



We RPN

Registered Practical Nurses
Association of Ontario

FORWARD TOGETHER

WeRPN AGM 2024
Sponsorship Opportunities

WeRPN 2024 Sponsor Prospectus

The WeRPN Annual General Meeting (AGM) is where you will find one of the largest audiences of registered practical nurses, administrators, managers and others from across the province.

Founded in 1958, the Registered Practical Nurses Association (WeRPN) will be holding its 66th AGM in Kitchener on October 24th, 2024. RPNs are regulated health professionals who are employed across all sectors of health care and work tirelessly to care for Ontario's vulnerable populations in health settings like long-term care, hospitals, clinics and in the broader community. These dedicated nurses play a vital role in supporting the health and well-being of Ontarians.

This year, WeRPN is pleased to be hosting a hybrid AGM to allow us to reconnect with nurses from across the province. As always, we are committed to ensuring this event is an equally inspiring and engaging opportunity for RPNs. We look forward to celebrating the incredible contributions that nurses continue to make to our health system.

Past Conference Sponsors



Benefits of Sponsorship

Brand Visibility

The WeRPN AGM is promoted on multi platforms. One of the best communications mechanisms to achieve awareness for your company is through this annual event and the connection with your customers. In addition, WeRPN supports a dynamic website for its growing membership and partnerships. This website can link directly to sponsor webpages highlighting your company's overview enhancing your digital footprint and social media presence.

Social Media

WeRPN's social channels reach a highly active and engaged nursing audience. With 19,000+ Facebook subscribers, 8,100+ Twitter followers and 8,500+ Instagram followers, the WeRPN community continues to grow at a rapid rate each year.

Alignment

These respected health professionals, registered by the College of Nurses of Ontario, play a vital role in Ontario's healthcare community and share a common goal to contribute to the health of all Ontarians.

Target Market

There are approximately 60,000 employed RPNS in Ontario. WeRPN has grown to nearly 15,000 members. Target market includes promotion to all members and their organizations. As part of the broader healthcare team, RPNs can share and advocate information about your unique product or service with many other healthcare professionals and influence buying decisions.

Engagement

WeRPN places audience and vendor engagement at the core of sponsorship value. Our sponsors will be given opportunities to engage with a vested audience in a meaningful and memorable way, via multiple touchpoints before and during the event.

Sponsorship Tiers & Branding Opportunities

<p>Diamond (1 opportunity)</p>	<p>\$10,000</p>	<p>The Diamond level offers maximum visibility including a 5-minute message to welcome attendees and signature branding opportunities at the Awards reception. This sponsorship tier also includes:</p> <ul style="list-style-type: none"> • Logo featured on WeRPN AGM materials • Placement in digital and print program guide, which will be distributed to all AGM attendees • Opportunity to promote brand materials at sponsor booth in lobby during AGM • Promotion on WeRPN website • Presence on WeRPN social channels • Inclusion in WeRPN digital e-promotions
<p>Gold</p>	<p>\$7,500</p>	<p>The Gold level offers premium visibility including introduction of the guest speaker for the education sessions. This sponsorship tier also includes:</p> <ul style="list-style-type: none"> • Logo featured on WeRPN AGM materials • Placement in digital and print program guide, which will be distributed to all AGM attendees • Opportunity to promote brand materials at sponsor booth in lobby during AGM • Promotion on WeRPN website • Presence on WeRPN social channels • Inclusion in WeRPN digital e-promotions
<p>Silver</p>	<p>\$5000</p>	<p>The Silver level offers dedicated visibility for partners, who will benefit from branding opportunities prior to and at the event This sponsorship tier also includes:</p> <ul style="list-style-type: none"> • Logo featured on WeRPN AGM materials • Placement in digital and print program guide, which will be distributed to all AGM attendees • Opportunity to promote brand materials at sponsor booth in lobby during AGM • Promotion on WeRPN website • Presence on WeRPN social channels • Inclusion in WeRPN digital e-promotions
<p>Booth Exhibitor</p>	<p>\$1,750</p>	<p>The exhibitor level offers strong visibility for partners, with the opportunity to connect directly with attendees at the exhibitor booth</p>

Additional Opportunities

In addition to the above noted sponsorship tiers, prospective partners have the opportunity to purchase additional visibility:

Lunch Sponsor- \$10,000

Being a lunch sponsor for WeRPN's AGM offers an excellent opportunity to feature your brand and logo prominently among a dedicated community of nurses. This exposure ensures that your brand is seen by a highly engaged and influential audience, enhancing your visibility within the healthcare sector. Sponsorship offer an exhibitor booth and allows your logo to be featured on event materials, signage, and digital platforms, maximizing your reach and impact.

Coffee Break Sponsor- \$3,000

As a coffee sponsor for WeRPN's AGM, you have a special opportunity to connect with a community of dedicated nurses. You have the opportunity to connect with guests at an exhibitor booth and your logo will be displayed on event materials and signage, giving you visibility among healthcare professionals. This sponsorship shows your support for the nursing community, helping to build a positive brand association. While the exposure is more focused, it offers a chance to be recognized within a key sector, contributing to your brand's growth and awareness.

Exposure

Platform	Distribution	Type of Coverage
Sponsorship Booth	Diamond, Gold and Silver direct opportunities to connect with RPNs live on site and showcase brand materials.	Sponsors have the opportunity to connect with AGM attendees throughout the full day event
Website	WeRPN has a dedicated website that is promoted 365 days a year. In addition, AGM partners can further promote the event on their individual sites.	A separate webpage devoted to AGM and feature sponsors; highlighting products, services and relationship to health care (50-150 words). Sponsor logos already appear down the side of each web-tab.
Social Media	With 19,000+ Facebook subscribers, 8,100+ Twitter followers and 8,500+ Instagram followers	Sharing news, events and keeping our community informed, engaged and connected. The WeRPN social community is highly active and engaged.
Printed/Digital AGM Booklet	Sponsor logos are highlighted on the digital and print AGM booklet that will be distributed as part of the delegate package to all AGM attendees. The conference booklet will also be made available for download on the WeRPN website.	Full-colour logo and sponsor recognition of level of participation. Opportunity for short message inclusion to RPNs.