



NursesTakeDC 2020 Sponsorship Package

The numbers don't lie, and they're costing people their lives right now.

Hospitals which routinely schedule 1:8 nurse-to-patient ratios experience five additional deaths per 1,000 patients than those staffing with 1:4 nurse-to-patient ratios.* The odds of patient death increase by 7% for each additional patient (above 8) the nurse must take on at one time

These days, it's all about the bottom line. And the bottom line is that America's health care facilities are woefully understaffed. Numerous studies categorically demonstrate that health care facilities that stretch the number of patients its nurses provide care for increase the risk of patient death (following common medical procedures) by 7%. Where a nurse's workload is eight patients or more on a single shift, the risk of death rises over 30%...

Keeping one's overhead low is generally a sound business practice. But health care is more than just a business. Would you look favorably upon the practice of understaffing at a medical facility which is serving one of your loved ones?

You can help change this while promoting your brand.

Not every epidemic makes headlines. That doesn't mean it doesn't cost lives every day. Make no mistake — understaffing in American hospitals is an epidemic. An avoidable epidemic.

Over 60 respected studies directly link adequate nurse staffing in hospitals and health care facilities to reduced rates of patient deaths and post-operative complications. Those complications (which can and often are life-threatening) include respiratory failure, urinary tract infections, pneumonia, shock and upper gastrointestinal bleeding.

America's health care professionals will be gathering in Washington D.C. on April 21 & 22, 2020 to let our government — and the public — know that we are systemically ignoring an issue which costs us hundreds and possibly thousands of lives each year. America's health care facilities are routinely providing inadequate levels of nursing in the name of cost effectiveness. But those savings are coming at a very real, and very human, price. We need your help to get the word out.

A PR win for you. And positive exposure to almost 750,000 medical professionals as a brand that cares.

By sponsoring #NursesTakeDC Rally Events, you'll show close to a million health care professionals*** that you are a brand which supports civic and corporate citizenship (something Millennials especially have been shown to prize when it comes to brand loyalty). You'll be supporting a cause driven to do one thing: save lives. This rally will help make this happen by:

- Empowering nurses to advocate for patients, support systems and a superior level of health care our great nation deserves.
- Eliminating any doubt that the only way to eradicate this epidemic is to build a safer environment for patients, which includes setting policies that ensure adequate nursing coverage for patients, thereby decreasing patient morbidity and mortality

Your #NursesTakeDC Rally sponsorship provides an ideal opportunity to support nurses on the front lines of patient care. Together we can stand on the right side of history, to change healthcare, unite nurses, providers and patients to make healthcare better and safer for all. Financial support for #NursesTakeDC comes from philanthropic and private donations; Nurse entrepreneurial companies; Nursing Unions; and Nursing Professional organizations. We deeply appreciate our sponsors and have a variety packages for our events which offer visibility, recognition and other benefits.

A Little Goes a Long Way.

Your support will contribute expenses directly associated with this rally, including audiovisual equipment, podium and stage equipment, table and chairs, online print production, and support of safe patient limits campaigns.

About the Rally

#NursesTakeDC is a grassroots movement, organized by and supported by nurses all around the United States working in a variety of roles, settings, and education levels. The focus of this Rally is to save lives by making scientifically based safe nurse to patient ratios a nationwide reality. Our vision is to encourage all nurses to become active change agents in our healthcare system and serve as an adjunct to the current organizations and institutions serving our profession. As the largest body of workers in the United States, we believe nurses should be the gatekeepers for changing health care policy and legislation.

* (Journal of the American Medical Association, 2002)

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*** The event is being produced by #NurseTakeDC, a grassroots organization focused on promote improved standards in American health care as well as advocating for nursing issues impacting professionals and patients.

#NursesTakeDC Sponsorship Opportunities

| | Supporting Sponsor (500.00) | Supporting Sponsor (\$1000) | Bronze Sponsor (\$2500) | Silver Sponsor (\$5000) | Gold Sponsor (\$7500) | Platinum Sponsor (\$10,000) |
|---|-----------------------------|-----------------------------|--------------------------------|-----------------------------|---|--|
| Sponsor Acknowledged At Rally and Reception | X | X | X | X | X | X |
| Logo on All #NTDC Print Media, emails, website & social media | X | X | X | X | X | X |
| Show Me Your Stethoscope (SMYS) Website | | Sponsor Name | Small Logo and link | Medium Logo and Link | Large Logo and Link | X-Large Logo and Link |
| SMYS Facebook (>650,000 members) and Twitter | | Sponsor Name | 1 Post/week for 4 weeks | 2 Post/week for 4 weeks | 3 Post/week for 4 weeks | 4 Post/week for 4 weeks |
| SMYS Live-stream (4000-8000 views each) hosted by Janie Harvey Garner | | | 1-2 minute mention of sponsor. | 5 minute mention of sponsor | 30 minute Live-stream about your organization | 60 minute (or co- hosting) Live-stream |
| Exhibitor table | | | | X | X | X |