



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 April 20, 2019.

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

2019 Sponsorship Rates

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

13003 Southwest
Freeway, Suite 110
Stafford, TX
77477

September 17, 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.

This 2018 project will include the most prominent hospitals and recognized healthcare leaders in the Houston area. It will be divided into two parts, a live event and a broadcast special. The event, which will recognize 20 outstanding nurses in District 9, will be held at The Westin Galleria, Nov 8th. The one-hour special will recap 100 years of nursing history and will be broadcast on CBS at 8 p.m. April 20, 2019.

How to Participate

Sponsorship: The two types of sponsorships are program development and airtime promotion. Program sponsorship has only one level of participation and is not limited. Airtime sponsorships are limited to only two sponsors due to limited availability in the program.

Participating hospitals include:

- *Houston Methodist Hospital*
- *CHI St. Luke's Health*
- *M.D. Anderson*
- *Memorial Hermann*
- *Texas Children's*
- *Harris Health*
- *St. Joseph*
- *Texas Women's*
- *HCA Gulf Coast*
- *UT Health*
- *and other regional hospitals as the promotion continues*

Participating groups include:

- *AMA*
- *ANA*
- *ACPM*
- *AAMC*
- *ASCO*
- *AHIMA*
- *AAPA*
- *Elsevier HESI*
- *Beaumont Health*
- *TMC*
- *and others as the promotion continues*

Complete list can be provide by January 15, 2019

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Sponsorship Benefits

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 placement of the broadcast feature. 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.

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.

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Below is an outline of what sponsors, participants and contributors to the project can expect from the promotional

Sponsorship Contributions

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.

Program Development:

- Produce a 60-minute program to run on CBS KHOU11, April 20, 2019
- Participants in the program will be recognized in the credits of the program and will receive a free download of the program.
- Sponsors will receive recognition at the open and close of the special feature
- Sponsors have the option to include their CNO and CEO in the special feature
- Participants can include their hospital in cover shots of the program
- Can suggest current technology for our technology segment
- We will create 6, 60-second PSAs from the show content to run during nurses week the week of May 6th through May 10th.

Promotion of Program

- Promotion for the broadcast will kick-off at the annual TNA District 9 Nurses Celebration event held this November 8th 2018 and will continue through May 31, 2019.
 - Sponsors and participants will have a brief introduction the night of the 2018 TNA District Celebration Awards via a video promo on the event screens and in the program ad sponsor by Lindgren Media in the souvenir booklet
 - Sponsor names displayed on the official website at district9feature.com
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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 **February 28th, 2019.**

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

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

Mailing Address: 9203 Highway 6 South, Suite 124-145, Houston, TX 77083

Expense: Lindgren Media LINDGRENMEDIA.COM

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

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