

CNF NIGHTINGALE

20 **MASKERAIDE** 20

NIGHTINGALE FIIC

**A VIRTUAL EVENT • UN ÉVÉNEMENT VIRTUEL**

**December 3, 2020 from 7:30pm to 9pm EST • Le 3 décembre 2020 de 19h30 à 21h00 HNE**

**SPONSORSHIP PROSPECTUS**

[www.cnfmaskeraide.vfairs.com](http://www.cnfmaskeraide.vfairs.com)



## WHO IS THE CNF?

In the midst of a global pandemic, never has it been more crucial to support and thank nurses who work tirelessly, risking their lives every day on the frontlines against the battle of COVID-19.

This year Canadian Nurses Foundation launched The COVID-19 Fund to provide immediate assistance to nurses, including mental health support, skills and training, aid for new research and best practices for future pandemics.

For over 50 years, Canadian Nurses Foundation has helped nurses learn, investigate and advance nursing best practices - helping to improve the delivery of health care by awarding educational scholarships, research grants and professional development awards to nurses across Canada.

Together, we are investing in nursing excellence for better patient care.



[cnf-fiic.ca](https://www.cnf-fiic.ca)

Nurses and midwives **provide essential health services** and are key to achieve health for all.



#SupportNursesAndMidwives



## 2020/2021: THE YEAR OF THE NURSE AND MIDWIFE

The World Health Organization has designated 2020 The Year of the Nurse and Midwife in honour of the 200th birthday of Florence Nightingale, the founder of modern nursing.

The WHO's first ever *State of the world's nursing 2020 report* stresses how now, more than ever, the world needs nurses working to the full extent of their education and training to provide vital care in Canada and the world.

## DID YOU KNOW?

Pre-pandemic, Canada was already poised to expect a greater demand for nurses due to an aging population and a rise in healthcare spending.



At the height of the pandemic, **1 in 10 healthcare workers** were the known COVID-19 cases

Canadian nurses are known to suffer from higher rates of PTSD, anxiety, depression and burnout. As the threat of COVID-19 continues to loom, we must support nurses who dedicate their lives to keep us safe.

1 in 3 nurses struggles with symptoms of major depressive disorder



1 in 4 nurses screens positive for **Generalized Anxiety Disorder**

Source:

<sup>1</sup> <https://www.hiringlab.org/en-ca/2019/11/28/canadian-nursing-shortage/>

<sup>2</sup> <https://www.cbc.ca/news/canada/toronto/health-care-workers-make-up-1-in-10-known-cases-of-covid-19-in-ontario-1.5518456>

<sup>3</sup> [https://nursesunions.ca/wp-content/uploads/2020/06/OSI-REPORT\\_final.pdf](https://nursesunions.ca/wp-content/uploads/2020/06/OSI-REPORT_final.pdf)



Thursday December 3, 2020,  
Canadian Nurses Foundation  
will be shining a spotlight  
on nurses across Canada!

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A VIRTUAL CELEBRATION OF NURSES

# 20 MASKERAIDE 20

HOMMAGE VIRTUEL AU PERSONNEL INFIRMIER

**Canadian Nurses Foundation's Nightingale Gala marks its 10<sup>th</sup> anniversary** with an immersive virtual event – creating a national stage to celebrate nurses and provide aid during this crucial time.

Playing off a traditional masquerade ball, the Nightingale Maskeraide will feature big Canadian talent, heart-warming storytelling and an online auction like no other. This year's gala also underscores the essential role nurses play in shaping health outcomes across Canada – and will be highlighting **CNF's 2020 Campaign: Foresight is 2020.**

The campaign explores 20 of the most significant issues impacting the future of Canadian health care, and the role nurses play in addressing each. By investing in nursing education and research today, we can together help prepare nurses in facing the health care challenges of tomorrow.

## PAST NOTABLE FIGURES/PRESENTERS



Sophie Gregoire Trudeau  
SPOUSE OF THE PRIME MINISTER  
OF CANADA



Andre Picard  
GLOBE & MAIL



Elizabeth May  
Past Leader  
GREEN PARTY



Don Martin  
Past Host  
CTV POWER PLAY



Jagmeet Singh  
Leader  
NDP



KellyLee Evans  
Juno Award winner

## WHO WE'RE EXPECTING AT THE CNF NIGHTINGALE MASKERAIDE?

### **Nurses and Nursing Leaders**

As in previous years, we anticipate a large portion of our audience members to be active nurses, nursing students and new graduates, as well as nursing leaders across Canada.

### **Government Officials**

We are thrilled to receive support from all levels of government over the last 10 years of the CNF Nightingale Gala, including the Governor General of Canada, Julie Payette, and Sophie Gregoire Trudeau. We expect to welcome multiple officials and dignitaries once again this year, including premiers from across the country.

### **Business Leaders**

Through our growing database of corporate partners like you, we are eager to welcome industry leaders across multiple sectors, some of whom who have supported us consecutively over the years, and others who are joining us for the first time.

### **Our Most Engaged Audience Yet**

With the threat of COVID-19 continuing to grip communities across Canada and the world, we have no doubt that this year's audience will be our most engaged yet.



We invite you to be part of this milestone virtual event as we navigate the future of Canada's healthcare.



**Johnson & Johnson**  
FAMILY OF COMPANIES IN CANADA

“Johnson and Johnson is proud to be an ongoing supporter of Canadian Nurses Foundation annual Nightingale Gala. Over the years, we’ve been honoured to witness the many ways in which CNF has helped nurses improve the delivery of health care in Canada, and we stand with them once again as nurses face an ongoing global crisis.”

**Lesia Babiak**

Executive Director, Worldwide Government Affairs & Policy,  
**Johnson & Johnson Family of Companies In Canada**

## GOALS & TARGETS

Over the past 3 years, Canadian Nurses Foundation has raised over \$1.2M in support of nursing education, research, certification, and the professional development of Indigenous nursing.

For this year’s milestone 10<sup>th</sup> anniversary gala, CNF endeavours to achieve its most ambitious goal yet: raising \$500,000 in support of nurses, with a portion of proceeds directed to the Canadian Nurses Foundation **COVID-19 Fund** which launched earlier this year.

Additionally, as part of this year’s Foresight is 2020 campaign, CNF aims to:

- ➔ **Raise the profile of nursing in Canada**
- ➔ **Fund 20 new scholarships**
- ➔ **Engage 2,020 new Nightingale donors from across the country**

# SPONSOR BENEFITS

## WHY PARTNER WITH THE CANADIAN NURSES FOUNDATION?



### Media Coverage

Our current global health crisis continues to be top of mind for audiences and media organizations alike. Through our national media partnership, we anticipate widespread coverage of this year's gala, highlighting your organization as a supporter of the Canadian Nurses Foundation.



### Nationwide Reach

In its first year as a wholly digital event, CNF will welcome attendees from across the country, providing sponsors with a wider base to engage and interact with than ever before.



### Stand with Canadian Nurses

Canadians have never been more aware of the sacrifices nurses and other healthcare professionals make every day and have been vocal in showing their gratitude. A partnership with CNF aligns your brand with a cause already near and dear to so many at a time when your support is needed most.



### True North, Strong and Safe

CNF has been supporting Canadian nurses for over 50 years, including Indigenous nurses and nursing needs in rural communities. As a Canadian brand, your partnership directly benefits the nurses across Canada to help keep Canadians safe.



JOIN SPONSORS LIKE:



## SPONSORSHIP OPPORTUNITIES & BENEFITS

BENEFITS	PRESENTING \$40K (2)	PLATINUM \$25K (4)	GOLD \$20K (6)	SILVER \$10K (8)	BRONZE \$5K (10)	20 / 20* \$3,500 (Unlimited)
Complimentary tickets to attend the Virtual Gala	40	40	35	30	25	20
Logo presence on event microsite and registration page	•	•	•	•	•	•
Mention in social channels pre- and post-event	•	•	•	•	•	
Opportunities to submit to our Virtual Swag Bag with redeemable offer codes.	7	5	4	3	2	
Logo presence in e-lobby, holding slides, and post-event survey	•	•	•	•		
Virtual Booth - company profile on event platform (includes company logo, URL, contact information, and one live representative to interact with attendees)	•	•	•			
Post-event Attendee list. (NOTE: List will only include attendees who have opted-in to receive additional promotional content and offers from our sponsors)	•	•	•			
Complimentary swag kit to accompany each complimentary Gala Ticket	•	•	•			
Verbal mention from Mainstage Presenter	•	•	•			
Written mention in formal press release pre- and post-event	•	•	•			
Dedicated social post with CTA pre- and post-event	•	•				
Dedicated e-Newsletter with CTA pre- and post-event	•	•				
Opportunity to introduce Keynote Speaker & Talent	•					



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CONTACT US FOR INFORMATION ABOUT SPONSORSHIP OPPORTUNITIES



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