












FNINR Nightingala

SPONSORSHIP BENEFITS	Discovery \$20,000	Investigator \$15,000	Colleague \$10,000	Scholar \$5,000
Tickets to the NightinGala	Table of 12 front 1/3 of venue	Table of 10 front 1/2 of venue		
Opportunity to select table placement from options provided				
1-minute video about your program played as attendees transition from the reception and linked in the program				
Branded email to 2024 NightinGala attendees <i>(see guidelines on page 2)</i>				
Branded blog post on the FNINR website <i>(see guidelines on page 2)</i>				
Dedicated social media posts on LinkedIn and Twitter	5 posts	4 posts	3 posts	2 posts
Complimentary advertisement in the digital event program	Full page	Full page	Full page	Half page
Recognition as a sponsor in all materials <i>(**see below for full list)</i>				

DIGITAL ADVERTISEMENTS*

half page: \$1,000
full page: \$2,000

A LA CARTE SPONSORSHIPS

transportation: \$15,000
entertainment: \$20,000

**Specifications provided on page 3.*

***All sponsorships include recognition in onsite distributions at the NightinGala, logo on respective signage throughout the event and in the presentation, logo with link on the FNINR website, and recognition in email blasts specifically related to the program.*

BECOME A SPONSOR TODAY!

QUESTIONS?

Email jcampbell@fninr.org to contact FNINR Project Coordinator, Jess Campbell



SPONSOR BENEFIT GUIDELINES

Blog Posts and E-Blasts

Thank you for your support of the FNINR NightinGala! As a benefit of your sponsorship, your organization/institution can share a branded blog post and/or a branded e-blast with the FNINR community, based upon your sponsorship level benefits. Specifics of these opportunities are outlined below. If you have any additional questions, please email FNINR Project Coordinator, Jess Campbell, at jcampbell@fninr.org.

TIMING

- The blog will be posted on the FNINR website first and the e-blast will be scheduled a couple of weeks after the blog is posted (if applicable).
 - Specific timing can be requested by the sponsor and FNINR staff will do what they can to accommodate the request. However, if the sponsor requests a specific dissemination date, all materials must be provided to FNINR at least two weeks prior to the requested date; if you wish to send this communication out within two weeks of the NightinGala, we require at least four weeks' notice. Either way, the sponsor will be informed of the posting dates in advance.

ACCESSIBILITY

- The blog is located on the public FNINR website. You can follow [this link](#) or visit fninr.org and navigate to the "News" link via the "Resources" tab.
- A post will be shared on FNINR's social media channels: LinkedIn and Twitter, to notify the FNINR community that a new blog has been posted on the website.

IMAGES & LINKS

- Images can differ between the blog post and e-blast.
- If there are any images, please include them in the document where they should be and send them separately as JPG or PNG files.
- Images can be in any format (banner, square, etc.)
 - Image sizes can be adjusted, within reason.
 - Banner sizes that we have used in previous e-blasts include: 1200px x 320px; 1600px x 900px; 624px x 208px; 800px x 200px
- Hyperlinks can be included in the blog post and e-blast. Anchor links can only be included in the blog post.

FORMAT & LENGTH

- The blog and e-blast should be shared with FNINR staff in a document, such as Word, that easily allows staff to copy and paste the contents as necessary.
- The blog post and e-blast typically range from 250 to 1,000 words. To encourage engagement in the content, we recommend aiming for the lower end of the range and must limit the word count to 1,000.

CONTENT

- All content must be reviewed and approved by FNINR staff.
- All content must align with FNINR's mission, vision and goals.
- FNINR cannot promote any events that directly coincide with FNINR scheduled events.

8.5x11 full page

FNINR – Conference Program

Full page - 8.5 inches wide x 11 inches high

Half page – 8.5 inches wide x 5.5 inches high

Mockup is 8.5x11 page.

Please submit PDF at 300 dpi, no bleed or crop marks

8.5x5.5 half page