



GAPNA STRATEGIC PARTNERSHIPS 2027

The Gerontological Advanced Practice Nurses Association (GAPNA) is the premier professional organization that represents the interests of advanced practice nurses, other clinicians, educators, and researchers involved in the practice or advancement of caring for older adults.

Our members are active in academia, research, and a variety of settings across the health care continuum - including primary care, acute care, post-acute care, home care, and long-term care.

Across this broad spectrum, GAPNA provides opportunities for education, leadership, research, advocacy, networking, and the advancement of evidence-based care.

Platinum Strategic Partner – Cost \$25,000 (Will also include all of the benefits of both the Gold Strategic and Strategic Partner Programs listed below)

- **Webinar & Podcast Sponsorship:** Host a branded educational session or podcast featured on the GAPNA Online Library and promoted to our members.
- **Enhanced Website Presence:** Priority logo placement on the GAPNA homepage and rotating banner ads on key web pages.
- **Two Membership Email Blasts:** Two targeted email campaigns per year to our membership. Content and assets are due 4 weeks prior to desired send date. All email blast dates are subject to GAPNA approval and must align with the association's current email communication schedule.
- **Complimentary Conference Exhibit Booth:** Choose a complimentary booth in the exhibit hall at either PharmaCon27 (Honolulu, HI) or ENGAGE27 (San Diego, CA) with dedicated times to speak with our members and conference attendees.
- **Exclusive Sponsorship Opportunities and Discounts:** Choose from premium options such as the Leadership Institute, an educational program fostering the next generation of gerontological nursing leaders, the GAPNA Online Library, and more. Plus, enjoy additional discounts on all advertising with GAPNA.
- **12-month digital advertisements on the GAPNA website or GAPNA Bulletin:** Provide a GIF or PNG image file along with the URL link where users should be directed when clicking the advertisement. Artwork is due 30 days prior to launch date.
- **Two guests pass for the GAPNA Gallery at ENGAGE conference:** Network with GAPNA leadership, Board members, and volunteer group leaders during this exclusive conference event.
- **Two GAPNA Associate Memberships:** Connect your team with the GAPNA community through access to member resources, networking, and educational opportunities.

Gold Strategic Partner – Cost \$15,000 (Will also include all the benefits of the Strategic Partner Program listed below)

- **12-Month Ad Placement:** Select either a homepage website ad or a monthly email news Bulletin ad.
- **Featured Blog Content:** Publish one corporate blog post promoted on GAPNA's LinkedIn and Online Community Forum (GAPNA Exchange).
- **One Membership Email Blasts:** One targeted email campaign per year to our membership. Content and assets are due 4 weeks prior to desired send date. All email blast dates are subject to GAPNA approval and must align with the association's current email communication schedule.
- **Additional resources available on the GAPNA website**

Silver Strategic Partner – Cost \$9,000

- **Complimentary Tote Bag Insert:** Reach members and conference attendees with a two-sided tote bag insert at ENGAGE27 in San Diego, CA. .
- **3-month digital advertisements on the GAPNA website or GAPNA Bulletin:** Provide a GIF or PNG image file along with the URL link where users should be directed when clicking the advertisement. Artwork is due 30 days prior to launch date.
- **Recognition and Visibility:**
 - Logo and company description on the GAPNA website with a backlink to your site.
 - Recognition in GAPNA's monthly email newsletter (GAPNA Bulletin) and conference materials.
 - Special acknowledgment at ENGAGE conference.
- **Member Engagement Opportunities:**
 - One complimentary subscription to *Journal of Gerontological Nursing*, GAPNA's official journal.
- **Event Presence:**
 - Strategic Partner ribbons for booth representatives and signage at ENGAGE conference.

If you have any questions about the GAPNA Strategic Partner Program or would like to discuss your involvement in more detail please contact Dan Geatens, National Sales Manager, at either 856-256-2374 or dan.geatens@ajj.com.

When you participate as a GAPNA Strategic Partner, we will include a detailed listing and descriptive write-up on the website: gapna.org. Please complete this worksheet and send it back to us if would like your listing to expand beyond your address and contact information.

Descriptive Write-Up – Write about your company, products, and services. You may include brand names, product categories, services, etc. A maximum of 200 words is permitted. Please provide write-ups via e-mail.

_____ We will be e-mailing the write-up to dan.geatens@ajj.com

_____ We will not be including a 200-word descriptive write-up for the Website.

GAPNA will include your corporate logo on our website, www.gapna.org, as well as in our monthly emails to membership and on the projected slides during each conference. Please provide both a high resolution (300 dpi) .jpg and .eps file of your four-color logo.

_____ We will supply a new logo (.jpg and .eps file).

_____ We will not be including a corporate logo on GAPNA's website.

Please email your write up and logo to dan.geatens@ajj.com, along with completed Strategic Partner application.



GAPNA STRATEGIC PARTNERSHIP APPLICATION

Yes, we would like to join GAPNA's Strategic Partner Program; our payment is enclosed:

☐ **Platinum Strategic/\$25,000** ☐ **Gold Strategic/\$15,000** ☐ **Silver Partner/\$9,000**

Please complete this form and return it to GAPNA with your payment.

Company Information:

Company Name: _____

(Please type name as it is to appear on all correspondence, and promotional materials. Use upper- and lower-case letters as required.)

Address: _____

City: _____ State: _____ Zip code: _____

Company Telephone: _____

Corporate E-mail: _____

Corporate Website: _____

Representative Information:

Official Representative: _____ Title: _____

Your Telephone: _____

Your E-mail Address: _____

Signature: _____ Date: _____

Individuals to receive complimentary subscriptions (in addition to designated representative):

Name _____

Title _____

Address _____

City, State, Zip _____

Please complete both pages of this application and return it with your payment to the GAPNA to (GAPNA's Tax Identification Number is 93-0832304.):

GAPNA | Box 56, Pitman, NJ 08071-0056
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