

Mississippi Nurses Association and Foundation

2012 Nightingale Awards Sponsorship Packet

2012 Nightingale Sponsor Benefits and Agreement Form

The Mississippi Nurses Association and Foundation invite your organization to participate as a sponsor of the annual Mississippi Nightingale Awards Gala. During this prestigious event, held **Monday, March 5, 2012** at the Downtown Marriott in Jackson, we will pay tribute to our state's finest nurses and employers of nurses. Sponsorships are available in the following levels:

Platinum Sponsor - \$5,000

- Recognition in promotional materials (Signage at the event, listing in the program and in full-page ad in the Tuesday, March 6, 2012 edition of *The Clarion Ledger*)
- Full-page ad in the Nightingale program book (Ad specs as included in this packet.)
- Opportunity to co-present an award of your choice
- Tickets for six (6) guests to the pre-gala reception from 6 - 7 p.m., in the Churchill Suite
- Dinner reservations for two tables of 10 (20 guests total) at the gala dinner at 7 p.m. (Reservation form in also included in this packet.)
 - Complimentary exhibit space at the 2012 Nurse Practitioner Spring Conference – April 13-14, 2012, at Harrah's Tunica which will provide you with an audience of more than 250 nurse practitioners (*Reservations required in order to be included in this event.*)
 - Complimentary exhibit space at the 2012 MNA Annual Convention – Oct. 16-19, 2012, at the Mississippi Coast Coliseum and Convention Center, Biloxi, Miss., which will provide you with an audience of more than 300 nurses and approximately 1,100 nursing students, educator, and nurse practitioners (*Reservations required in order to be included in this event.*)

Gold Sponsor - \$3,000

- Recognition in promotional materials (Signage at the event, listing in the program and in full-page ad in the Tuesday, March 6, 2012 issue of *The Clarion Ledger*)
- Half-page ad in the Nightingale program book (Ad specs as included in this packet.)
- Opportunity to co-present an award
- Tickets for four (4) guests to the pre-gala reception from 6 - 7 p.m., in the Churchill Suite
- Dinner reservations for one table of ten (10) at the gala dinner at 7 p.m. (Reservation form in also included in this packet.)
 - Complimentary exhibit space at the 2012 Nurse Practitioner Spring Conference – April 13-14, 2012, at Harrah's Tunica which will provide you with an audience of more than 250 nurse practitioners (*Reservations required in order to be included in this event.*)

Silver Sponsor - \$1,000

- Recognition in promotional materials (Signage at the event, listing in the program and in full-page ad in the Tuesday, March 6, 2012 issue of *The Clarion Ledger*)
- Quarter-page ad in the Nightingale program book (Ad specs as included in this packet.)
- Opportunity to co-present an award
- Tickets for two (2) guests to the pre-gala reception from 6 - 7 p.m., in the Churchill Suite
- Dinner reservations for one table of ten (10) at the gala dinner at 7 p.m. (Reservation form in also included in this packet.)

Please complete the following sponsorship form, and return it with check payable to Mississippi Nurses Association or applicable credit card information. To be included in the program book, you must have the following agreement form, payment and ad copy in by **Friday, Feb. 17, 2012**.

2012 Nightingale Sponsor Agreement Form

Mississippi Nightingale Awards Gala

Monday, March 5, 2012

Organization: _____

Contact person: _____

Address: _____

City, State, Zip _____ Phone _____

E-Mail _____

Person to make award presentation (must be present at the gala)

E-mail

Phone

Choice of Award to Present (Applies to Platinum Sponsors only)

Category

Level of Sponsorship:

Platinum - \$5,000

Gold - \$3,000

Silver - \$1,000

We will not be able to act as a sponsor this year, but we would like to purchase an ad in the Nightingale Gala Program book.

Ad Size

Full-Page - \$300

Quarter-Page - \$100

Half-Page - \$200

Business Card - \$75

Payment:

Enclosed Check

Visa

MasterCard

American Express

If paying by credit card, please provide the following: Card number: _____

Expiration Date ____ / ____ Name as it appears on card: _____

Please return this form to
MNA Nightingale Sponsorship, 31 Woodgreen Place, Madison MS 39110

Deadline to be included in the gala program book is . . . **Friday, Feb. 17, 2012**

2012 Nightingale Program Advertising

Specifications and Deadlines

Please send all ads for the 2012 Nightingale Program as camera-ready submissions. Neither MNA nor the printer will be able to provide artistic or editing services. Electronic submissions should be sent as Word, PDF, QXP, JPG or TIFF files. Submissions received in color will be printed in black and white. Hard copies may be sent to Betty Ruth Hawkins, 31 Woodgreen Place, Madison MS 39110.

Deadline for all camera-ready copy Friday, Feb. 17, 2012

Program Ad	Dimensions Width x Height	Cost
Full Page.....	7.25" x 10"	\$300 Free with a Platinum Sponsorship
Half-Page (Horizontal only)	7.25" x 4.62"	\$200 Free with a Gold Sponsorship
Quarter- Page.....	3.5" x 4.625"	\$100 Free with a Silver Sponsorship
Business Card	3.5" x 2.25"	\$75 A regular size business card can be adapted to this ad size

Send Camera-ready Hard Copy to:

Betty Ruth Hawkins
Nightingale Program Advertising
31 Woodgreen Place
Madison, MS 39110

Send Electronic Copy to brhawkins@msnurses.org

For any questions, please call (601) 898-0670.