Certified nursing assistants (CNAs) deliver the lion’s share of direct care to nursing homes residents in this country—with 600,000 of them working in 15,500 nursing homes nationwide, where they provide an estimated 90 percent of the care.

For more than 26 years, the National Association of Health Care Assistants (NAHCA) has advanced professional pride and changed public perception of CNAs who work in nursing homes, assisted living, and hospice settings. Representing some 26,000 CNAs nationwide, NAHCA’s team of senior living experts engage members in ways that few other organizations have been able to.

Social media, conferences, and educational events are extremely popular among CNA members and their employers. They often attract the attention of administrators, c-suite executives, and other affiliated roles within the settings where CNAs work.

The pandemic has brought even more attention to the role of CNA. NAHCA and its members have attracted unprecedented media attention, from outlets such as the Washington Post, New York Times, Barron’s, McKnight’s Long-Term Care News, Skilled Nursing News, POLITICO, MSNBC, and more.

**Long-Term Benefits**
You are invited to support NAHCA and its CNA members as a 2022 sponsor, with benefits that maximize your company’s engagement over an entire year of recognition via our multiple communication and education platforms.
The Value of Partnering with NAHCA

Becoming a sponsor offers a broad range of benefits that include making connections with CNAs and gaining substantial exposure of your brand and value. Following are some of the opportunities available as part of your sponsorship:

CNA Events: NAHCA engages CNAs through a multitude of events, such as summits, webinars, and workshops. These events are aimed at providing CNAs with resources to more effectively care for their residents and themselves, reignite their passion for their profession, and gain insight into the LTC industry. These events drew over 2,500 registrants and achieved incredible engagement from members as well as thought leaders throughout the field of long-term and post-acute care. Events like these are excellent opportunities to gain exposure for your company's brand.

CNA and B2B Webinars: Our highly popular webinars have excellent engagement due to their relevant topics and presenters. Those aimed at CNAs are for educational and networking purposes. B2B webinars are typically aimed at nursing home and assisted living CEOs, administrators, executive directors, HR and other leaders. Workforce issues are among the most pressing in our field (and most especially since the onset of the pandemic), and CNAs’ perspectives and insights are valuable resources for leaders within the field. NAHCA plans on hosting five (5) of the B2B webinars in 2022.

NAHCA Social Media: NAHCA’s social media channels are extremely popular among its members and supporters. With more than 18,500 followers on the NAHCA Facebook page, it is an excellent location for sharing information, highlighting news and updates, and posting important events.

CNA-TV: As NAHCA’s YouTube channel, CNA-TV’s mission is to produce and distribute content that is designed to keep members informed and updated on relevant issues.

Support Healthcare Heroes
As CNAs continue to hold the frontline of the pandemic, they have emerged as the healthcare heroes amid a tragedy of disastrous proportions. CNAs and their advocates appreciate your much-needed support of the incredible work they do each and every day to keep elders safe, engaged, and protected.
Sponsor Levels and Accompanying Benefits

Platinum: $20,000
- Opportunity to submit one white paper that will be distributed to registrants of one of NAHCA’s B2B webinars.
- Opportunity to present on three (3) B2B or CNA-facing webinars, to include a logo and appreciation slide.
- Placement of company logo and hyperlink on NAHCA’s website.
- Recognition of company in the monthly NAHCA e-newsletter and in social media messaging.
- Opportunity to be an official sponsor of the NAHCA Resource Center.
- Access to thousands of CNAs through a focus group event or distribution of a survey to obtain feedback on your company’s products or services.

Gold: $10,000
- Opportunity to present on two (2) B2B or CNA-facing webinars, to include a logo and appreciation slide.
- Placement of company logo and hyperlink on NAHCA’s website.
- Recognition of company in the monthly NAHCA e-newsletter and in social media messaging.
- Access to thousands of CNAs through a focus group event or distribution of a survey to obtain feedback on your company’s products or services.

Silver: $5,000
- Opportunity to present on one (1) B2B or CNA-facing webinar, to include a logo and appreciation slide.
- Placement of company logo and hyperlink on NAHCA’s website.
- Recognition of company in the monthly NAHCA e-newsletter and in social media messaging.

Bronze: $2,500
- Recognition of the company in the monthly NAHCA e-newsletter and in social media messaging.
- Noted on the NAHCA website with logo placement.

Friend of NAHCA: $500
- Noted on the NAHCA website as a "Friend of NAHCA."