

SPONSORSHIP PROPOSAL

CNA FEST 2019

**ONE
VOICE**



**MILLIONS OF
CONNECTIONS**



NAHCA
NATIONAL ASSOCIATION OF HEALTH CARE ASSISTANTS

CNA Fest 2019

Sponsorship Proposal

One Voice, Millions of Connections

WHY WE DO WHAT WE DO

For those of us who serve in long-term care, we understand that Certified Nursing Assistants (CNAs) have perhaps the most demanding scope of practice, both physically and emotionally. We also recognize that these essential caregivers earn a meager wage and, in many instances, find it difficult to make ends meet. Couple this with the frequent and frustrating staffing challenges that occur daily, and it is easy to see why these noble humanitarians become burned out and leave our profession. The National Association of Health Care Assistants realizes that we must play a role in reinvigorating and educating these important professionals. One way that NAHCA accomplishes this is by hosting an annual conference for CNAs and Assisted Living Caregivers (ALCs).

Based on our 24 years of experience and countless studies, we know that positive recognition is essential to the longevity of caregivers. Because of that, each year we host the “Key to Quality” Awards Banquet, which allows us to recognize some of the nation’s top caregivers in 14 award categories.



WHAT YOU CAN DO TO HELP

Your gracious contribution provides 12 hours of dynamic education, countless opportunities for networking, and activities that are intended to motivate and inspire the CNAs to reconnect with the passion for their profession. Every sponsorship investment goes directly to financing scholarships for a deserving CNA or to enhance the quality of their experience during CNA Fest.

BENEFITS TO YOU

NAHCA takes our sponsorship agreement very seriously. You make a promise to help the noble humanitarians who care for our nation’s frail and elder citizens, and in return we promise to deliver the best sponsorship benefits out there.

CONNECT WITH YOUR CUSTOMERS

Customers are getting more and more discerning about which companies they do business with. What better way to communicate your values than by sponsoring an event that matches theirs?

INCREASE EXPOSURE

You'll have unparalleled, in-person access to hundreds of people when you become an integral part of the CNA Fest 2019, participating in the opening and closing ceremonies, operating your own company display, and having your brand and message promoted throughout the venue.



TELL YOUR STORY AND WIN NEW CUSTOMERS

Tell a whole new audience how much your organization cares about CNAs and ALCs. Every time they visit NAHCA's website, CNA-TV, login to NAHCA's Virtual Campus of Care (NVCC), attend CNA Fest, or the Key to Quality Awards they will be exposed to your brand and reminded about your generous support.

GIVE YOUR STAFF SOMETHING TO SMILE ABOUT

Responsible companies like yours know how important it is to get staff involved in giving back to the community. Talk to us about how your people can get directly involved in the big event.

ADDED VALUE

After more than two decades of service to CNAs and the long-term/post-acute care system, NAHCA has a vast network of committed supporters. As a sponsor, you'll have access to our extensive list of influential board members and volunteers, as well as our special brand of social marketing. The value we bring to the table includes:

SOCIAL MEDIA EXPOSURE

NAHCA has more than 34,000 followers on their social media platforms, including Facebook, Twitter, and others. We're highly skilled at engaging with and leveraging those connections for your benefit.

A PROVEN TRACK RECORD OF HONESTY AND ACCOUNTABILITY

You want to know your sponsorship investment brings awareness to your organization. We provide detailed analytics to our sponsors after every advertising opportunity.

UNIQUE MARKETING CHANNELS

Because we have a longstanding trust within our community, we have access to valuable marketing channels. In addition to our membership, CNA-TV is a one-of-a-kind outlet to reach CNAs and other long-term professionals throughout the world, another benefit of your sponsorship. CNA-TV is delivered through the NAHCA Broadcasting Network in effort to motivate and inspire its viewership. A lineup of programs that includes long-term care news, field knowledge and expertise, recognition of CNAs in heroic action, advocacy, and philosophical stories are all available to assist in marketing your products or services.



NAHCA Broadcasting Network



2019 NAHCA Sponsorship Opportunities

National Association of Health Care Assistants

Annual CNA Fest Sponsorship – August 28-29, 2019					
Included in Sponsorship	Diamond \$10,000+	Platinum \$7,500+	Gold \$5,000+	Silver \$2,500+	Bronze \$500+
Product/Service Demo	*				
Key to Quality Red Carpet “Live” Streaming	*				
CNA-TV sponsor (15-second commercial)	*	*			
Sponsor a tote item, session, meal, speaker, etc.	*	*			
Logo on name badge	*	*			
2 Scholarships to CNA Fest 2019	*	*			
Logo on CNA Fest Totes	*	*	*		
Logo/link on NAHCA website	*	*	*	*	
Your Branded Materials for Totes	*	*	*	*	
Logo on sponsor signage	*	*	*	*	
Sponsor CNA of the Year Award	*	*	*	*	
Sponsor Lifetime Achievement Award	*	*	*	*	
Social media posts	*	*	*	*	*
Sponsor a Key to Quality Award	*	*	*	*	*

*Some items/events will have shared sponsorships

**The number of sponsorships available in each category may be limited

***Frequency and rate of commercials and social media posts vary among sponsorship levels

NAHCA reserves the right to change or alter sessions as deemed necessary.

SPONSORSHIP TERMS AND CONDITIONS

WHAT NAHCA WILL DO

NAHCA will coordinate with sponsoring organizations to synchronize deliverables as noted above over the course of the sponsorship duration.

WHAT YOU WILL DO

As a sponsor, you will need to provide a variety of media. Depending on your sponsorship level, you will need to provide media in photo or video format. Logos, regardless of sponsorship level, will need to be in high-resolution, transparent, and in .jpeg or .png format. Images used for social media will also need to be in high-resolution and in .jpeg or .png format. Videos for commercial spots will need to be in the necessary length and in .mp4 or .avi format. All media must be provided 45 days prior to advertising opportunity.

SPONSORSHIP PAYMENT METHODS

To sponsor, payment can be made online or by check.

ONLINE:

www.nahcacna.org/cna-fest-sponsorship-form

CHECK:

Please make checks payable to **ADL Management**, with the memo "**NAHCA CNA Fest**" and remit to:

**ADL Management
115 Melwood Street
Excelsior Springs, MO 64024**

For more information, contact:

Angela York

Director, Charitable Giving

National Association of Health Care Assistants (NAHCA)

Cell: 720.385.7771 – Email: **ayork@nahcacna.org**