



THE LOUISIANA ACTION COALITION 2020 VIRTUAL CULTURE OF HEALTH SUMMIT

Celebrating the International Year of the Nurse and Midwife by Cultivating a Culture of Health and Resilience Through Collaborative Partnerships in the Midst of a Pandemic

SPONSORSHIP OPPORTUNITIES HONORING LOUISIANA'S HEROES!

SPONSORSHIP OPPORTUNITIES FOR THE LOUISIANA ACTION COALITION 2020 VIRTUAL CULTURE OF HEALTH SUMMIT

The World Health Organization (WHO) has designated 2020 as the “International Year of the Nurse and Midwife,” in honor of the 200th anniversary of Florence Nightingale’s birth. Please join the Louisiana Action Coalition (LAC) in honoring Louisiana’s nurses that are serving on the frontline, putting their own lives and the lives of their families at risk to save the lives of hundreds of thousands of Louisiana residents during the COVID-19 pandemic. Your sponsorship will allow LAC to waive the registration fee for the 2020 Culture of Health Summit in honor of these Heroes. Any level of sponsorship would be greatly appreciated.

OUTCOMES OF THE 2017, 2018 AND 2019 SUMMITS INCLUDED:

- *A common understanding of health disparities and social determinants of health;*
- *Awareness of collaborative efforts to address health disparities across Louisiana;*
- *Using county health rankings to develop community-based action plans; and*
- *Engaging leaders from marginalized communities in equity, diversity and inclusion efforts.*

The 2020 LAC Culture of Health Summit will continue to build on earlier convenings by shining a light on the physical and mental health disparities and inequities that have been amplified during the COVID-19 pandemic and that have disproportionately impacted marginalized communities. The critical role that nurses and other healthcare professionals have played and continue to play during this public health crisis will also be highlighted.

SPONSORSHIP LEVELS

CULTURE OF HEALTH FRIEND

AMOUNT: \$250 AND BELOW

BENEFITS: Recognition on LAC website, in the program booklet and welcome presentation

CULTURE OF HEALTH PARTNER

AMOUNT: \$500

BENEFITS: Recognition on LAC website, on social media posts, in the program booklet and welcome presentation

CULTURE OF HEALTH ADVOCATE

AMOUNT: \$1,000

BENEFITS: Recognition on LAC website, on social media posts and welcome presentation, in the program booklet, and during the break on Day 1 of the Summit

CULTURE OF HEALTH CHAMPION

AMOUNT: \$2,500

BENEFITS: Recognition on LAC website, on social media posts and welcome presentation, one half-page ad in the electronic conference program, and during breaks on Day 1 and Day 2 of the Summit

CULTURE OF HEALTH PREMIER “SHINING STAR”

AMOUNT: \$5,000

BENEFITS: Recognition on LAC website, on social media posts and welcome presentation, one full-page ad in the electronic conference program, and during breaks on Day 1 and Day 2 of the Summit



SPONSORSHIP FORM

Name of Sponsor _____

Amount of Sponsorship

\$250.00 *Culture of Health Friend*

\$2,500.00 *Culture of Health Champion*

\$500.00 *Culture of Health Partner*

\$5,000.00 *Culture of Health Premier "Shining Star"*

\$1,000.00 *Culture of Health Advocate*

Other Amount: _____

Contact Information

Name _____

Address _____

Phone _____ **E-mail** _____

Signature _____ **Date** _____

Note: All Sponsorship information to be included in the program booklet (e.g., logo, picture ready ad, etc.) must be submitted to Mrs. Sarah Luneau at lcn@lsbn.state.la.us by October 16th.

INFORMATION ABOUT THE LOUISIANA ACTION COALITION:

The Louisiana Action Coalition (LAC) was formed in 2011 and is one of 51 coalitions working nationwide to transform healthcare through nursing. Efforts are driven by evidence-based recommendations stated in the National Academy of Medicine's 2010 report (formerly the Institute of Medicine), *"The Future of Nursing: Leading Change, Advancing Health."* The Robert Wood Johnson Foundation (RWJF) and the AARP Foundation have invested millions of dollars nationwide toward the implementation of the recommendations that came out of the 2010 report under the umbrella of what has been labeled the National Campaign for Action. The report calls for nurses to lead change and work alongside physicians, other healthcare providers, government officials, legislators, community leaders and stakeholders to help transform the country's healthcare delivery system. Building a Culture of Health is a movement led by RWJF and shared with others to take on one of the most pervasive challenges of our time, improving the health and well-being of everyone in America. A Culture of Health places well-being at the center of every aspect of life, so that all communities can flourish, and all individuals thrive, regardless of race, creed, income, or zip code. It's built on the premise that everyone deserves to live the healthiest life possible. The 2020-2030 Future of Nursing report is currently being written by a committee of experts at the National Academy of Medicine in collaboration with RWJF and will be released in early 2021.

Thank you for helping LAC honor Louisiana's Nurses during the 2020 International Year of the Nurse and Midwife!

Please make checks payable to the Louisiana Action Coalition c/o the Louisiana Nurses Foundation and in the notes section insert *LAC 2020 Culture of Health Summit*. The Louisiana Nurses Foundation is the fiscal agent for the Louisiana Action Coalition (LAC).

Checks should be mailed to the following address:

Louisiana Nurses Foundation
543 Spanish Town Road
Baton Rouge, LA 70802