



Texas Nurses Association

A Look at 100 Years of Nursing in Texas



The professionalism and character of Gulf Coast Texas nurses will be presented in a prime-time, one-hour broadcast special on CBS Dec 1, 2018.

Sponsorship packages to pay for the broadcast development, promotion, and feature release

2018 Sponsorship Rates

LINDGREN MEDIA
832-451-9003
jon@jonlindgren.com

13003 Southwest
Freeway, Suite 110
Stafford, TX
77477

May 1, 2018

For many healthcare professionals, the Texas Nurses Association (TNA) annual recognition of nurses is a tradition that has brought well-deserved attention to nurses who have truly made a difference in the industry as well as in the lives of many patients and families. This year, in addition to the TNA honoree banquet, a special broadcast feature spanning 100 years of nursing will also recognize nurses, and we welcome your participation.

TNA was founded in 1907 and is the oldest professional nursing association in Texas. Its records span the years 1916 through 2007 and consist of administrative records, clippings, correspondence, scrapbooks, photographs, and printed materials, which makes them the perfect resource for a special broadcast feature about the history of nurses in Texas.

Through the years, District 9 of TNA has been an advocate for many nurses, through efforts in improving health standards and nursing standards, and now through this broadcast project, which hopes to support the role nurses play every day in people's lives by publicly showcasing the industry's best patient advocate. The feature will engage today's industry professionals and hospital partners to tell past and present stories conveying the common theme of 100 years of care. The broadcast will air on CBS at 8 p.m. Dec 1, 2018, with two weeks of television commercial promotion and many other cross-promotion efforts.

How to Participate

Volunteers for R&D: Members of TNA within your organization can volunteer to help with research and development. Email tna9@tnadistrict9.com to be put in contact with member board chairs of the project.

Sponsorship: In addition to the nursing budgeted annual sponsorship of the 2018 honorees of the TNA awards, marketing budgeted sponsorship will be received through Lindgren Media and donations received by DIREC Educational Programming, a 501(c)3 organization. Sponsors will be provided a program outline and content direction. Sponsors will have a more significant presence in the feature.

See discounted rates for existing TNA sponsors.

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Broadcast development and airtime sponsorship to honor 100 years of nursing is divided into two types of sponsorship. Moneys will be raised to fund the development of a one-hour documentary, which includes research, script writing, field and post HD video production, professional narrative, licensed music, motion graphics, and the promotion and preempted airtime placement of the broadcast feature on a local network station in prime time. Funds will be contributed by hospitals, healthcare-related services and product companies, and other community partners. Partial proceeds to benefit the TNA District 9 general fund.

Hospitals and Healthcare Service-Related Sponsors

Existing TNA event sponsors receive a 20% discount to participate in the program sponsorship packages. Parties who have sponsored the annual nurse recognition events in the past five years qualify. Program sponsorship of a company's marketing budget should not preempt annual nurse education donation to the TNA District 9 general fund. All sponsors receive a digital copy of there program.

Sponsor Rates

Program Sponsorship Rates

- \$50,000 Platinum Sponsor
- \$10,000 Gold Sponsor*
- \$5,000 Silver Sponsor
- \$2,500 Bronze Sponsor

Benefits

Benefits:

- All sponsors receive recognition in the live 2018 TNA Awards promotional materials, souvenir booklet and on-screen and verbal mention at the event
- Visual recognition at the open and close of the Special Feature
- Your name and logo on the official program website at district9feature.com
- Visual mentions in all event communication

*Platinum and Gold Sponsorships have the option to include their CNO and CEO participation in the special feature. Gold Sponsor also has the opportunity to include one commercial placement in the program by adding an additional \$5,000 to their sponsorship.

Additional Benefits of becoming a Platinum Sponsor:

A Platinum Sponsor is an airtime sponsor that will receive recognition in all promotional efforts. Promotion for the event starts two months from the event on social media and other TNA member communications. Promotional for the Special Feature will begin two weeks from the airdate on CBS for an airtime value \$105,000.

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KHOU-11 TV Schedule

Two-week promotion leading up to program date

- KHOU-11 Spot Schedule
- 12, 10-second daily promos on KHOU-11 Mon-Sat
- \$10,000 spot schedule can include :15s or :30s
- 20 daily spots on Bounce Added Value

KHOU.COM PRE-ROLL

Two-week promotion leading up to program date

- 100k pre-roll impressions on KHOU.com

KHOU-11 Mobile Ad Messenger Campaign for the Special Feature

- 500k targeted mobile ad messenger impressions
- Target nurses, doctors, and people working in medical field, Target areas include:
 - Med Center: Texas Children's Hospital, The Woman's Hospital, CHI St. Luke's, Memorial Hermann, Methodist, Ben Taub
 - West Side of Houston: Memorial Hermann Memorial City, Methodist at Barker Cypress, Texas Children's West Campus
 - South and South West Hospitals: Clear Lake Regional, Memorial Hermann Southwest, The Methodist Hospital Sugar Land
 - Northside Hospitals: St. Lukes, Texas Children's, Methodist, Memorial Herman.

Facebook Ad Campaign

Two-week promotion leading up to program date

- Reach target audience with Facebook Ad impressions mimicking mobile ad messenger campaign
- Target nurses, doctors, and people working in the medical field in key Houston areas

Great Day Houston Segment

Great Day Houston is an hour-long local talk show airing weekdays at 9 a.m. on KHOU 11, the top weekday television talk show in the Houston market.

- 1x Great Day Houston appearance with host Deborah Duncan includes:
 - Opportunity to showcase the Special Feature in one, 5-minute segment
 - Your logo in the lower corner

Lasting Sponsorship

All participating sponsors will remain on the produced segment and will be available for viewing:

- Program hosted January 1, 2018 on district9feature.com for 3 years minimum.
 - Other healthcare related museums and educational facilities can request the program for viewing and approved locations may post the program in its entirety at no cost.
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TNA District 9 100 Years of Texas Nursing

Return this page with your donation.

2018 TNA District 9 Special Broadcast Feature

SPONSORSHIP FORM

Indicate type of sponsorship

PLATINUM

GOLD

SILVER

BRONZE

NAME:

COMPANY NAME:

ADDRESS:

CITY:

STATE, ZIP:

Paid by check

Billing
CONTACT:

Paid online

PHONE:

Please make this a donation

This an advertising expense

Sponsorship can be received as a donation or an advertising expense, depending on what is most appropriate for your organization. For donations, make checks payable to **DIREC Inc.** and for advertising expense, make checks payable to **Lindgren Media.** Deadline for Sponsorship is **June 30, 2018.**

501(c)(3) donation: DIREC Educational Programming DIRECedu.org

Online: <https://squareup.com/market/direcedu>

Mailing Address: 13003 Southwest Freeway, Suite 110, Stafford, TX 77477

Expense: Lindgren Media LINDGRENMEDIA.COM

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For more information contact Jon Lindgren 832-451-9003 or jon@jonlidgren.com
