to the Foundation’s general operations</p> <p>Be the featured sponsor of the Soirée and first recognized on all materials and communications.</p>
<p>Benefits:</p> <ul style="list-style-type: none"> • Logo placement and language recognizing Sponsor every time the event is mentioned. <ul style="list-style-type: none"> ○ Language can be: <ul style="list-style-type: none"> ▪ “Made possible by a generous gift from Sponsor.” ▪ “Thanks to our premier sponsor, Sponsor.” ○ Example placements include: <ul style="list-style-type: none"> ▪ Annual Conference Mobile App ▪ Annual Conference Website ▪ Foundation website ▪ Walk-in Slides during the Annual Conference ▪ Social media ▪ E-blasts to AONL members, conference attendees and others ▪ All on-site signage and visual for the event. • Opportunity to reach Soirée attendees and ticket holders either before or after the event with a personalized message sent via the AONL Foundation. (Content to be determined jointly.) • Inclusion in the Foundation’s Honor Roll of Donors at the Platinum level of the Florence Nightingale Guild • Complimentary tickets to the Soirée • Front of House reserved table(s) – up to three 	
Nightingale Guild Reception Sponsor	<p>\$15,000</p> <p>Shared sponsorships can be arranged for this event. Contact Dani for more information.</p>
<p>Benefits:</p> <ul style="list-style-type: none"> • Logo placement and language recognizing Sponsor every time the event is mentioned. <ul style="list-style-type: none"> ○ Language can be: <ul style="list-style-type: none"> ▪ “Made possible by a generous gift from Sponsor.” ○ Example placements include: <ul style="list-style-type: none"> ▪ Annual Conference Mobile App ▪ Annual Conference Website 	

- Foundation website
- Walk-in Slides during the Annual Conference
- Social media
- E-blasts to AONL members, conference attendees and others
- All on-site signage and visual for the event.
- Opportunity to reach Nightingale Guild invitees either before or after the event with a personalized message sent via the AONL Foundation. (Content to be determined jointly.)
- Inclusion in the Foundation’s Honor Roll of Donors at the Platinum level of the Florence Nightingale Guild
- Complimentary tickets to the Soirée
- Front of House reserved table(s) – up to two

Beverage Sponsor – Bar Sponsor	\$10,000 – <i>four sponsorships available</i>	Guarantee Soirée guests don’t walk away thirsty by hosting a special themed bar for the evening.
-----------------------------------	---	--

- Benefits for Sponsor:**
- Sponsor Logo on all signage at one of the beverage stations throughout the venue
 - Inclusion in the Foundation’s Honor Roll of Donors at the Platinum level of the Florence Nightingale Guild
 - Recognition of sponsorship on event signage at the 2024 Annual Conference
 - Your logo included in the Soirée section of the Annual Conference app.
 - Complimentary tickets to the Soirée

Beverage Sponsor – Featured Beverage	\$7,500 – <i>four sponsorships available</i>	Sponsor a featured beverage for attendees. We will work with you to choose a premium beverage available complimentary to Soirée attendees.
---	--	--

- Benefits for Sponsor:**
- Sponsor Logo on all signage at bars highlighting drink options, including sponsored beverage.
 - Inclusion in the Foundation’s Honor Roll of Donors at the Diamond level of the Florence Nightingale Guild
 - Recognition of sponsorship on event signage at the 2024 Annual Conference
 - Your logo included in the Soirée section of the Annual Conference app
 - Complimentary tickets to the Soirée.

Appetizer Sponsors	\$7,500 – <i>six sponsorships available</i>	Food, beverage, and entertainment make the event amazing! Host an appetizer station and help make sure guests have a great time by not worrying about the food.
--------------------	---	---

<p>Benefits for Sponsor:</p> <ul style="list-style-type: none"> • Sponsor Logo on all signage at one of the appetizer stations • Inclusion in the Foundation's Honor Roll of Donors at the Diamond level of the Florence Nightingale Guild • Recognition of sponsorship on event signage at the 2024 Annual Conference • Your logo included in the Soirée section of the Annual Conference app • Complimentary tickets to the Soirée. 		
Entertainment Sponsor	\$7,500 – <i>exclusive</i>	<p>Introduce entertainment and start the show!</p> <p>Unique in New Orleans, serve as Grand Marshall of the Soirée's own Second Line during the event!</p>
<p>Benefits for Sponsor:</p> <ul style="list-style-type: none"> • Sponsor Logo on all signage at the entertainment station • Inclusion in the Foundation's Honor Roll of Donors at the Diamond level of the Florence Nightingale Guild • Recognition of sponsorship on event signage at the 2024 Annual Conference • Your logo included in the Soirée section of the Annual Conference app • 2 complimentary tickets to the Soirée. 		
Photo Booth Sponsor	\$5,000 – <i>exclusive</i>	Showcase Sponsor with a one-of-a-kind keepsake from the evening. Guests will receive a printed photo to take home with them at the end of the evening.
<p>Benefits for Sponsor:</p> <ul style="list-style-type: none"> • Sponsor Logo on all signage at each photo booth. • Your logo on the printed photo guests can take home with them at the end of the evening. • Inclusion in the Foundation's Honor Roll of Donors at the Diamond level of the Florence Nightingale Guild • Recognition of sponsorship on event signage at the 2024 Annual Conference • Your logo included in the Soirée section of the Annual Conference app • Complimentary tickets to the Soirée 		
Event Favors Sponsor	\$5,000 – <i>exclusive</i>	Your logo on a unique, local item guests can take home with them. We will work with you to determine the item.
<p>Benefits for Sponsor:</p> <ul style="list-style-type: none"> • Sponsor Logo on unique New Orleans-inspired item for guests to keep. 		

<ul style="list-style-type: none"> • Inclusion in the Foundation’s Honor Roll of Donors at the Diamond level of the Florence Nightingale Guild • Recognition of sponsorship on event signage at the 2024 Annual Conference • Your logo included in the Soirée section of the Annual Conference app • 2 complimentary tickets to the Soirée. 		
Program Sponsor	\$3,000 – <i>exclusive</i>	Your logo will feature on the evening’s commemorative program available for every attendee to take home.
<p>Benefits for Sponsor:</p> <ul style="list-style-type: none"> • Sponsor Logo on the commemorative program • Inclusion in the Foundation’s Honor Roll of Donors at the Gold level of the Florence Nightingale Guild • Recognition of sponsorship on Foundation event signage at the 2024 Annual Conference • Your logo included in the Soirée section of the Annual Conference app • 1 complimentary ticket to the Soirée. 		
Coffee and Tea Sponsorship	\$2,500 – <i>Exclusive</i>	Provide a boost of caffeine (or decaf) during the event and keep the energy level high! You will receive exclusive recognition for this sponsorship.
<p>Benefits for Sponsor:</p> <ul style="list-style-type: none"> • Sponsor Logo on all signage at the coffee/team stations • Inclusion in the Foundation’s Honor Roll of Donors at the Gold level of the Florence Nightingale Guild • Recognition of sponsorship on event signage at the 2024 Annual Conference • Your logo included in the Soirée section of the Annual Conference app • 2 complimentary tickets to the Soirée. 		
Front of House Table Sponsor	\$2,000 – limited availability <i>Almost sold out!</i>	Reserve premier seating for you and your guests (8-10 people) directly in front of the stage. There is limited seating at the Soirée. It is a mix of seating and standing.
<p>Benefits for Sponsor:</p> <ul style="list-style-type: none"> • Sponsor Logo on all signage at the table • Inclusion in the Foundation’s Honor Roll of Donors at the Silver level of the Florence Nightingale Guild • Recognition of sponsorship on Foundation event signage at the 2024 Annual Conference 		

<ul style="list-style-type: none"> Your logo included in the Soirée section of the Annual Conference app 		
King Cake Sponsor	\$1,500 – <i>exclusive</i>	Provide a slice of the traditional Mardi Gras King Cake to all Soirée attendees.
<p>Benefits for Sponsor:</p> <ul style="list-style-type: none"> Sponsor Logo on all signage at the table displaying King Cakes. Inclusion in the Foundation’s Honor Roll of Donors at the Silver level of the Florence Nightingale Guild Recognition of sponsorship on Foundation event signage at the 2024 Annual Conference Your logo included in the Soirée section of the Annual Conference app 		
Table Sponsor	\$1,500	Reserve a table of 8-10 at the event venue for you and your guests. Tables are assigned on availability. There is limited seating at the Soirée. It is a mix of seating and standing.
<p>Benefits for Sponsor:</p> <ul style="list-style-type: none"> Sponsor Logo on all signage at the table Inclusion in the Foundation’s Honor Roll of Donors at the Silver level of the Florence Nightingale Guild Recognition of sponsorship on Foundation event signage at the 2024 Annual Conference Your logo included in the Soirée section of the Annual Conference app <p>Shared table sponsorships can be facilitated. Please contact Dani Ward for more information and to discuss details.</p>		
Half-Table Sponsor	\$750	Reserve a partial table of 4 or 5 at the event venue for you and your guests. Tables are assigned on available. There is limited seating at the Soirée. It is a mix of seating and standing.
<p>Benefits for Sponsor:</p> <ul style="list-style-type: none"> Sponsor Logo on all signage at the table Inclusion in the Foundation’s Honor Roll of Donors at the Silver level of the Florence Nightingale Guild Recognition of sponsorship on Foundation event signage at the 2024 Annual Conference 		

- Your logo included in the Soirée section of the Annual Conference app

Shared table sponsorships can be facilitated. Please contact Dani Ward for more information and to discuss details.

Program Ad	\$500	<p>Purchase an ad in the Foundation Soirée Program book.</p> <p>Specs TBD – no larger than ½ page of a sheet approximately 5”x7”.</p> <p>Foundation reserves right to approve content.</p>
<p>Benefits for Sponsor:</p> <ul style="list-style-type: none"> • Sponsor Logo on all signage at the table • Inclusion in the Foundation’s Honor Roll of Donors at the Leadership Giving Level • Recognition of sponsorship on Foundation event signage at the 2024 Annual Conference • Your logo included in the Soirée section of the Annual Conference app 		
<p><i>Additional opportunities possible, please contact Dani Ward to discuss.</i></p>		

Sponsorship Interest Form for
2024 AONL Foundation Soirée and Nightingale Guild Reception &
Other Foundation Activities at the 2024 AONL Annual Conference

Company Information:

Company Name: _____
(as it should appear in all materials)

Address: _____

City State Zip: _____

Country: _____ Website: _____

Contact Information for Person Coordinating Sponsorship:

This person will receive all correspondence related to the sponsorship, including the invoice.

Name: _____

Title: _____ Email: _____

Office Phone: _____ Mobile Phone: _____

Sponsorships of Interest:

1st Choice: _____

2nd Choice: _____

3rd Choice: _____

4th Choice: _____

Are you interested in multiple sponsorship opportunities? Yes No

Total Sponsorship Investment: \$ _____

Please complete this form and return to Dani Ward, director, AONL Foundation in person or via email at dmward@aha.org. Following receipt, Dani will prepare the formal agreement and coordinate details and payment with the contact indicated.