

Texas Nurses Association, District 9 Nurses

A Look at 100 Years of Nursing in Texas

SPECIAL FEATURE BROADCAST ON CBS 11, APRIL 20, 2019 AT 8PM

Hospitals and Healthcare Service-Related Sponsors

A special TNA broadcast feature spanning 100 years of nursing will also recognize nurses, and we welcome your participation. Contributions toward the District 9 Nurses documentary is applied to broadcast development and distribution of a one-hour special broadcast feature. Money for the development includes research, script writing, field and post HD video production, professional narrative, licensed music, motion graphics, and the promotion and placement of the broadcast feature. Partial proceeds to also benefit the TNA District 9 general fund. Sponsors will be provided a program outline and content direction. Sponsors will have a more significant presence in the feature.

Program Sponsorship Rates

- Platinum Sponsor - see rates separately
- \$10,000 Gold Sponsor
- \$5,000 Silver Sponsor
- \$2,500 Bronze Sponsor

Silver and Bronze Benefits:

- All sponsors receive recognition at the 2018 TNA Awards on-screen and verbal mention at the event
- Visual recognition at the open and close of the special one-hour feature in primetime
- Your name and logo on the official program website at district9nurses.com
- Visual mentions in all event communication throughout 2018.
 - FaceBook Ad Campaign
 - Newsletter weekly communications
 - Great Day Houston CBS segment recognition
 - Two weeks in CBS commercial campaign
 - Mobile ad messenger campaign provided by CBS 11 - targets healthcare industry

Gold Benefits:

- All benefits included in the Silver, Bronze benefits
- Ability to submit a nurse name to be followed and highlighted in the special - three nurses will be selected

Existing TNA event sponsors receive a 20% discount to participate in the program sponsorship packages. Parties who have sponsored the annual nurse celebration 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 the program.

*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 **February 28, 2019**. See complete sponsorship package at DISTRICT9NURSES.COM, sponsors tab. Mail to 9203 Highway 6 South, Suite 124-145, Houston, TX 77083 or contact Jon Lindgren at 832-451-9003.