



# *Sponsorship Packages*

## 2024 Annual Conference **DNPs of Color**

The Power Playbook: Leadership, Advocacy, &  
the Arts

**October 17-20, 2024**

**LOCATION:**

**The Franklin Institute  
Philadelphia, PA**



[www.dnpsofcolor.org](http://www.dnpsofcolor.org)  
[info@dnpsofcolor.org](mailto:info@dnpsofcolor.org)

# About Us

DNP's of Color (DOC), is a 501c3 nonprofit organization whose mission is to increase diversity in doctoral studies, clinical practice, and leadership for nurses. DNP, short for Doctor of Nursing Practice, is the highest level of education a nurse can attain which focuses on clinical practice. DNPs influence healthcare outcomes through healthcare policy, organizational leadership, and translating nursing research into evidenced-based practice. As the only organization for DNP-prepared nurses of color we represent over 10,000 individuals that have this level of distinction.

DOCs top priorities are networking and mentoring. We have provided an online community for nurses of color who have obtained, aspiring, or working towards obtaining their DNP. DOCs activities include professional development, conferences, speaker events, reward and recognition.

## **Mission:**

To serve DNPs of Color through networking, mentorship and advocacy to increase diversity in doctoral studies, clinical practice and leadership.

## **Vision:**

To inspire, empower and transform the landscape of nursing by increasing diversity in doctoral nursing practice.

## **Our Aims:**

To create opportunities for engagement in academia, research and clinical practice.

To advocate for educational support for DNPs of Color.

To serve as mentors and guide nurses of color to pursue Doctor of Nursing practice studies.

Since 2020 DNP's of Color reached has expanded internationally to nearly 3,000 members that includes students, a spectrum of DNP professionals, allies, academic institutions and beyond.

Our 3rd conference in 2023 drew over 200 registrants and 50 sponsors.

**Check out the [Highlight Video](#)**



**Virtual Commencement-one of our signature events, launched during the pandemic. We've recognized over 400 graduates since Spring 2020! [Check out the Commencements](#)**



# Our Sponsors Impact

We are excited to invite you to partner with us as we prepare for the upcoming conference. This conference brings together nurses from all over the country to connect, share knowledge, and explore new ways to improve healthcare outcomes for communities of color.

Last year, we were able to accomplish so much with the help of our sponsors. Through sponsorship, we were able to give away over \$10,000 in scholarships for professional development and conference registration fees. This support helped many nurses who may have otherwise not been able to attend the conference to join us and learn from their peers.

Additionally, we were thrilled to host nearly 30 first-time student attendees at our national conference, providing them with an opportunity to network and learn from experienced professionals. It is crucial to support the next generation of healthcare professionals, and your sponsorship can help make that possible.



Furthermore, through our partnership with a local nonprofit, we donated nearly \$4,000 to designed to help individuals and organizations to engage deeply in race, equity, diversity, and inclusion (REDI) work.

We also had the opportunity to patronize small businesses, including 5 minority-owned and 2 women-owned. These businesses rely on community support, and your sponsorship can help us continue to support them and give back to the community.

[Check out 2022 Signature Panel](#)

With your help, we can do even more to bring knowledge and opportunities to the community. Your sponsorship will allow us to increase access to the conference for those who may not have the opportunity otherwise, and support initiatives that promote equity in healthcare and education.

Thank you for your consideration, and we look forward to discussing partnership opportunities with you.

Sincerely,

Founder, CEO, & President



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# Our Impact.

Our programming events focus on professional development, diversity, equity, inclusion, advocacy, leadership, clinical practice, and research.

We've partnered with many organizations on various programs:

- LAUNCH Augusta Fall Mentorship Program
- Jonas Nursing and Veterans Healthcare for the Pathway to Publication Mentorship Program
- American Association of the Colleges of Nursing Graduate Nursing Student Association-Learning series
- Designated Colleague Organization of the American Association of the Colleges of Nursing
- NP Organization with the American Association of Nurse Practitioners
- MakerHealth
- MyDNPManuscript.com
- Doctors of Nursing Practice Inc.
- ONE Accord Health

## OUR TEAM

- 110 Board of Directors
- 13-Advisory Committee Members
- 6-Committees:
  - Antiracism in Nursing
  - Finance
  - Governance
  - Programming
  - Research
  - Social Media/Marketing

## Inspiring Nurses

## Mentorship & Pipeline Program Collaborations

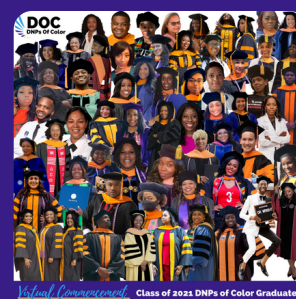


## OUR COMMUNITY

- 2500+ individuals nationwide comprised of APRNs, RNs, Faculty, Entrepreneurs, Leaders

## Empowering Professionals

## Educational Programming & Events



## OUR IMPACT

- Annual Virtual Commencement
- Annual Conference & Events
- Private Facebook & LinkedIN networking groups
- Mentorship
- **Coming Soon**
- DOCs Institute
  - Post-DNP Research Fellowship
  - Post-DNP Faculty of Color Fellowship
  - Post-DNP Clinician & Leadership Fellowship
- Journal of DNPs of Color
- DNP pipeline/pathway programs

## Transforming Nursing Practice

## Increasing Diversity in the Nursing Workforce



Forging New Paths  
/brid Conference - Baltimore, MD  
y, 2022



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# General Information

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Join us for the 4th Annual Conference & Allen-Mahoney Scholarship and Award Gala, themed

**"The Power Playbook: Leadership, Advocacy & the Arts,"**

taking place from October 17th to 20th in the historic "City of Brotherly Love" at The Franklin Institute.

This premier educational and networking event will unite nursing's leading scholars, innovators, thought leaders, educators, researchers, and practice leaders from across the nation. Expect the presence of numerous vendors, advocates, and allies who share our commitment to advancing diversity in doctoral studies, clinical practice, and leadership.

## **Conference Highlights:**

- Engage with an exceptional plenary lineup featuring presentations from eminent leaders in research, clinical practice, academia, community, and advocacy.
- Stay tuned for an inspiring keynote speaker (TBD) who will address critical issues in nursing.
- Participate in cross-cutting, interdisciplinary sessions showcasing advancements in promoting diversity and transforming nursing practice.
- Explore poster presentations and impactful pitches on a diverse array of topics submitted by nursing professionals.
- Take advantage of affordable registration fees designed to ensure accessibility, with conference registration scholarships available.
- Immerse yourself in the best-of-the-best advocacy, education, healthcare, and nursing professional discussions, offering something for everyone.
- Network with a diverse audience, fostering meaningful connections and collaborations.
- Don't miss out on conference giveaways and limited-quantity conference swag!



# Conference Overview

**Meet & Greet Networking Event:** Friday, October 17, 2024 6pm  
TBD Philadelphia, PA  
Light Fare/Beverage/Cash bar - All welcome  
\*\*\*location subject to change

## **Conference:**

Friday October 18, 2024 from 9am - 5pm EST  
Saturday October 19, 2024 from 7am-3pm EST  
Gala: Saturday October 19, 2024 from 7pm - 11pm  
Virtual Fundraiser: Sunday October 20, 2024

## **Conference Venue:**

The Franklin Institute

## **Non-profit Fundraiser Event: Sunday, October 20, 2024 10am EST**

DNPs of Color will be giving back to the Philadelphia community  
We will be showcasing and doing a zoom fundraiser-athon for a nonprofit organization.

**Please join us to support via zoom to support this organization.**



# Sponsor Opportunities

This national conference for nursing professionals at all levels and provides sessions focused on professional development, advanced practice, leadership development, mentoring, diversity, equity, inclusion, and advocacy.

Sponsoring this conference will allow you to:  
Reach 2,000+ graduate students through DNPs of Color

- Amplify your brand visibility to future nursing leaders, administrators, practitioners, and faculty
- Contribute to a enriching learning experience



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# Sponsor Opportunities



## Platinum Sponsor: \$20,000

Feature on all social media & promotion materials  
Acknowledgement at opening and closing session  
3 Scholarship namesake  
10 Conference & Gala registration  
10 DOCs signature Swag Bags  
Exhibit Table

## Gold Sponsor \$10,000

Feature on all social media & promotion materials  
Acknowledgement at opening and closing session  
2 Scholarship namesake  
7 Conference & Gala registration  
7 DOCs signature Swag Bags  
Exhibit Table

## Silver Sponsor \$7,000

Feature on all social media & promotion materials  
Acknowledgement at opening and closing session  
1 Scholarship namesake  
5 Conference & Gala registration  
5 DOCs signature Swag Bags  
High top Table

## Bronze \$5,000

Feature on all social media & promotion materials  
Acknowledgement at opening and closing session  
3 Conference & Gala registration  
High Top Table

## Blue Sponsor \$2,500

Feature on all social media & promotion materials  
Acknowledgement at opening and closing session  
1 Conference & Gala registration  
High Top Table

## Diamond Host Sponsor: \$40,000

Featured as Host on all social media & promotion materials  
Acknowledgement at opening and closing session  
5 Scholarship namesake  
20 Conference & Gala registration  
20 DOCs signature Swag Bags

## Gala VIP Table: \$5,000

10 Gala Tickets  
Include VIP champagne & swag package, special recognition in marketing materials

## Swag Bag Sponsor \$7,000

Sponsor Conference Bag for Attendees  
Feature on all social media & promotion materials  
1 Conference & Gala Ticket

## Food Sponsor \$5,000

Sponsor Food for Conference  
Feature on all social media & promotion materials

## Badge Sponsor \$2,000

Sponsor Badges Conference  
Feature on all social media & promotion materials

## Mix and Mingle Happy Hour \$10,000

Sponsor our thursday night happy hour event  
Feature on all social media & promotion materials  
Acknowledgement at opening and closing session  
3 Conference & Gala registration  
Exhibit Table



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