













# FNINR NightinGala

| <b>SPONSORSHIP BENEFITS *</b>   | <b>Discovery<br/>\$20,000</b>   | <b>Investigator<br/>\$15,000</b>  | <b>Colleague<br/>\$10,000</b>   | <b>Scholar<br/>\$5,000</b>  |
|---|---|---|---|---|
| <b>Complimentary table with priority placement</b><br><i>(proximity based on sponsorship level)</i>                             | Table of 12<br>center stage   | Table of 10<br>center stage   |   |   |
| <b>Video about your nursing program linked in the program, on the website and distributed via social media. **</b>              |    |   |   |   |
| <b>Email to the FNINR listserv</b><br><i>(see guidelines on page 2)</i>   |    |    |    |   |
| <b>Blog post on the FNINR website and email blast announcing the blog to all attendees</b><br><i>(see guidelines on page 2)</i> |    |    |    |    |
| <b>Dedicated social media post(s)</b>   | 4   | 3   | 2   | 1   |
| <b>Complimentary ad in the digital program***</b>   | Full page   | Full page   | Full page   | Half page   |
| <b>Recognition as a sponsor in all materials</b>  |  |  |  |  |

All sponsorships will receive comprehensive recognition, including onsite acknowledgment at the NightinGala, logo placement on respective signage and event materials, a linked logo on the FNINR website, and recognition in event-specific email communications.

## DIGITAL ADVERTISEMENTS \*\*

Full page: \$2,000

Half page: \$1,000

## TABLE HOST OPPORTUNITIES

Table of 12: \$4,800

Table of 10: \$4,000

## SECURE YOUR SPONSORSHIP OR TABLE TODAY!

The sponsorship deadline is August 31, 2026

\*Sponsorship benefits are valid through June 30, 2027.

\*\*The videos will be distributed via digital mediums so they can be any length and can point to your YouTube playlist for greater exposure

\*\*\*Advertisement specifications provided on page 3.

### QUESTIONS?

Contact FNINR Project Coordinator, Kayla Fuller, at [kfuller@amrms.com](mailto:kfuller@amrms.com).



## SPONSOR BENEFIT GUIDELINES

*Blog Posts and Emails*

Thank you for your support of the FNINR NightinGala! Your sponsorship benefits include an opportunity to share one blog post and/or email with the FNINR community on behalf of your organization/institution. Additional details are provided below. If you have any questions not addressed by the guidelines, please contact FNINR Project Coordinator, Kayla Fuller, at [kfuller@amrms.com](mailto:kfuller@amrms.com).

### TIMELINE

- Specific timing may be requested for the blog post and/or email. FNINR staff will make every effort to accommodate these requests.
- If a specific dissemination date is requested, all materials must be provided to FNINR at least two weeks prior; if the requested date is within two weeks of the NightinGala, then at least four weeks' notice is required.
- If the content must be reviewed and approved by the sponsor, an additional two weeks' notice is required.
- These items will be distributed to all registered attendees of the NightinGala; since many individual names are not submitted until the 6 weeks prior to the event, it's suggested that you post/send this item after the event.

### ACCESS

- The blog is located on the public FNINR website. You can follow [this link](#) or visit [fninr.org](http://fninr.org) and navigate to the "News" page via the "Resources" tab in the main navigation.
- The FNINR community will be notified of the new blog post through social media.

### FORMAT

- The content for the blog post and email must be shared in an easily editable document, such as Word.
- The dissemination platform has limited design capabilities; refer to [previous blog posts](#) for formatting examples.
- The hex codes must be provided if organization/institution specific branding is requested.
- The blog post and email typically range from 250 to 1,000 words. To encourage engagement in the content, we recommend aiming for the lower end of the range.
- Hyperlinks can be included in the blog post and email.
- Anchor links can only be included in the blog post.

### MEDIA

- Images may differ between the blog post and email.
- Include images in the document to indicate their desired placement.
- Send high-resolution images separately as JPG or PNG files.
- Image sizes can be adjusted, within reason.
- Recommended banner sizes: 1200px x 320px; 1600px x 900px; 624px x 208px; 800px x 200px

### CONTENT

- Content may differ between the blog post and email.
- All content must be reviewed and approved by FNINR staff.
- All content must align with FNINR's mission, vision and goals.
- FNINR cannot promote any events that directly coincide with FNINR scheduled events.

FNINR – Conference Program  
Full page - 8.5 inches wide x 11 inches high  
Half page – 8.5 inches wide x 5.5 inches high

Mockup is 8.5x11 page.  
Please submit PDF at 300 dpi, no bleed or crop marks

8.5x11 full page

8.5x5.5 half page