



Invitation to Sponsor

Welcome.

We're so excited about our future collaboration with you!

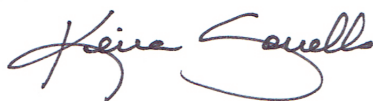
Dear Colleagues,

Founded in 2012 by six NICU Parent Leaders, NPN began as an effort to forge connections. Connections among grassroots NICU Parent Support Organizations, connections between these organizations and Maternal-Infant Health providers, and connections with key industry stakeholders. Since that time our membership has grown to over 40 organization members and professional affiliates throughout the US and three countries. Parents with NICU experience are leading each member organization making us the ONLY professional association for NICU Parent Leaders in the United States.

Only at NPN's exclusive virtual events, will you have the opportunity to engage with a group of NICU parents who are entirely devoted to improving support, education, and resources to families with an infant in the NICU. Provider associations, hospital administrations, and advocacy groups embrace our perspective and influence because of our first-hand knowledge regarding the unique needs and challenges faced by NICU parents.

Our events are not the typical conference experience where exhibitors have limited access to all attendees. We encourage all of our sponsors to not only attend but to also participate in ALL event sessions, group discussions, and networking activities. Each year, our sponsors walk away in awe of having uncovered this engaging and inspiring community of NICU Parent Leaders. The potential opportunities to collaborate are endless, and we invite you to experience all that NPN Live! Events have to offer.

Kind Regards,



Keira Sorrells
Founder & Executive Director



Let's Connect



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Our Members



Together we envision a world where every NICU parent is an essential and integral member of their baby's care team.



NPN Live!

What: A unique opportunity for NICU Parent Leaders and Maternal-Infant Health Stakeholders to connect with peers, advance leadership skills, and improve support for NICU families everywhere.

We offer groundbreaking content, thought-provoking conversations, and connections to top NICU Parent Leaders and Industry Executives in the world.



INDUSTRY 1:1

An exclusive, FREE event for NPN members to meet one-on-one with Industry Collective & Supporters

Industry 1:1

What: NPN Live Presents Industry 1:1 - an invitation-only opportunity for NICU Parent Network members to meet one-on-one with Industry representatives during a scheduled online event hosted by NICU Parent Network.

Each meeting will last 20 minutes and will present the opportunity for Industry and individual NPN Member Organizations to share their company/organization initiatives, current projects, objectives, and goals.

Your Captive Audience

As the ONLY professional association for NICU Parent Leaders in the US, the NPN provides a platform for NICU Parent Leaders to come together as a collective voice representing the needs and best interests of NICU families. Our members are NICU Parent Leaders working in highly influential positions in local, regional, national, and international capacities. Their work focuses on improving access to and the quality of education, resources, and support for families along the continuum of care from high risk pregnancy to life after the NICU.

Top 3 Reasons to Participate

- 1 **NPN is the ONLY way** to reach influential Professional NICU Parent Leaders as a group, with members across the US and 3 countries.
- 2 Gain insight into what NICU parents and their infants want and **need to thrive**. Our members know better than anyone else, they have lived through the NICU.
- 3 Our network is personal by design. We believe our Industry Collective Participants are **integral to the health and wellbeing** of NICU families.

NPN's Mission

To be the premier professional organization for NICU Parent Leaders who collectively support and represent the needs and best interests of NICU families.

NPN's Goals



- ◆ Foster an inclusive, diverse, and equitable organizational culture for all members.
- ◆ To understand and serve the needs of NICU parent leaders through meaningful community experiences.
- ◆ To be the trusted NICU parent and family voice for maternal-infant issues nationally.
- ◆ Create and maintain a diversified development plan for growth and sustainability.
- ◆ To provide high quality professional development opportunities that enhance the knowledge, expertise, and impact of all NPN members.

VIRTUAL EVENTS

	INDUSTRY COLLECTIVE	ELEVATE \$5,000	COLLABORATE \$2,500	INSPIRE \$1,500
Sponsor Experience				
Email/social media recognition during event promo period	Up to 4	Up to 3	Up to 2	Up to 1
Opportunity to provide item in digital swag bag (eg: discount code, e-book)	✓	✓		
Choice of booth placement at 2023 in-person conference	1st	2nd	3rd	4th
Participate in Industry 1:1 (2 company reps)	✓	✓	✓	\$250 fee
Event Marketing				
Virtual Expo Booth Includes: logo, company tagline, mission, 1 YouTube link to company video (subject to approval), button link option, link to your Twitter feed, option to provide a coupon code to attendees who visit your booth	✓	✓	✓	✓
Complimentary tickets for each virtual event (additional tickets \$350)	4	2	1	1
NPN Live! Provide a live event welcome message	✓			
NPN Live! Provide a pre-recorded message during a break		✓		
Deliver an event welcome message and live Q&A with attendees & NPN Executive Director (up to 30 min.)	✓			
Sponsored pre-event educational session (up to 30 min.)	✓			
Verbal recognition of support during event	✓	✓	✓	✓
Rotating sponsor logo on event site landing page	✓	✓	✓	✓
Hyperlinked sponsor logo on NPN website event page	✓	✓	✓	✓
Event Networking				
Access to attendees during all sessions via chat feature	✓	✓	✓	✓
Access to attendees via direct messenger feature	✓	✓		
Post-Event Networking				
Post-event analytics related to Expo booth visits	✓	✓		
Post-event wrap-up report with acknowledgment of support	✓	✓	✓	✓
Additional Opportunities				
	Description	Cost		
30-second commercial spot during NPN Live!	Limited to 3	\$2,000		
60-second commercial spot during NPN Live!	Limited to 3	\$4,000		



Are You Ready to Participate?

BECOME A SPONSOR
(click here)

Have Questions?
email: events@nicuparentnetwork.org
phone: 601.345.1772



CONNECT

Connect with Professional NICU Parent Leaders who believe collaborative efforts make a meaningful impact on Maternal Infant Health.



COLLABORATE

Discover innovative ways of working alongside NPN and individual support organizations across the country and around the world.



PARTICIPATE

Your input is valuable! We invite you to actively engage with our membership.