

Sponsorship Opportunities

Year-Round Partnership Opportunities

Companies looking for sustained visibility throughout the year can select from individual opportunities or select from one of our robust annual partnerships.

NAON Annual Industry Partner Packages

Benefit	Supporting Partner	Strategic Partner	Premier Partner
Annual investment	**$5,000**	**$10,000**	**$20,000**
Orthopaedic Nurses Week Sponsor	—	—	**✓ Exclusive**

Benefit	Supporting Partner	Strategic Partner	Premier Partner
Stand-alone email blast to NAON members	—	—	✓
NAON News recognition	1 month	3 months	6 months
“No Bones About It” Podcast recognition	1 month	3 months	6 months
Event/product promotion in NAON News & Education Digest	1 time	2 times	4 times
Website advertising	1 month	3 months	6 months
Webinar/virtual education sponsorship	—	1	2
Social media recognition	1 time/year	3 times/year	6 times/year
Company logo/link on NAON sponsor webpage	✓	✓	✓
Congress benefit Full Congress sponsorships are sold separately.	Recognition	Recognition	Recognition
Complimentary Annual Congress registration	—	1	2

Custom annual partnerships are available. Companies may also combine individual opportunities to create a package aligned with specific marketing, education, recruitment or market-research goals. Contact NAON at naon@orthonurse.org for more details.

Additional À La Carte Opportunities at a Glance

Opportunity	Investment
Orthopaedic Nurses Week	$7,500
Website Banner	$750/month
NAON News or Education Digest Advertisement	$1,000/issue Discounts for multiple issues
Dedicated Member Email	$2,500 Discounts for multiple emails
Webinar Sponsor	$3,500
Education Program Sponsor	$5,000–$7,500
Sponsor-Provided Educational Content	$2,500
SIG Sponsor	$3,500/year

Opportunity	Investment
Patient Education Sponsor	**$5,000**
ONE Award Sponsor	**$2,500**
Research Grant Sponsor	**$5,000**

Signature Sponsorship Opportunity

Orthopaedic Nurses Week

Investment: $7,500

Celebrate orthopaedic nurses nationwide while placing your organization at the center of NAON's annual recognition campaign.

The exclusive sponsor of Orthopaedic Nurses Week receives prominent recognition across the campaign, which may include:

- Exclusive “Official Sponsor of Orthopaedic Nurses Week” designation
- Logo and link on the Orthopaedic Nurses Week webpage
- Recognition in NAON email communications
- Recognition in NAON News
- Social media recognition
- Logo recognition on campaign graphics and celebration materials
- Recognition in Orthopaedic Nurses Week videos
- Opportunity to provide an approved message recognizing orthopaedic nurses
- Recognition as the exclusive corporate sponsor throughout the campaign

Orthopaedic Nurses Week represents a particularly strong opportunity to demonstrate support for the specialty and the nurses who provide orthopaedic care.

Availability: One exclusive sponsor.

Website & Email Advertising

NAON Website Banner Advertising

Investment: $750/month

Place your organization in front of NAON's online community. Your logo will appear on the most popular page of the NAON website: the Education Catalog.

Includes:

- Logo on Education Catalog landing page
- Click-through link to sponsor website, product page or approved resource
- Placement for one month

Package	Investment	Your Savings
3-Month Package	**$2,000**	**$250 savings**
6-Month Package	**$3,500**	**$1,000 savings**
12-Month Package	**$6,000**	**$3,000 savings**

Limit: Up to four advertisers at any given time

NAON News or Education Digest Email Blast Advertising

Investment: $1,000 per issue

Reach NAON members through our popular monthly news communication. Distributed to over 10,000 orthopaedic nurses. This is a great opportunity to promote your event, survey, focus group, product, etc.

Includes:

- Banner advertisement and/or Product Promotion write-up *(150 words or less)*
  Banner size: 600x400 or 600x200 pixels

- Click-through link
- Placement within one issue of NAON News

Package Discounts for NAON News:

Package	Investment	Your Savings
3-issue package	**$2,500**	**$500 savings**
6-issue package	**$4,500**	**$1,500 savings**
12-issue package	**$7,500**	**$4,500 savings**
Package Discounts for Education Digest	**Quarterly package of 4: $3,000/year**	**$1,000 savings**

Package Discounts for Education Digest:
Quarterly package of 4: $3,000/year ($1,000 savings)

All events and promotional content are subject to NAON review and approval. Promotion does not constitute NAON endorsement unless expressly stated.

Dedicated Member Email

Investment: $2,500

Send an approved, dedicated promotional email to over 3,000 NAON members.

Ideal for:

- Educational events
- Product launches

- Resources and tools
- Research opportunities
- Surveys
- Professional development opportunities
- Company announcements

Includes:

- Dedicated email distribution to the NAON membership audience
- Sponsor-provided creative/content subject to NAON approval
- Click-through links
- One deployment

Additional deployments: $1,500 each when purchased as part of a package.

Limited to one Dedicated Member Email per month.

All promotional content is subject to NAON review and approval. Promotion does not constitute NAON endorsement unless expressly stated.

Educational Engagement

Webinar Sponsor

Investment: $3,500

Associate your organization with an educational webinar or virtual learning opportunity for orthopaedic nurses.

Potential benefits include:

- Sponsor recognition in promotional communications
- Sponsor recognition on the webinar landing page
- Sponsor recognition at the beginning/end of the program
- Logo recognition in initial launch communications
- Social media recognition

NAON Education Program Sponsor

Investment: $5,000–$7,500

Support a NAON educational initiative, course, webinar series, podcast, or other professional development program.

Potential benefits include:

- Prominent sponsor recognition
- Logo and link on the program webpage
- Recognition in promotional email communications
- Social media recognition
- Recognition during the program
- Opportunity to support a defined educational topic or initiative

Sponsor Provided Educational Content

Investment: $2,500

Sponsor an approved educational or professional resource distributed through NAON channels.

Potential formats include:

- Article
- Educational resource
- Infographic
- Video
- Podcast
- Clinical resource
- White paper
- Expert interview

Includes promotion through one or more appropriate NAON communication channels.

All sponsored content is subject to NAON review and must be clearly identified as sponsored content where appropriate.

Specialty Community Engagement

Special Interest Group Sponsor

Investment: $3,500/year (6-12 Meetings per SIG, per year)

Support one of NAON's Special Interest Groups and connect your organization with nurses interested in a particular area of orthopaedic practice. Current SIGs included: Spine, Leadership, Quality & Outcomes, Hip Fracture, Nurse Navigator. More coming soon!

Potential benefits include:

- Sponsor recognition
- Logo/link on SIG webpage
- Recognition in applicable communications
- Recognition during selected SIG activities
- Opportunity to support educational or professional-development activities

Sponsorship does not provide control over SIG content, leadership or member discussions.

Patient Education Resource Sponsor

Investment: $5,000

Support the development, maintenance or distribution of evidence-based patient education resources used by orthopaedic nurses.

Potential benefits include:

- Sponsor recognition on the resource webpage
- Logo/link
- Recognition in promotional communications
- Social media recognition
- Recognition in NAON News

All educational materials remain subject to NAON's content review and approval processes.

Professional Development & Recognition

ONE Award Sponsor

Investment: $2,500

Support professional development for orthopaedic nurses by supporting the covered ONE Award!

Potential benefits include:

- Sponsor recognition
- Recognition on Award webpage
- Email recognition
- Social media recognition
- Recognition during Award presentation at Annual Congress

Research Grant Sponsor

Recommended investment: $5,000

Support research that advances orthopaedic nursing practice and patient outcomes.

Potential benefits include:

- Sponsor recognition
- Recognition on the grant webpage
- Recognition in NAON communications
- Social media recognition
- Recognition in applicable communications
- Recognition during Award presentation at Annual Congress

Congress Engagement

NAON's Annual Congress provides additional opportunities to connect with over 500 orthopaedic nursing professionals and healthcare leaders IN-PERSON.

Congress opportunities may include:

- Exhibit/tabletop opportunities
- Opening and closing events
- Educational session sponsorship
- Mobile app sponsorship
- Push notifications
- Daily videos
- Receptions
- Refreshment breaks
- Conference materials
- Signage
- Passport to Prizes
- Sponsored educational opportunities

Congress sponsorship opportunities are offered separately through the annual NAON Congress Sponsor & Exhibitor Prospectus.

Companies interested in combining year-round digital, education or member engagement with Congress exposure may request a customized annual package.

Ready to get started? Reach out to our team at naon@orthonurse.org to discuss opportunities that align with your organization's goals.