



PENNSYLVANIA
NURSING
WORKFORCE
COALITION
a PHMC affiliate program

Our Mission

The Pennsylvania Nursing Workforce Coalition (PA-NWC) aims to advance a nursing workforce that will lead healthcare transformation by cultivating strategic partnerships with diverse populations and organizations.

Sponsorship & Pledge Support of the PA-NWC

The Pennsylvania Nursing Workforce Coalition (PA-NWC) is committed to strengthening Pennsylvania's nursing workforce through collaboration, innovation, and shared resources. Sponsorship and pledges play a vital role in advancing this mission. By partnering with PA-NWC, sponsors gain meaningful visibility and engagement opportunities while contributing to initiatives that support current and future nurses.

Why Support Our Work?

This collaboration is mutually beneficial - sponsors and pledges are recognized as leaders invested in workforce development, and PA-NWC is able to further its impact through strategic partnerships that align with our shared goals of improving health outcomes and advancing equity across communities.

Sponsorship & Pledge Opportunities Overview

PA-NWC offers three types of opportunities designed to meet different engagement goals:

Annual Sponsorship: Designed for organizations seeking ongoing visibility and strategic partnership across PA-NWC's full portfolio of programs, events, and communications throughout the year.

Program & Event Opportunities: Designed for organizations seeking targeted engagement with a specific audience, initiative, or event. Recognition is limited to the selected program or event.

Organizational Pledge or Individual Pledge (Custom Amount): PA-NWC welcomes support from organizations and individuals who are passionate about advancing the nursing workforce. Custom contributions directly support efforts to expand access to professional development, strengthen support systems for nurses, and invest in a more equitable and resilient healthcare system across Pennsylvania. Organizational and individual pledge supporters will be recognized on the PA-NWC website in appreciation of their commitment.

Scan the QR code to submit your pledge or contribution



***Please note:** Please note: The PA-Nursing Workforce Coalition (PA-NWC) shares external resources for informational purposes only. This does not constitute endorsement or approval. Participation in shared initiatives reflects our commitment to advancing the field, not promoting specific organizations, products, or positions.*



www.panursingworkforce.org



panursingworkforce@phmc.org



[@PANursingWorkforceCoalition](https://www.linkedin.com/company/PANursingWorkforceCoalition)

Annual Sponsorship

Gold Sponsor

Ideal for organizations seeking maximum visibility and strategic partnership.

- Co-sponsorship of a 1-hour webinar, hosted by the PA-NWC, with the opportunity to collaborate with PA-NWC on topic development and content (contact hours provided).
- Premier logo placement on all statewide PA-NWC communications, digital platforms, and event materials (e.g., e-blasts, event announcements) for ongoing visibility.
- Visual and verbal recognition as a *Gold Sponsor* at all coalition meetings, webinars, and public events.
- Dedicated sponsor feature on the PA-NWC website, social media channels, and monthly newsletter highlighting your organization's work and its connection to nursing or healthcare.
- *Gold Sponsor* acknowledgment on PA-NWC website sponsor page.

\$15,000

Silver Sponsor

Designed for organizations seeking strong visibility and engagement opportunities.

- Logo placement on PA-NWC communications, digital platforms, and event materials (e.g., e-blasts, event announcements) for ongoing visibility.
- Visual and verbal recognition as a Silver Sponsor at all coalition meetings, webinars, and public events.
- Featured spotlight in one PA-NWC monthly newsletter/e-blast and two LinkedIn posts to highlight your organization.
- *Silver Sponsor* acknowledgment on PA NWC website sponsor page.

\$10,000

Bronze Sponsor

A great entry level opportunity to support nursing workforce development.

- Logo placement in PA-NWC communications, digital platforms, and event materials (e.g., e-blasts, event announcements) for ongoing visibility.
- Visual and verbal recognition as a Bronze Sponsor at all coalition meetings, webinars, and public events.
- Featured spotlight in one PA-NWC monthly newsletter/e-blast or one LinkedIn post to actively highlight your organization.
- Bronze Sponsor acknowledgment on PA NWC website sponsor page.

\$7,500



Program & Event Support Opportunities

(Limited Availability)

Note: These opportunities support specific PA-NWC programs or events. Recognition and logo placement will appear only on materials related to the supported program or event and will not be included on the PA-NWC Sponsorship webpage or across general PA-NWC communications.

Opportunities are limited and available on a first-come, first-served basis.

Event Meal Sponsor | \$5,000

- Exclusive sponsorship of one meal (breakfast or lunch) and refreshments for attendees at an in-person PA-NWC meeting or event.
- Signage displayed at the sponsored meal and refreshment station.
- Opportunity to distribute flyers to attendees and receive verbal recognition during the meal, with the option to share a short video during the meal.

Webinar Sponsor | \$4,000

- **Choose your audience for the year:** Nurse Residency Collaborative, Nurse Leader Connect, Nurse Diversity Council, or Nursing Students. Benefits apply to all webinars offered to the selected audience during that year.
- Pre-webinar visibility: Sponsor logo, rotating slides, or a short sponsor video featured in the Zoom waiting room and/or at the beginning and end of the webinar.
- Recognition across webinar materials and communications for the selected series.

Digital Promotion Sponsor (In-Person Event) | \$3,500

- Featured sponsor spotlight in one PA-NWC newsletter promoting the supported event or program, including a short message and link to the sponsor's website.
- Logo placement on the PA-NWC webpage for the supported event or program.
- Recognition across PA-NWC digital communications promoting the supported event or program, including two LinkedIn posts.
- Logo placement in select digital materials and communications related to the supported event or program.
- Verbal recognition during the supported in-person event.

Swag Sponsor | \$2,000 - \$4,000

- Opportunity to provide co-branded swag with PA-NWC for distribution to attendees at an in-person PA-NWC event.
- Pricing varies based on item type and production costs.

