

**10** YEARS  
Inspired Funding. Healthy Outcomes.



2012

**The 10th Annual  
Nursing Distinction Awards**  
Honoring Palm Beach County's Nurses

Friday, May 4th, 2012  
The Breakers Palm Beach

**Sponsorship Opportunities**



The Palm Beach Post  
REAL NEWS STARTS HERE

# The 2012 Nursing Distinction Awards

## Join Us to Recognize the Nursing Heroes of our Community

The Palm Healthcare Foundation Nursing Distinction Awards Dinner is Palm Beach County's signature event to recognize our outstanding nurses and their compassionate and courageous work.

Join us as a sponsor and help us honor our healthcare heroes while raising funds for nursing education. Our sponsorships offer a variety of ways for us to partner with you to maximize the visibility of your support.

## About the Awards

The tenth annual Nursing Distinction Awards on May 4, 2012 at The Breakers Palm Beach will honor eight outstanding nurses in Palm Beach County. The evening is a festive mix of dinner, dancing, entertainment, and an awards ceremony to celebrate National Nurses' Week.

Award winners are chosen on the basis of dedication to excellence in an area of expertise beyond the scope of their jobs, commitment to the profession of nursing, and a sense of community. One registered nurse will be selected from the category winners below for the Palm Healthcare Foundation and Palm Beach Post's 2012 Nurse of the Year award.

## Award Categories

Registered Nurse • Licensed Practical Nurse • Certified Nursing Assistant  
Nurse Educator • Nursing Leader • Nursing Student  
Extra Mile Award • Hands and Heart Award

## Recognizing Your Support

As a sponsor, you will have a variety of opportunities to maximize your visibility before, during and after the event, including:

- Pre-event publicity through *The Palm Beach Post* and Sunny 104.3 FM
- Recognition through pre-event activities and communications
- Presence on the Nursing Distinction Awards' website
- Event material and onsite recognition the night of the event, reaching over 500 nurses, physicians and healthcare workers with your show of support
- Post-event publicity through Palm Beach County's leading media vehicles



# What Your Support Provides

Net proceeds raised from the event will fund nursing advancement and education in Palm Beach County.

Advancing nursing professionals is one of Palm Healthcare Foundation's primary initiatives. Thanks to the support of our donors, we have provided over \$1 million in nursing scholarships and over \$8 million in support of nursing advancement programs in Palm Beach County since 2001, including:

- A grant to Palm Beach State College to establish a part-time evening and weekend nursing program for students unable to attend day programs
- In partnership with Tenet Health System, funding to establish a new Bachelor of Science in Nursing program at Palm Beach Atlantic University
- The Novice Nurse Leadership Institute at Florida Atlantic University's Christine E. Lynn College of Nursing, which provides first-year nurses specialized education and support as they transition from school to the workplace and promotes the value of lifelong learning and leadership in nursing

With your support, we will continue to develop and fund innovative educational programs and build a stronger healthcare system for the people of our community.

*“The Novice Nurse Leadership Institute has led to improvements in the quality and safety of care and the development of the next generation of nurse leaders.”*

*-Susan Dyess, PhD, RN, Florida Atlantic University*



# Sponsorship Opportunities

## **Presenting Sponsor . . . . . \$30,000**

- Two premier tables for ten (10)
- Full page advertisement in dinner program
- Prominent recognition in event advertising, website, dinner invitation, program and onstage
- Organization name and logo on all media promotions
- Recognition at pre-event activities
- Name listed in all press releases
- 2-3 minute presentation at event
- Present a 2012 Nursing Distinction Award

## **Media Sponsor . . . . . \$25,000**

- Premier table for ten (10)
- Full page advertisement in dinner program
- Prominent recognition in event advertising, website, dinner invitation, program and onstage
- Name listed in all press releases
- Present a 2012 Nursing Distinction Award

## **Pre-Event Sponsor (one available). . . . . \$15,000**

- Main sponsor for the pre-event reception recognizing all Nursing Distinction nominees
- Premier table for ten (10)
- Full page advertisement in dinner program
- Appropriate recognition on event website, dinner invitation and program
- 2-3 minute presentation at pre-event
- Name as underwriter sponsor on pre-event invitation
- Present a 2012 Nursing Distinction Award

## **Entertainment Sponsor (one available) . . . . . \$12,500**

- Premier table for ten (10)
- Full page advertisement in dinner program
- Appropriate recognition on event website, dinner invitation, program and onstage
- Name listed in all press releases
- Present a 2012 Nursing Distinction Award

## **Dinner Reception Sponsor (one available) . . . . \$12,500**

- Premier table for ten (10)
- Appropriate recognition on event website, dinner invitation, program and onstage
- Full page advertisement in dinner program
- Special poster recognition at reception
- Present a 2012 Nursing Distinction Award

## **Program Sponsor (one available). . . . . \$10,000**

- Premier table for ten (10)
- Appropriate recognition on event website, dinner invitation, program and onstage
- Full page advertisement in dinner program
- Present a 2012 Nursing Distinction Award

## **Nursing Scholarship Award (one available) . . . \$10,000**

- Premier table for ten (10)
- Appropriate recognition on event website, dinner invitation, program and onstage
- Full page advertisement in dinner program
- 2012 Nursing Award Recipients will receive \$250 each from your sponsorship
- Present a 2012 Nursing Distinction Award

## **Decoration Sponsor (one available) . . . . . \$10,000**

- Premier table for ten (10)
- Appropriate recognition on event website, dinner invitation, program and onstage
- Full page advertisement in dinner program
- Present a 2012 Nursing Distinction Award

## **\*NEW\* Award Sponsor. . . . . \$5,000**

- Sponsor one of eight Nursing Distinction Awards
- Your organization recognized during on-stage award presentation and in event program
- Table for 10
- Recognition on event website

## **Donor's Table . . . . . \$2,500**

- Ten (10) tickets will be donated to the 2012 Nursing Distinction Award finalists in your honor
- Appropriate recognition on event website and program

## **Table Sponsor. . . . . \$2,500**

- Table for ten (10)
- Appropriate recognition on event website and program

## **Friend . . . . . \$ 1,000**

- Two (2) complimentary dinner tickets
- Appropriate recognition on event website and program

# Sponsorship Agreement

## Palm Healthcare Foundation Tenth Annual Nursing Distinction Awards Friday, May 4, 2012

Sponsorships are available at the following levels:

_____ \$30,000 . . . . . Presenting Sponsor	_____ \$10,000 . . . . Nursing Scholarship Sponsor
_____ \$25,000 . . . . . Media Sponsor	_____ \$10,000 . . . . . Decoration Sponsor
_____ \$15,000 . . . . . Pre-Event Sponsor	_____ \$5,000 . . . . . NEW* Award Sponsor
_____ \$12,500 . . . . . Entertainment Sponsor	_____ \$2,500 . . . . . Donor Table Sponsor
_____ \$12,500 . . . . . Reception Sponsor	_____ \$2,500 . . . . . Table Sponsor
_____ \$10,000 . . . . . Program Sponsor	_____ \$1,000 . . . . . Friend

I/We wish to participate in the 2012 Palm Healthcare Foundation Nursing Distinction Awards as indicated above.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone/Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_

Sponsor name as it is to appear in all publicity materials: \_\_\_\_\_

*By executing this contract, the Sponsor agrees to provide payment in full with the signed contract and affirms that they have full power and authority to sign for and bind their respective organizations.*

Effective this \_\_\_\_\_ day of \_\_\_\_\_

Sponsor Representative Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Palm Healthcare Representative Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Full amount of selected sponsorship must be enclosed. Please make check payable to:**

**Palm Healthcare Foundation, Inc.  
1016 North Dixie Highway, West Palm Beach, FL 33401  
Contact: Melanie Otero, Vice President External Affairs  
Phone: (561) 837-2277 • Fax: (561) 833-0070**

**Sponsorship ads (if applicable) are due April 6, 2012.**

**For sponsors \$5,000 and above, please email your high resolution logo to  
Jennifer McGrath at [jmcgrath@phfpbc.org](mailto:jmcgrath@phfpbc.org) once you have mailed your payment.**

# Palm Healthcare Foundation 2011 Nursing Distinction Award Winners



Nurse of the Year  
& Extra Mile Award  
**Eugenia Millender, RN, MS, CCRN**  
*St. Mary's Medical Center*



Leadership Award  
**Anne Hedges, MSN, RN, NCSN**  
*Health Care District of  
Palm Beach County*



Educator of the Year  
**Kelly Campbell, MSN, RN**  
*Good Samaritan  
Medical Center*



RN of the Year  
**Roseanne Armstrong, RN**  
*Delray Medical Center*



Hands & Heart Award  
**Angelica Ligas, RN, BSN**  
*Good Samaritan  
Medical Center*



LPN of the Year  
**Terry Jeanne Malgeri, LPN**  
*Veterans Affairs Medical Center*



CNA of the Year  
**Cecil Wilson, CNA**  
*VITAS Innovative Hospice Care*



Student of the Year  
**Jenny-Lyn Buster, BSN**  
*Florida Atlantic University  
Christine E. Lynn College  
of Nursing*

## Who We Are

Palm Healthcare Foundation, Inc., chartered in 2001, is Palm Beach County's leading public healthcare foundation. Believing that, "Together we can do more," the foundation's mission is to inspire and fund solutions to improve health in Palm Beach County. Since 2001, the foundation has distributed \$45 million to over 95 non-profit organizations in Palm Beach County operating over 130 programs.



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561-833-6333 • [www.palmhealthcare.org](http://www.palmhealthcare.org)