



May 6 – May 12, 2025

Nurses Week

Sponsorship Opportunity

Empower Nursing Excellence

During AONL's Celebrated Nurses Week, Connect with health care decision-makers, including nurse managers, directors and executives from across the health care spectrum and beyond.



Join Forces with the American Organization for Nurse Leadership to Honor the Heartbeat of Health Care

Nurses Week is a **time-honored tradition** that dates back to **1954**, when it first commemorated the **100th anniversary of Florence Nightingale's mission to transform patient care.**

This is an opportunity to **unite the nursing community, highlight innovation, and promote professional development** through **webinars, thought leadership, and engaging content.** For sponsors, it's a unique chance to align with nursing excellence and support positive change in health care. Partner with AONL to connect with over 40,000 nurse leaders who are members of the AONL community and engage with those shaping the future of patient care.

Nurses Week: Mission Statement

Our mission is to celebrate and elevate nurse leaders, highlighting their pivotal role in healthcare. We aim to honor their dedication, foster professional growth, and amplify their impact on patient care and community health. This week is more than a celebration; it's a commitment to recognizing and empowering the vital contributions of nurses in shaping a healthier, more compassionate world.

Proven Impact: Success of Nurses Week 2024 Sponsorship

TOTAL IMPRESSIONS

+760K

Across all paid and organic campaigns, spanning Facebook, Instagram, LinkedIn, and YouTube.

EMAILS SENT

+162K

Resulting in 43,284 opens—highlighting strong interest and engagement among nurse leaders.

SOCIAL MEDIA REACH

+647K

Over 647,110 impressions across social media channels, amplifying brand visibility.

VIDEO IMPRESSIONS

+563K

YouTube campaigns garnered impactful engagement rates across multiple video assets.



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Proven Results, Lasting Impact

Reach nurse leaders and decision-makers with AONL's targeted campaigns, driving brand visibility, engagement and direct connections.



Expand Your Influence Among Nurse Leaders with Strategic Sponsorship and Targeted Campaigns



Our sponsors benefited from **exposure to over 40,000 AONL nurse leader subscribers**, including **executives, managers and directors**. Additionally, our campaigns reached over **760,000 people** through **targeted social media, both organic and paid**, effectively **positioning their brands as trusted partners in health care**.

Reach Decision-Makers with Significant Purchasing Power

50% OF AONL MEMBERS
CONTROL BUDGETS BETWEEN
\$1 MILLION AND \$500 MILLION

"Sponsoring Nurses Week through AONL allowed us to connect with nursing leaders and showcase our services to a highly engaged community. The event aligned our values with AONL's mission and boosted our brand recognition. We look forward to continuing this partnership." — 2024 Sponsor Representative



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Sponsorship Opportunities

Exclusive Packages for Nurses Week 2025

Elevate your brand, connect with nursing leaders, and make a lasting impact during Nurses Week.



E-newsletter & Site Ads:

Command attention with prime ad placements in our e-newsletter and across the AONL site, connecting directly with a dedicated following.

WORKING FOR YOU DISTRIBUTION 20,000+ 
AVG. E-NEWSLETTER OPEN RATE 25%
E-NEWSLETTER CTR 3.5%

ENEWS DISTRIBUTION 12,000+
E-NEWSLETTER OPEN RATE 27.1%
E-NEWSLETTER CTR 3.5%

AONL SUBSCRIBERS DISTRIBUTION 40,000+

LEADERBOARD AD 1 & 2 728px wide x 90px high
RIGHTSIDE AD 1 300px wide x 250px high

SUPER TILE AD 1-HOME
287px wide x 191px high



TILE AD 2-HOME
287px wide x 191px high

**SUPER TILE AD-
FEATURED PAGE**
300px wide x 250px high

Video Series

Merge your brand's vision with inspiring stories in our Nurse Week video series, co-created with nurse influencers.

This captivating collection of stories and insights comes straight from the heart of nursing. Your brand will shine in episodes ranging from 3 to 5 minutes, thoughtfully crafted to showcase the passion, challenges, and triumphs of nurse leaders. Featured on AONL's YouTube Channel and amplified across our social media channels and newsletters, these videos will connect your brand with a deeply engaged audience, aligning with the core values of nursing.



*AONL will manage all pre-production and post-production aspects of video creation, encompassing filming, crew requirements, editing and related processes



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Sponsorship Opportunities

Exclusive Packages for Nurses Week 2025

Celebrate and Shape the Future of Nursing



White Paper

Craft stories that resonate and lead change with your impactful white paper sponsored content, with topics like diversity in nursing and the future of health care. Secure your banner ad to extend your reach.

Sponsor benefits:

- White paper available for download on AONL Nurses Week page for 2 months, plus one year in our resources library
- Listing on AONL website with company logo
- A minimum of 3 AONL premium e-newsletter promotions to +12,000 AONL members per message
- Leads collected

*All materials to be provided by the sponsor and subject to AONL's review and approval.



*White paper listing only
available on Gold and Silver packages

Sponsored Webinar

Amplify your brand's presence by sponsoring our dedicated Nurses Week webinars. This unique opportunity not only places your brand at the forefront of key discussions but also allows you to contribute directly to the dialogue.

Have a representative from your team take the stage as a speaker, showcasing your thought leadership and expertise to an audience of nurse executives and industry leaders. By participating as both a sponsor and a speaker, your brand gains invaluable visibility and the chance to influence conversations at the highest level, establishing a deeper connection with the nursing community.

Turnkey Convenience:

- AONL handles all technical requirements for the webinar event.
- AONL provides moderator for introductions and Q&A support.
- AONL provides 30-minute rehearsal one week prior to webinar.
- AONL provides a registration list to include first and last name, title, organization, and email address.
- AONL introduces sponsoring organization during opening remarks at live webinar.



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Access Health Care Leaders

Partner with AONL to amplify your brand's reach, connect with key decision-makers, and join the conversation on the future of health care.



Why Sponsor with Us?

Expand Your Reach to a Targeted Audience

Sponsoring with AONL means positioning your brand at the center of a highly engaged community of over **70,000 followers** across Facebook, Instagram, LinkedIn, and more. Our audience is deeply embedded in health care settings, ensuring your message reaches the right people.

Access Key Decision-Makers in Health care

Our sponsorship opportunities provide direct access to **nurse executives, managers, and directors** from leading health systems and acute care hospitals across the U.S. This means your brand will connect with influential professionals who shape patient care and health care delivery.

Align with High-Impact Themes

We focus on the topics that matter most in health care, including **innovation in patient care, nursing education, mental health, workforce management, AI in health care, and cutting-edge technology**, as well as **diversity and inclusion**. Sponsoring with us allows your brand to join these critical conversations, showcasing your commitment to advancing health care and embracing the future of medical innovation.

Measurable ROI for Your Investment

We understand the importance of tracking success. With AONL, you'll receive **detailed analytics** on reach, engagement, and conversion rates, giving you a clear view of your campaign's impact and helping you achieve a solid return on investment.

Collaborate to Create Effective Campaigns

Our creative team is here to help tailor your message and develop campaigns that resonate with our audience. Together, we can craft content that connects with our community and drives meaningful engagement.

Maximize Your Brand's Visibility

With AONL, your brand will gain premium visibility through **newsletters, social media mentions, banners, and webinar acknowledgments**. Plus, enjoy category exclusivity that ensures your brand stands out among key health care professionals.



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Sponsorship Packages

Engage directly with a community of nursing leaders.
Choose the perfect package to align your brand with AONL's Nurses Week



Tuesday, May 6 – Nurses Week Kickoff Package

Prime Brand Visibility on Day One

Investment: \$15,000

Sponsor Benefits:

- **Featured in the Nurses Week Kickoff E-newsletter** (40,000+ subscribers)
- **Homepage and Nurses Week Banner Placement** on AONL's website for one week
- **Social Media Announcement** (LinkedIn, Instagram & Facebook) introducing your brand as a key Nurses Week partner
- **Company Logo in Nurses Week Launch Video**
- **Lead Generation:** Access to engagement metrics and download data

Best For: Sponsors looking for maximum visibility at the start of the celebration.

Wednesday, May 7 – Thought Leadership & White Paper Package

Position Your Brand as a Thought Leader

Investment: \$18,000

Sponsor Benefits:

- **White Paper** on a relevant nursing topic, featured on the Nurses Week page for 2 months and in AONL's Resource Library for 1 year
- **White Paper Promotion in 3 Premium E-newsletters** (12,000+ nurse leaders per message)
- **Branded Social Media Post Promoting Your White Paper** (LinkedIn, Instagram, and Facebook)
- **Lead Generation:** Access to engagement metrics and download data

Best For: Brands looking to showcase expertise and provide valuable insights to nurse leaders.



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Thursday, May 8 – Sponsored Webinar Package

Engage & Educate Nurse Leaders

Investment: \$20,000

Sponsor Benefits:

- **Exclusive Sponsored Webinar** with a speaking opportunity for a company representative
- **AONL Website Listing with Your Logo & Webinar Details**
- **Live Q&A Session to Engage Directly with Nurse Leaders**
- **Social Media Promotion of Your Webinar** (LinkedIn, Instagram & Facebook)
- **Lead Generation:** Attendee contact list provided

Best For: Sponsors who want to connect directly with nurse executives and decision-makers through live discussion.

Friday, May 9 – Executive Insights: The Future of Nurse Leadership

Exclusive Virtual Roundtable for Nurse Executives

Investment: \$30,000

Sponsor Benefits:

- **Co-hosting rights** with a speaking opportunity for a sponsor executive
- **Invite-only virtual roundtable** with 20 senior nurse leaders, CNOs, and CNEs
- **Branding on all promotional materials, event slides, and discussion guides**
- **Live polling and interactive Q&A** to drive engagement and insights
- **Post-event sponsored executive summary white paper**, distributed to a wider audience
- **Lead generation** from attendee registration and white paper downloads

Best For: Brands looking to showcase expertise and provide valuable insights to nurse leaders.



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Saturday, May 10 – "Nurses Change Lives" Impact Challenge

A Social Challenge Encouraging Nurses to Share Their Most Meaningful Moments

Investment: \$15,000

Sponsor Benefits:

- **Branded "Nurses Change Lives" Social Media Challenge**, where nurses post stories of a moment when they made a lasting impact in health care, using a dedicated campaign hashtag
- **Sponsor Logo & Shoutout in Challenge Promotion Posts**, driving visibility across platforms
- **Top 5 Stories Featured in Nurses Week Page & Newsletter**, with sponsor branding
- **Prize Sponsorship for Challenge Winners**, reinforcing the sponsor's commitment to recognizing nurses

Best For: Sponsors who want to foster community engagement and emotional storytelling while building brand affinity through nurse recognition and appreciation.

Sunday, May 11 – "Nurse Wellness & Safety Day"

Virtual Event

Prioritizing Nurse Well-Being & Workplace Safety

Investment: \$25,000

Sponsor Benefits:

- **Exclusive Co-branded Sponsorship of a Virtual Event**, featuring expert-led discussions on stress management, workplace violence prevention, and mental well-being
- **Co-Branded Digital Wellness & Safety Toolkit**, including self-care strategies, de-escalation techniques, and resources for handling workplace violence, available for download from AONL's website
- **Sponsor Recognition in a Thank-You Email to Participants**, reinforcing the sponsor's commitment to nurse well-being and workplace safety
- **Lead generation** from attendee registration

Best For: Sponsors looking to support both mental health and workplace safety, ensuring nurses have the tools and resources to thrive in a safe, supportive environment.



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Monday, May 12 – Nurse Leadership Recognition Package

Celebrate Nursing Excellence & Build Brand Affinity

Investment: \$16,000

Sponsor Benefits:

- **"Nurse Leadership Spotlight" Social Media Campaign** (3 custom posts/videos featuring outstanding nurses + sponsor recognition)
- **Branded Thank-You Email to 40,000+ Nurse Leaders**
- **Sponsor Mention in Nurses Week Celebration Video**
- **Logo Placement on the Nurses Week Recognition Page**
- **Lead generation** Access to engagement metrics and download data

Best For: Sponsors looking to enhance brand sentiment by celebrating the contributions of nurse leaders.



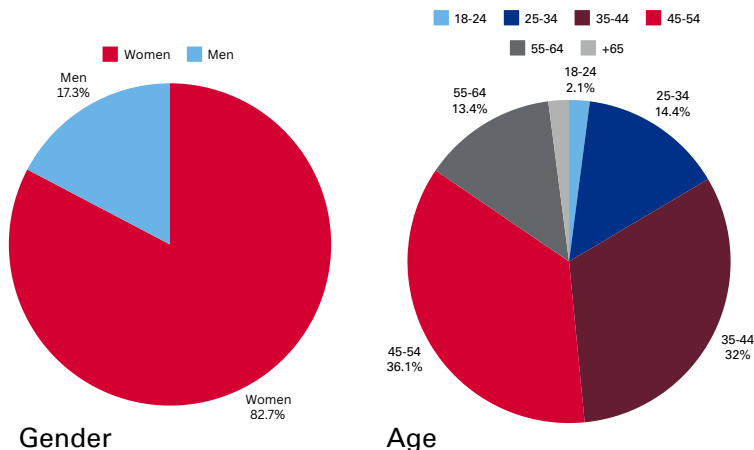
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Engage, Connect, Amplify Your Reach

Leverage AONL's extensive digital presence, with a robust network of social media followers, website visitors, and email subscribers eager to connect with your brand.

Potential Reach

Audience



Employment Setting

1. Health System—44%
2. Acute Care Hospital—30%
3. Academia—7%
4. Vendor and consulting—6%
5. Other—13%

Position Level

40%	25%	35%
Executives	Managers	Directors

E-newsletter & Site Ads:

WORKING FOR YOU DISTRIBUTION	20,000+
ENEWS DISTRIBUTION	12,000+
AONL SUBSCRIBERS DISTRIBUTION	40,000+



Email

+40,000
subscribers



LinkedIn

+49,000
Followers



Facebook

+9,500
Followers



Instagram

+2,700
Followers

Site Traffic

(Average Monthly)



150,002

Avg. Page Views



80,000

Avg. Unique Page Views



01:29

Avg. Time on Individual Page



01:29

Avg. Monthly Impressions

SUPER TILE AD 1—HOME
287px wide x 191px high

TILE AD 2—HOME
287px wide x 191px high

SUPER TILE AD—FEATURED PAGE
300px wide x 250px high



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Note to Potential Sponsors

Each of these individual options provides a unique way to connect with our dedicated and diverse audience of nurse leaders and healthcare professionals. Whether your goal is brand visibility, thought leadership, or direct audience engagement, our sponsorship opportunities are designed to align with your marketing objectives and deliver measurable results.

For more information or to customize a package that best fits your needs, please contact our Sales representatives. We look forward to partnering with you to celebrate the invaluable contributions of nurse leaders during AONL's Nurses Week.

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