

Be Visible...

Generate Excitement and New Business via CNC Sponsorships!

Commission on Nurse Certification (CNC)

Sponsorship Guide



Established in 2007, the Commission on Nurse Certification (CNC) is the autonomous certifying arm of the American Association of Colleges of Nursing (AACN). Over 8,900 professionals have earned the CNL credential. The CNL is a master's educated nurse, prepared for practice across the continuum of care within any healthcare setting. The CNC Board of Commissioners (CNCBOC) governs the CNL Certification Program. The CNCBOC and staff are solely responsible for the policies and administration of the CNL Certification Program.

MISSION

To govern the CNL certification activities and promote CNL practice.

VISION

To establish a collaborative environment with evolving CNL stakeholders to improve health and healthcare delivery, promote certification and professional development and keep abreast of healthcare issues.

VALUES

Leadership, certification standards, professional development and collaboration.

The **Commission on Nurse Certification** will work with you to create a rewarding partnership and transform your ideas into marketing solutions that resonate with our certified Clinical Nurse Leaders! You'll be able to achieve your goals and provide our CNLs with your valuable products and services. CNC offers multiple price points for sponsorship which allow you to find the best fit for your budget.

Sponsorship opportunities are available for the following CNC programs, products and events:

- ▶▶ **Annual CNL Research Symposium...Page 4**
 - Session Sponsorship
 - Breakfast Sponsorship
 - Refreshment Break Sponsorship
 - Attendee Tote Bags
 - Badge Holders and Lanyards
- ▶▶ **CNL Awards...Page 5**
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Sponsorship Recognition

includes your company name listed on:

- ◆ ***Onsite Sponsor Signage***
- ◆ ***Program Guides***
- ◆ ***CNC's Website***

By becoming a sponsor you position your company as a key player within the certified Clinical Nurse Leader community.

RESEARCH SYMPOSIUM

CNL Research Symposium

The CNL Research Symposium, an annual pre-conference session, focuses on the CNL's role in data collection and evaluation for reporting clinical outcomes. Participants are certified Clinical Nurse Leaders, students, educators, healthcare administrators, nurse executives, physicians and financial officers.

Sponsorship Opportunities

Session Sponsorship: Sponsor will receive VIP seating, will introduce the session speakers. Company name and logo will be displayed on CNC's website, program brochure and on screen as attendees enter the session room.	\$2,000
Breakfast Sponsorship: Sponsor will have the opportunity to provide session attendees with a networking breakfast buffet. Company name and logo will be displayed on CNC's website, program brochure and on screen as attendees enter the session room.	\$2,500
Refreshment Break Sponsorship: Sponsor will have the opportunity to provide session attendees with a refreshment break. Company name and logo will be displayed on CNC's website, program brochure and on screen as attendees enjoy their break.	\$1,500
Attendee Tote Bag: Your company will be top of mind throughout the year as session attendees continue to use these attractive bags in their daily lives.	\$1,200
Badge Holders & Lanyards: Your company name and logo will be imprinted. Attendees will wear the badge holders during the conference and collect them as souvenirs.	\$800

CNL Awards

CNL Vanguard, Educator, & CNL Innovation in Practice Awards

All CNL Award winners are honored during the Opening Session of the annual CNL Summit. These awards recognize CNL innovation, outstanding professional performance, advocacy of the CNL skill set, and health care transformation.

Sponsorship Opportunities

CNL Awards Sponsorship: Sponsor will be recognized on the CNL Awards section of the CNC website.

\$1,000



Certified CNL Day March 19 - Held Nationally

Certified CNL Day takes place on March 19th each year and spreads awareness to recognize CNC's certified Clinical Nurse Leaders. It also provides employers with an opportunity to extend their appreciation to their certified CNL staff.

Sponsorship Opportunities

Certified CNL Day Sponsorship: Sponsor will be recognized on the Certified CNL Day section of the CNC website. Company name and logo will be displayed on the brochure and promotional notifications via social media and the CNL Community.

\$1,000

Webinar sponsorship

is a great way to provide educational programming with contact hours and bring together professionals from around the country.



CNC Webinars

CNC's Webinars are designed to link certified Clinical Nurse Leaders, students, nurse executives and educators from across the country to expert knowledge on the CNL skill set, certification program, and emerging issues.

Sponsorship Opportunities

CNC Webinar Sponsorship: Sponsor will be recognized on the Webinar section of the CNC website. Company name and logo will be displayed on the opening slide of the webinar presentation. Sponsor representative will have the opportunity to welcome webinar attendees.

\$1,000

CNC's CNL Monthly Newsletter – *The CNL Bulletin*

The CNL Bulletin is the monthly online newsletter of the Commission on Nurse Certification (CNC) that features the latest news and information on the Clinical Nurse Leader (CNL) initiative and the CNL Certification Program.

Sponsorship Opportunities

The CNL Monthly Update Sponsorship: Sponsor's company logo will be displayed on the newsletter. Sponsor will also receive a half page ad to promote their products or services.

\$200



Subject Matter Expert Sponsorship

CNC's subject matter experts participate annually at our meetings and at allied association conferences to provide presentations, exhibit, and provide their expertise. This is your way to support the CNL skill set and help with promoting the CNL and certification program.

Sponsorship Opportunities	
Subject Matter Expert Sponsorship: Sponsor will be recognized on the CNC subject matter expert section of the CNC website. Company name and logo will be displayed.	\$1,000



COMMISSION ON NURSE CERTIFICATION

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