

Strategic Partner Benefits Proposal - 2025

GAPNA (Gerontological Advanced Practice Nurses Association) is the leading professional organization representing advanced practice nurses dedicated to the care of older adults. Strategic Partners play a vital role in advancing our mission while benefiting from unparalleled access to a niche audience of healthcare professionals.

We offer customizable partnership opportunities to meet your corporate goals, whether it's brand visibility, thought leadership, or community engagement.

Partnership Levels

Platinum Strategic Partner - \$30,000

Includes all benefits from lower tiers, plus:

- **Exclusive Sponsorship Opportunities:** Choose from premium options such as the Leadership Institute, an educational program fostering the next generation of gerontological nursing leaders.
- **Webinar & Podcast Sponsorship:** Host an unbranded 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 GAPNA homepage.
- **Customized Email Campaigns:** Two targeted email campaigns per year to our membership.

Gold Strategic Partner - \$15,000

Includes all benefits from the Strategic Partner level, plus:

- **12-Month Ad Placement:** Select either a key webpage side banner 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.

Strategic Partner - \$7,500

- **Recognition and Visibility:**
 - Logo and company description on the GAPNA website with a backlink to your site.
 - Recognition in GAPNA's monthly email news Bulletin and conference materials.
 - Special acknowledgment at the GAPNA Annual Conference.
- **Member Engagement Opportunities:**
 - Complimentary online subscription to *Geriatric Nursing*, GAPNA's official journal.
- **Event Presence:**
 - Strategic Partner ribbons for booth representatives and recognition at the Annual Conference.
 - Option to distribute promotional material during the Annual Conference.

Additional Customizable Benefits

Strategic Partners can also opt for tailored packages to amplify their impact:

1. **Digital Engagement**
 - Sponsored posts on GAPNA’s social media platforms.
 - Custom advertisements in the GAPNA Online Library or The GAPNA Exchange community forum.
 2. **Education & Thought Leadership**
 - Co-branded white papers or case studies distributed to members.
 - Sponsor webinars tailored to gerontological nursing topics.
 3. **Networking & Sponsorships**
 - Offered the first opportunity for exclusive sponsorship of networking events or meetups during the Annual Conference.
 - Branded scholarships or awards recognizing member excellence.
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Next Steps

If you’re ready to elevate your partnership with GAPNA, contact Miriam Martin at Miriam.Martin@ajj.com or call 856-256-2374. Together, we’ll create a package that aligns with your organization’s goals and delivers maximum value.

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 you would like your listing expanded beyond just 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.

Logo – GAPNA will include your corporate logo on our Website, **www.gapna.org**, and in a Power Point presentation during the Annual Conference. Please provide both a high resolution (300 dpi) .jpg and .eps file of your four color logo.

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

_____ Platinum Strategic Partner/\$25,000

_____ Gold Strategic Partner /\$10,000

_____ Strategic Partner/\$5,000

Please complete the following and return it to Miriam.Martin@ajj.com with your payment.

Company Information:

Company Name: _____

(Please type name exactly as it is to appear on all correspondence, and promotional materials.

Address: _____

City: _____ State: _____ Zip code: _____

Company Telephone: _____

Corporate E-mail: _____

Corporate Website: _____

Representative Information:

Official Representative: _____

Title: _____

Telephone: _____

E-mail Address: _____

Signature: _____ Date: _____

_____ We will be e-mailing the write-up to Miriam.Martin@ajj.com

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

_____ We will supply a new logo (high resolution 300 dpi .jpg and .eps file).

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



CREDIT CARD AUTHORIZATION FORM

In order to charge your credit card and in accordance with the security measures taken by credit card companies, please fill in the following form and return.

Please send this sheet by fax or email scan to the attention of:

Heidi Perret
GAPNA Marketing Specialist
Email: heidi.perret@ajj.com

GAPNA now charges a 3.5% fee on all credit card transactions

Authorization for Credit Card Charges

Name of company _____

We authorize GAPNA to make the charge of: (US currency only) \$ _____

For the following services: _____

For meeting: _____

Credit card details to be charged: Tax ID# 93-0832304

☐ AMEX ☐ VISA ☐ MC

Number: _____

Expiration date: _____ Security Code _____

Name of card holder: _____

Address: (as per credit card records): _____

City: _____ State: _____ Zip Code: _____

Country: _____

Telephone number: _____

Email Address for receipt: _____

Signature of card holder: _____ Date: _____