



1923 - 2023

Case Western Reserve University

FRANCES PAYNE BOLTON SCHOOL OF NURSING
CENTENNIAL CELEBRATION

CENTENNIAL GALA | OCTOBER 14, 2023

SPONSORSHIP OPPORTUNITIES

**SPONSOR DOLLARS
SUPPORT THE SCHOOL'S
SCHOLARSHIP FUND**

Your FPB Centennial sponsorship generates much-needed revenue to support the school's Student Scholarship Fund, which assists individuals learning to practice nursing and become leaders in the local, regional and national healthcare field.

**SPONSORSHIP
PROGRAM MISSION**

To offer an opportunity for sponsors to align their brand with the promotion and celebration of the Frances Payne Bolton School of Nursing Centennial Event, and the thousands of nursing students, alumni, faculty and staff associated with one of the top five nursing schools in the United States. To provide broad-based recognition for our partners with industry leaders throughout the highly influential regional healthcare community.

**REACH A
BROAD & INFLUENTIAL
AUDIENCE**

Centennial sponsorship is a prime opportunity to showcase your organization and show your support while reaching:

- Thousands of nursing students, alumni and faculty
- Industry leaders
- The region's highly influential healthcare community

**CENTENNIAL
SPONSORSHIP
EXPOSURE**

Sponsors receive premiere exposure in pre-event promotions, activation opportunities at the weekend's various celebration events, and in post-event appreciation mentions, all promoted through a variety of school communication channels, including:

- CELEBRATION INVITATIONS
- CENTENNIAL WEBSITE
- EVENT PROGRAM BOOKLET
- AUCTION PAGE
- EMAIL BLASTS
- SNAIL MAIL COLLATERAL
- SOCIAL MEDIA POSTS
- THINK MAGAZINE
- SCHOOL NEWSLETTERS
- MONTHLY PROGRAMMING
- STAFF EMAIL SIGNATURES
- MEDIA MENTIONS

A number of sponsorship packages also include Gala tickets, stand-up recognition at all events, and opportunities to interact with attendees via activation ideas at each event.

THE NEXT STEP

CONTACT OUR CENTENNIAL SPONSORSHIP TEAM

Keith Koppmeier (216) 368-6703

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SPONSORSHIP PACKAGES

SPONSORSHIP TYPE	BENEFITS	INVESTMENT
CENTENNIAL PRESENTING SPONSOR <i>(2 AVAILABLE)</i>	Marquis exposure in all event promotions, collateral and digital assets, and at all Centennial events; Customized activation at Gala; Invite to pre-Gala VIP Reception; Table at Gala; 2023 FPB Webinar series sponsor throughout the year	\$15,000
AUCTION SITE SPONSOR <i>(2 AVAILABLE)</i>	Primary exposure and links on auction site, in all promotions and all outbid auto-emails; Exposure at Centennial events; Invite to pre-Gala VIP Reception; Table at Gala	\$10,000
TABLE SPONSOR <i>(25 AVAILABLE)</i>	Exposure in all promotions and at Gala; Invite to pre-Gala VIP Reception; Table at Gala;	\$3,500
GALA VALET SPONSOR <i>(1 AVAILABLE)</i>	Exposure in all promotions and at Gala; Opportunity to provide “leave-behind” in every attendee vehicle	\$3,000
VIP RECEPTION SPONSOR <i>(5 AVAILABLE)</i>	Primary exposure and customized activation opportunity at Friday VIP event; Exposure in all promotions and at Gala; Table at Gala	\$5,000
PHOTO SPONSOR <i>(1 AVAILABLE)</i>	Primary exposure and activation opportunity at Gala; Exposure in all promotions and at Gala; Opportunity to email photos to all attendees; Invite to pre-Gala VIP Reception; Table at Gala	\$5,000
DESSERT SPONSOR <i>(2 AVAILABLE)</i>	Primary exposure and customized activation opportunity at Gala dessert table; Exposure in all promotions and at Gala	\$2,500
SWAG BAG SPONSOR <i>(1 AVAILABLE)</i>	Exposure in all promotions and at Gala; Provide fashionable branded swag bag	\$3,000
PROGRAM BOOKLET <i>(2 AVAILABLE)</i>	Back cover/Inside front cover ad in program book; Primary exposure at Gala; Exposure in all promotions and at Gala; Table at Gala	\$3,500
AUCTION DONATION	Donate items for the online auction; Brand recognition in all promotions and collateral; Exposure and link on auction site	0

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FPB ASSETS - BY THE NUMBERS

REACH	AUDIENCE
7,000	TOTAL FPB ALUMNI
100+	FACULTY
10,520	FACEBOOK FOLLOWERS
3,839	TWITTER FOLLOWERS
1,646	INSTAGRAM FOLLOWERS
1,505	LINKEDIN FOLLOWERS
10,000	YOUTUBE CHANNEL SUBSCRIBERS
7,000	ALUMNI / DEAN NEWSLETTER RECIPIENTS
8,000	FOREFRONT MAGAZINE CIRCULATION
110,000	CWRU THINK MAGAZINE
1,000	SAVE-THE-DATE EMAIL RECIPIENTS
1,000	CENTENNIAL POSTCARD RECIPIENTS
150	FRIDAY PROJECTED ATTENDEES
75	SUNDAY PROJECTED ATTENDEES
400	GALA PROJECTED ATTENDEES
49	COLDIRON FELLOWS
400,000	CLEVELAND MAGAZINE SUBSCRIBERS



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