




NURSE OF THE YEAR 2024 PARTNERSHIP OPPORTUNITIES

A photograph of a hospital setting. In the foreground, a woman with dark hair, wearing blue scrubs and a stethoscope, looks directly at the camera. In the background, two other healthcare professionals are visible, one of whom is attending to a patient in a hospital bed.

Oklahoma Nurse of the Year

***Celebrating outstanding
nurses and maternal and
infant health providers***

WHEN: November 14, 2024

WHERE: Showplace Theatre – Riverwind Casino



**NORMAN
REGIONAL**
Health System

MARCH OF DIMES IMAGINES A WORLD WHERE EVERY MOM AND BABY IS HEALTHY REGARDLESS OF WEALTH, RACE, GENDER OR GEOGRAPHY.

Our goal is to end preventable maternal risk and death, end preterm birth and infant death and close the health equity gap.

OUR ORGANIZATION DOES THIS BY:

- Supporting research to find solutions so every family gets the best possible start.
- Advocating for policies that prioritize the health of moms and babies.
- Providing resources and programs to help moms throughout their pregnancies.
- Educating health professionals to improve mom and baby care.
- Uniting local communities across the nation through events and collaborations.
- Partnering with organizations and companies committed to helping moms and their families.

IN THE UNITED STATES:

- The U.S. remains among the most dangerous developed nations for childbirth, especially for families of color.
- Each year, one woman dies every 12 hours from pregnancy-related causes, and 1 in 10 babies is born too soon.
- Women of color are up to 50 percent more likely to give birth preterm and their children can face a 130 percent higher infant death rate.
- This year alone, more than 360,000 babies will be born preterm.
- A significant racial disparity in maternal death exists with Black women being 3 times more likely to die from pregnancy compared to White women.

IN THE LAST YEAR:

- 4,000,000 babies benefited from our research, vaccines, education, advocacy and breakthroughs.
- More than 50,000 families were supported through our NICU Initiatives, including the NICU Family Support® program and the MY NICU Baby® and Mi Beb  en la NICU apps.
- We offered training to 35,000 health care providers to educate them on mitigating bias, stigma and systemic racism in care settings and on best practices to improve maternal and infant outcomes.
- Our advocates helped pass 34 new pieces of legislation to support thousands of underserved women, including passage of the federal law, the American Rescue Plan Act of 2021.

COVID-19:

The pandemic is putting mom and baby health even more at risk. Your support provides:

- Research for COVID-19 treatments to ensure they're inclusive and safe for pregnant and lactating women.
- Advocating efforts needed to help families impacted by COVID-19.
- Resources and training for doctors and nurses in the ICU and NICU who fight tirelessly for moms and babies every day.
- Opportunities for maternal and child health experts, expectant moms and new parents to come together to get the latest news, information and resources during the COVID-19 pandemic to prepare for birth and caring for a newborn at home.

Sources, *2019 March of Dimes Report Card, CDC estimate of the number of babies born with a birth defect. 2014 Final Natality Data and 2013 Period Linked Birth/Infant Death Data. Prepared by the March of Dimes Perinatal Data Center 2016

ABOUT OKLAHOMA NURSE OF THE YEAR

Now in our 15th year, the **Oklahoma Nurse of the Year** is an awards event and fundraiser that celebrates the healthcare community to recognize excellence and achievements in research, education, quality patient care, innovation and leadership. Each award will be presented to the most outstanding nurse or individual within each of the selected categories.

Individuals are first nominated by peers, managers, supervisors or even the families they have impacted. Following the nomination, each individual is asked to submit an application to be considered. Each application is carefully reviewed and scored by a committee of Chief Nursing Officers and other leaders from the health care community in the state of Oklahoma.

The March of Dimes believes that every baby deserves the best possible start. Unfortunately, not all babies get one. **We are changing that.** From advocacy to education to research, we're working to level the playing field so that all moms and babies are healthy. Because when a society supports every family, the future is brighter for us all. And when communities work together, even the toughest problems can be solved



NATIONAL DEMOGRAPHIC APPEAL

We invite you to discuss the variety of options available for an Oklahoma Nurse of the Year sponsorship to help you reach an active and engaged audience. By working with your March of Dimes representative, you can create a program that meets your goals and objectives and targets audiences in Oklahoma, and even across the country. Together we can reach key audiences in your community.

FEMALE 44%

EARN 100K+ 73%

MARRIED 68%

TOP 5% US WEALTHIEST HOUSEHOLDS 41%

AVERAGE AGE 51.7

TOP 20% US WEALTHIEST HOUSEHOLDS 73%

HEAVY INTERNET USERS 60%

HEALTHCARE INDUSTRY CONNECTED 80%

PARTNERSHIP OPPORTUNITIES

	Presenting Sponsorship \$25,000	Platinum Sponsorship \$15,000	Gold Sponsorship \$10,000	Silver Sponsors hip \$6,000	Bronze Sponsors hip \$3,000
Event speaking opportunity	X				
Award category and presenter	X	X	X	X	
Ad in program booklet (color)	Full page + ½ page CNO spotlight	Full page	½ page	Company logo	Company logo
Brand inclusion—# social media posts	4-including: CNO spotlight, thank you, company highlight	3-including: Thank you, company highlight SOLD	2-including: Thank you	1-including: Thank you	
Social media brief tailored to you and your company (date of your choosing with MOD)	1 month: 2 posts per week	X	X		
Brand Inclusion—Save the dates-digital/printed	X	X	X		
Brand inclusion— invitations-(Electronic)	X	X	X	X	
Brand inclusion—logo - event website (with link)	X	X	X	X	
Brand inclusion—event emails	X	X	X	X	
Brand inclusion—event signage	X	X	X	X	

PARTNER RECOGNITION

As a partner of Oklahoma Nurse of the Year, your company will receive the following benefits throughout the campaign:

Presenting Sponsor - \$25,000

Pre-Event

Recognition as the exclusive Presenting Sponsor in all public relations and media efforts pertaining to the Oklahoma Nurse of the Year.

- Event will be referred to as March of Dimes Oklahoma Nurse of the Year awards

PRESENTED BY:

- Event save-the-date and event invitations
- Event social media announcements (Facebook and Twitter)
- 3 social media messages highlighting your company with hyperlink to your website
- Event emails
- Use of marks and logo in mutually agreed co-branded custom promotion for March of Dimes/Nurse of the Year (March of Dimes final approval)
- Opportunity to sit on the Oklahoma Nurse of the Year Event Committee

Day of Event

- Two (2) tables of 10 seats
- Official sponsor of the pre-event function (cocktail hour); limited to one – other custom activations available
- Opportunity to give a “kick off welcome address” to guests at start of the dinner; Limited time, messaging to be approved by March of Dimes.
- Full-page, color ad in event program (inside or back cover)
- Logo/name recognition as Presenting Sponsor in the event program
- Logo/name recognition as Presenting Sponsor on all event signage and media screens
- Verbal recognition as Presenting Sponsor from stage at event
- Logo exposure on online streaming platform
- Logo exposure in online waiting room prior to event
- Logo co-branded with March of Dimes on photo back-drop

Award Category

- Sponsor of two (2) Award Categories
- Company representative to present two awards on stage
- Company name mentioned as category sponsor by presenter
- Company name to appear in program booklet as sponsor of a specific category

PARTNER RECOGNITION

As a partner of Oklahoma Nurse of the Year, your company will receive the following benefits throughout the campaign:

Platinum Sponsor – \$15,000

Pre-Event

- Pre-event marketing pieces featuring your company as a Gold Sponsor with logo/listing on:
 - Event invitations
 - Event social media announcements (Facebook and Twitter)
 - 2 social media messages highlighting your company with hyperlink to your website
 - Event emails
 - Event website with link to company website
 - Use of marks and logo in mutually agreed co-branded custom promotion for March of Dimes/Nurse of the Year (March of Dimes final approval)
 - Opportunity to sit on the Oklahoma Nurse of the Year Event Committee

Day of Event

- One (2) table of 10 seats
- Custom event activation (logo on tribute gifts or fund the mission forms)
- Company Logo as stage sponsor
- Full-page, ad in the event program
- Logo/name recognition featured in event program as Gold Sponsor
- Logo/name recognition featured on event signage as Gold sponsor recognition slide
- Verbal recognition from stage at event
- Logo exposure on online streaming platform
- Logo exposure in online waiting room prior to event

Award Category

- Sponsor (2) Award Categories
- Company representative to present award on stage
- Company name mentioned as category sponsor by presenter
- Company name to appear in program booklet as sponsor of a specific category

PARTNER RECOGNITION

As a partner of Oklahoma Nurse of the Year, your company will receive the following benefits throughout the campaign:

Gold Sponsor – \$10,000

Pre-Event

- Pre-event marketing pieces featuring your company as a Gold Sponsor with logo/listing on:
 - Event invitations
 - Event social media announcements (Facebook and Twitter)
 - 2 social media messages highlighting your company with hyperlink to your website
 - Event emails
 - Event website with link to company website
 - Use of marks and logo in mutually agreed co-branded custom promotion for March of Dimes/Nurse of the Year (March of Dimes final approval)
 - Opportunity to sit on the Oklahoma Nurse of the Year Event Committee

Day of Event

- One (2) table of 10 seats
- Company Logo as pre-event reception sponsor
- Half page, ad in the event program
- Logo/name recognition featured in event program as Gold Sponsor
- Logo/name recognition featured on event signage as Gold sponsor recognition slide
- Verbal recognition from stage at event

Award Category

- Sponsor one (1) Award Category
- Company representative to present award on stage
- Company name mentioned as category sponsor by presenter
- Company name to appear in program booklet as sponsor of a specific category

PARTNER RECOGNITION

As a partner of Oklahoma Nurse of the Year, your company will receive the following benefits throughout the campaign:

Silver Sponsor – \$6,000

Pre-Event

- Pre-event marketing pieces featuring your company as a Silver Sponsor with listing on:
 - Event invitations
 - Event social media announcements (Facebook and Twitter)
 - One (1) Social media message highlighting your company with hyperlink to your website
 - Event emails
 - Use of March of Dimes/Nurse of the Year logo (with approval)

Day of Event

- 1 x table of 10 seats
- Half-page, ad in the event attendee program
- Logo/name recognition featured in event program
- Logo/name recognition featured on event signage and sponsor recognition slide
- Verbal recognition from stage at event
- Logo exposure on online streaming platform
- Logo exposure in online waiting room prior to event

Award Category

- Sponsor one (1) Award Category
- Company representative to present award on stage
- Company name mentioned as category sponsor by presenter
- Company name to appear in program booklet as sponsor of a specific category

Bronze Sponsor - \$3,000

Pre-Event

- Pre-event marketing pieces featuring your company as a Bronze Sponsor with listing on:
 - Event invitations
 - Company name on website

Day of Event

- One (1) table of 10 seats
- Logo/name recognition featured in event program
- Logo/name recognition featured on event signage and sponsor recognition slide
- Verbal recognition from stage at event

OTHER PARTNERSHIP OPPORTUNITIES

TABLE SPONSOR - \$1,750

- One table of 10

CATEGORY SPONSOR - \$1,500

Day of Event

- Logo/name recognition featured in program booklet
- Logo/name recognition featured on sponsor recognition slide throughout the event
- Company leader to present assigned award with company logo on award.
- Verbal recognition during event

Award Category

- Company name to appear in program booklet as sponsor of a specific category

FUND THE MISSION GIFTS

- Gifts are 100% tax-deductible
- Verbal recognition at the event

TRIBUTE GIFTS

A tribute is a platform to recognize extraordinary nurses who have played a vital role in the healthcare system. It is a personal gift – from chief nursing officers, deans of nursing schools, physicians, executive leaders, nominators, associations and anyone as a way to honor their nurse finalists from their healthcare facility, higher education or category of interest.

- Celebrate your nurses including previous finalists and winners by making a tax-deductible gift to the March of Dimes in their honor
- Acknowledgement in program booklet

TRIBUTE OPPORTUNITIES:

\$1,500
\$1,000
\$750
\$500
\$250

OTHER OPPORTUNITIES:

Reception Sponsor
Entrance Sponsor
Registration Table Sponsor
Stage Sponsor

2024 SPONSORSHIP COMMITMENT

Oklahoma Nurse of the Year 2024

Company name/donor

Please indicate how you wish to be listed on printed materials

Primary contact

Address

City

State

ZIP code

Phone

Fax

Email

Alternate contact person

Fax

Email

☐ YES, we will support March of Dimes as a sponsor
in the amount of \$_____.

☐ I am unable to attend, but I would like to make a 100 percent tax-deductible
gift in the amount of \$_____.

Signature of primary contact

Date

(My signature indicates authorization to make this commitment on behalf of my company.)

Payment options (payment is due no later than 30 days prior to event):

- ☐ Check enclosed (payable to March of Dimes)
- ☐ Credit card (to make a payment via credit card, please call March of Dimes Customer Service at 1-888-663-4637)
- ☐ Please send an invoice to the address above for our commitment.
-

Please send payment to our Centralized Accounts Team:

March of Dimes
Donation Processing Center
PO Box 18819
Atlanta, GA 3112

Questions or details about the event contact:

Laurie Applekamp, lapplekamp@marchofdimes.org
405-415-1262

*Please email a copy of this completed form to the
email above.

2024 AWARD CATEGORIES

ADVANCED PRACTICE

Clinical Nurse Specialist, Certified Nurse Midwife, Nurse Practitioner, Nurse Anesthetists, and Nurse Psychotherapist.

CHARGE NURSE

Includes nurses in all clinical areas who function in the Charge, Lead or Shift role.

CRITICAL CARE

Includes adult ICU/CCU, IMC, Cath lab and special procedures, PTCA Interventional Radiology, Cardiology, with intermediate care units

EDUCATION

Includes University / Junior College, Hospital and Community (schools etc.) Research

EMERGENCY

ER, flight, ambulance, pre-hospital, telephone triage and Peds ER.

GENERAL MEDICAL/SURGICAL

Medical, surgical, orthopedics, neurological, renal respiratory, cardiovascular, nursing dependent upon specialty for either category

HEALTHCARE TECHNOLOGY PARTNER

Recognizes a technology partner (or vendor) within a hospital setting or in the Maternal Child Health Field (ex: Medical Device Equipment).

HOUSE SUPERVISOR

Nurses who serve in the house supervisor position.

INFECTION CONTROL, OCCUPATIONAL HEALTH, QUALITY & RISK MANAGEMENT

Nursing in IC/EH and Occupational Health Settings, Performance Improvement, Quality Management, Risk Management, Informatics, Patient Advocate, Patient Safety in Community and/or Hospital.

INNOVATION IN CLINICAL ADVANCEMENT

Recognizes an individual (nurse, doctor, researcher or other clinical provider) whose innovation has improved patient safety, quality of care and patient outcomes in the healthcare environment. Innovation can be in the form of products, programs, projects, or interventions.

LPN

LPN's serving in roles to assist the registered nurses and doctors in a patient setting

NURSING ADMINISTRATION

Includes Consultants, CNE's, CNO's, VP's

NURSING MANAGEMENT

Clinical Director/Nursing Manager/Administrative Directors

NEONATAL/PEDIATRIC

Nursery, general pediatric units, pediatric clinics, PICU and NICU

PUBLIC HEALTH, AMBULATORY CARE & OTHER NURSING SPECIALTIES

Public health, clinic, office and other ambulatory care settings and/or school, government agencies, Indian health facilities, reservations, Parish, prison nursing and/or transplant coordinator, nursing caring for patients in Behavioral Health, Hospice, Home Health, Long Term Acute, Rehabilitation, etc.

RISING STAR

Nurse within the first 2 years of practice who exemplifies outstanding caring, leadership, and professionalism.

SURGICAL SERVICES

Perioperative, Preoperative, PACU, Day Surgery, and/or Endoscopy.

WOMEN'S HEALTH

Antepartum, Intrapartum, Maternal/Baby Care, Postpartum and Gynecology.

SPECIAL AWARD: LIFETIME ACHIEVEMENT AWARD

Recognizes and promotes bedside nurses who have made a significant impact and contribution in the lives of mothers and babies. The selection for this honor recognizes an individual's outstanding service, as well as exemplary professional practice over a minimum of 35 years.