



# Invitation to Join Industry Collective



NICU Parent Network  
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Jeffersonville, IN 47130  
Phone: (601) 345-1772  
[nicuparentnetwork.org](http://nicuparentnetwork.org)

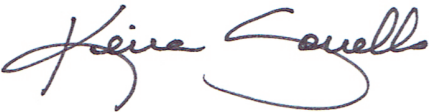
Dear Colleagues,

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.**

As an Industry Collective participant, you will engage in a **year-long relationship with NICU Parent Leaders** who are entirely devoted to improving support, education, and resources for 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.

We believe collaboration is the key to unlocking innovative solutions to some of the world's most complex social and medical issues. Everyone in Maternal-Infant Health has an equal and welcome seat at the table because we are all approaching the same ultimate goal by way of our unique strategies. It is ineffective, inefficient, and, frankly, impossible to tackle the myriad of issues facing NICU families and their babies in silos. By working together, we can ensure that every NICU family is equipped and empowered to face the long-lasting effects of a NICU stay. **Won't you join us as we seek to improve the lives of countless families?**

Kind Regards,



Keira Sorrells  
Founder & Executive Director



## 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.

JOIN US

## Top Four 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** NPN Members **have LIVED the experience** of being a NICU parent. There is no better way to gain insight than to work with those key informants and stakeholders.
- 3** NPN Members **are seasoned professionals** with an advanced understanding of various components of healthcare systems including: regulatory, research, advocacy, and intermediate level clinical knowledge.
- 4** 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.

## Who are the members of NPN

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.



## 2023 Industry Collective Membership Experience

*Year-Long Commitment to Engage With NPN for Meaningful Collective Impact*

Experience priority consideration for consulting requests, initiatives, and grant projects (i.e. resource review, surveys, awareness/educational campaigns).



Have a new product, educational materials, ad campaign, or study protocol and need feedback from graduate NICU parents?  
Host a 1.5 hour virtual focus group with NICU Parent Leaders.



NPN will host virtual listening sessions with members of the Industry Collective and key NPN members to provide information about the most pressing issues facing NICU parents.



An opportunity to join a call with NPN's Board of Directors, twice per year, to update our leaders directly on your company's goals and initiatives.



Participate in an exclusive, invitation-only event for NPN Members to meet one-on-one with Industry Stakeholders. We do all the work and bring the organization leaders directly to you!



Livestream educational production opportunities.



Marketing exposure during #activated NICU Parent Network Leadership Summit, October 13-15, 2023.



*Let's explore creative ways to work together!*

Perhaps you need co-developers for educational materials or you'd like to host a webinar for our members. Interested in creating video or audio-based learning? Maybe you need assistance developing a parent advisory council or creating a caregiver feedback survey.

*We have the experience and knowledge you are seeking!*

Let's talk about your goals and initiatives and discover a way to deliver innovative and mutually beneficial opportunities.

\*Custom benefits are agreed upon by your company and NPN. They will vary in number and/or value with advanced Partner levels. All benefits (with few exceptions) will be delivered within one calendar year from agreement. Participation in NPN's Industry Collective may begin at any time during the year.

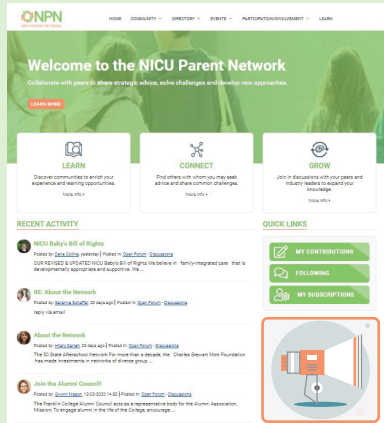
## Custom Benefits

### EXAMPLES



- **Sobi** convened a virtual advisory board to determine the educational & resource needs of NICU families related to RSV. This was a 30 day online commitment and the feedback gleaned informed all departments including marketing, advocacy, and R&D.
- **NPA (National Perinatal Association)** partnered with NPN to develop online continuing education courses on providing psychosocial support to NICU families. Courses for bedside nurses, neonatal fellows, and maternity care physicians have been created and are co-facilitated with NPN members as instructors - [myperinatalnetwork.org](http://myperinatalnetwork.org)
- **NANN (National Association of Neonatal Nurses)** collaborated with NPN to review the parent-facing portions of their discharge planning kit for neonatal nurses - [babystepstohome.com](http://babystepstohome.com)
- **CHEST (American College of Chest Physicians)** contracted NPN to co-develop educational materials for pulmonologists and parents about RSV.
- **WaterWipes** partnered with NPN to launch their new Pure Foundation Fund, a bursary fund in the USA and Canada which recognizes the work of healthcare professionals in maternal-infant care.
- **Prolacta Bioscience** held a live webinar on human donor milk.

## Exposure for your Company

Experience Description	THRIVE \$75,000	EMPOWER \$50,000	ENCOURAGE \$30,000
Company logo, link, & message on NPN website	✓ priority placement	✓ 2nd-tier placement	✓ 3rd-tier placement
Company updates in NPN Network News (published up to 10x/year) or Instagram Stories	4/year	3/year	2/year
Acknowledgment of support in NPN Network News (published up to 10x/year)	✓	✓	✓
Full-color ads in NPN Summit program book	2 full-page	1-half-page + 1-1/4 page	1 - half-page
Logo placement on NPN Summit Photo Booth Backdrop	✓ priority placement	✓ high-tier placement	✓ mid-tier placement
Logo on all printed marketing materials for NPN Summit	✓ priority placement	✓ high-tier placement	✓ mid-tier placement
Include educational materials in 2023 Summit swag bags	up to 4 items	up to 2 items	1 item
Invitation to VIP dinner with NPN Board of Directors at NPN Summit	2	1	1
Complimentary exhibit booth at 2023 Summit (valued at \$2,500)	✓ choice of location	✓	✓
Company exposure during 2023 Summit events promo period	up to 3 mentions	up to 2 mentions	1 mention
Banner ad placement on the NPN website for duration of your membership term	✓		
Show your support! Utilize exclusive Industry Collective badge on your company's website	✓	✓	✓
TITLE SPONSOR of ALL NPN Virtual events for the duration of membership	✓		
<b>Acknowledgement and 2 company ads on NPN's Member Portal &amp; Engagement Platform</b> 	✓		

Join Us

## ENGAGEMENT & Learning Opportunities

Experience Description	THRIVE \$75,000	EMPOWER \$50,000	ENCOURAGE \$30,000
Host a Focus Group or Similar Online Engagement with NPN Members (value \$10,000+)	✓	✓	
Opportunity for Facilitated Listening Session with NPN members (value \$5,000 each)	up to 2	1	
Leadership meetings with NPN Board of Directors & Industry Collective meeting with all IC members, NPN Executive Director & Executive Committee	2	1	1
Unlimited complimentary access to live & recorded NPN content	✓	✓	✓
<b>Priority consideration</b> for consulting requests, initiatives, grant projects (i.e. resource review, surveys, information dissemination)	✓	✓	✓
#activated NPN Leadership Summit (in person) deliver a welcome message and live Q&A with attendees & NPN Executive Director	20 mins	15 mins	5 mins
Sponsored pre-event educational session (up to 30 minutes) - topic to be approved by NPN Board. This session would stand alone without concurrent sessions at the time of your presentation.	✓		
<b>Participate in Industry 1:1 Event</b> - our exclusive virtual networking meeting where your company meets directly with NPN members	✓	✓	✓
Complimentary Summit & Industry 1:1 event registrations (ticket value \$500 each)	3 per event	2 per event	1 per event
<b>Custom Benefit to be decided &amp; agreed upon with NPN</b>	✓		
<b>Sponsored member communication community on NPN's Member Portal &amp; Engagement platform</b>	✓		

THRIVE Level Industry Collective Participation Requires a 2-Year Commitment

**Are You Ready** to take the next  
step to improve the lives of  
NICU families everywhere?

Join **NPN's Industry Collective** today!  
Your participation can start immediately.

Contact us by email or phone to set up a call  
with our Founder & Executive Director, Keira Sorrells

email: [keira@nicuparentnetwork.org](mailto:keira@nicuparentnetwork.org)

website: [nicuparentnetwork.org](http://nicuparentnetwork.org)

phone: 601-345-1772

**Start Today**