

The logo features the acronym 'NBNNA' in a large, blue, serif font. Below it, the full name 'NATIONAL BLACK NURSES ASSOCIATION, INC.' is written in a smaller, blue, sans-serif font. The background is a vibrant red with a faint, semi-transparent image of a city skyline. The top and bottom of the page are framed by dark blue wavy borders with a gold-colored inner line.

NBNNA

NATIONAL BLACK NURSES ASSOCIATION, INC.

CORPORATE ROUNDTABLE PARTNERS



ABOUT Us

The National Black Nurses Association (NBNA) is a professional organization representing and advocating for Black nurses and nursing students in the United States.

Founded in 1971, NBNA is dedicated to improving the health and wellness of Black communities by promoting the professional and educational advancement of Black Nurses.

The organization aids its members through networking, career development, and continuing education. Additionally, advocating for policies that tackle health disparities, access to quality healthcare, and diversity in the nursing workforce.

With over 113 chapters nation wide, NBNA is committed to shaping the future of nursing and promoting equity in healthcare.



Message From our Executive Director, Tonya Jackson

Dear Corporate Partner,

Established in 2012, the NBNA Corporate Roundtable was created to unite businesses and organizations committed to advancing the mission and goals of the National Black Nurses Association, Inc. From its inception, the Roundtable has served as a vital platform for collaboration, innovation, and shared purpose, helping NBNA fulfill its priorities in education, advocacy, and leadership development.

Through your continued partnership, we have made a lasting impact on the nursing profession, empowering nurses, strengthening communities, and shaping the future of healthcare equity.

Corporate partners play a vital role in providing thought leadership to NBNA. Your insights and expertise help guide our programmatic initiatives, ensuring we remain responsive to the evolving landscape of healthcare. You help us shape where we lean in, aligning our programs with the most pressing priorities facing nursing and the communities we serve.

In addition to advancing our mission, your partnership strengthens the NBNA brand and broadens our reach. Together, we elevate awareness of critical health issues, cultivate leadership across generations of Black nurses, and create platforms for innovation and professional growth. We are deeply grateful for the ways our corporate partners share their expertise and perspectives through NBNA-sponsored events, roundtables, and educational forums.

This year, NBNA is pleased to introduce three Thought Leadership Sessions exclusively for our Corporate Partners. Two of these sessions will be held virtually, and the third will take place in person during our Annual Black Nurses' Hill Day in Washington, D.C. These sessions are designed to foster direct engagement and dialogue between NBNA leadership and our corporate partners –allowing us to strategically align priorities, share emerging trends, and explore collaborative solutions to the challenges shaping the future of healthcare.



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During these sessions, we invite our partners to serve as trusted advisors, offering insights that inform NBNA's strategic direction, initiatives, and advocacy agenda. Your thought leadership and participation ensure that our efforts continue to reflect the realities of today's healthcare environment while anticipating the needs of tomorrow's workforce.

We look forward to your continued partnership and active participation in these upcoming sessions. Together, we will continue to build bridges between industry and nursing, advance health equity, and uplift the profession through collaboration, innovation, and shared purpose.

With appreciation and partnership,
Tonya Jackson, MSHA, BSN, RN
Executive Director
National Black Nurses Association, Inc.

OUR CORE VALUES

VISION

“TO BE A BEACON OF SERVICE TO ALL NURSES WHO AIM TO IMPROVE HEALTHCARE AND REDUCE HEALTH DISPARITIES FOR AFRICAN AMERICANS AT LOCAL, STATE, AND NATIONAL LEVELS.”

MOTTO

“THE PREMIER VOICE FOR BLACK NURSES.”

MISSION

“TO SERVE AS THE VOICE FOR BLACK NURSES AND DIVERSE POPULATIONS ENSURING EQUAL ACCESS TO PROFESSIONAL DEVELOPMENT, PROMOTING EDUCATIONAL OPPORTUNITIES, AND IMPROVING HEALTH.”



BEING A CORPORATE ROUNDTABLE PARTNER

The Corporate Roundtable, established in 2012, comprises business leaders dedicated to advancing the objectives of the National Black Nurses Association (NBNA). This Roundtable seeks to support NBNA in achieving its mission and priorities, thereby making a meaningful impact on nurses and the future of the nursing profession.

Corporate partners are instrumental in educating leaders on policy issues through legislative briefings and receive regular updates from the NBNA Health Policy Committee regarding developments on Capitol Hill and within the Administration.

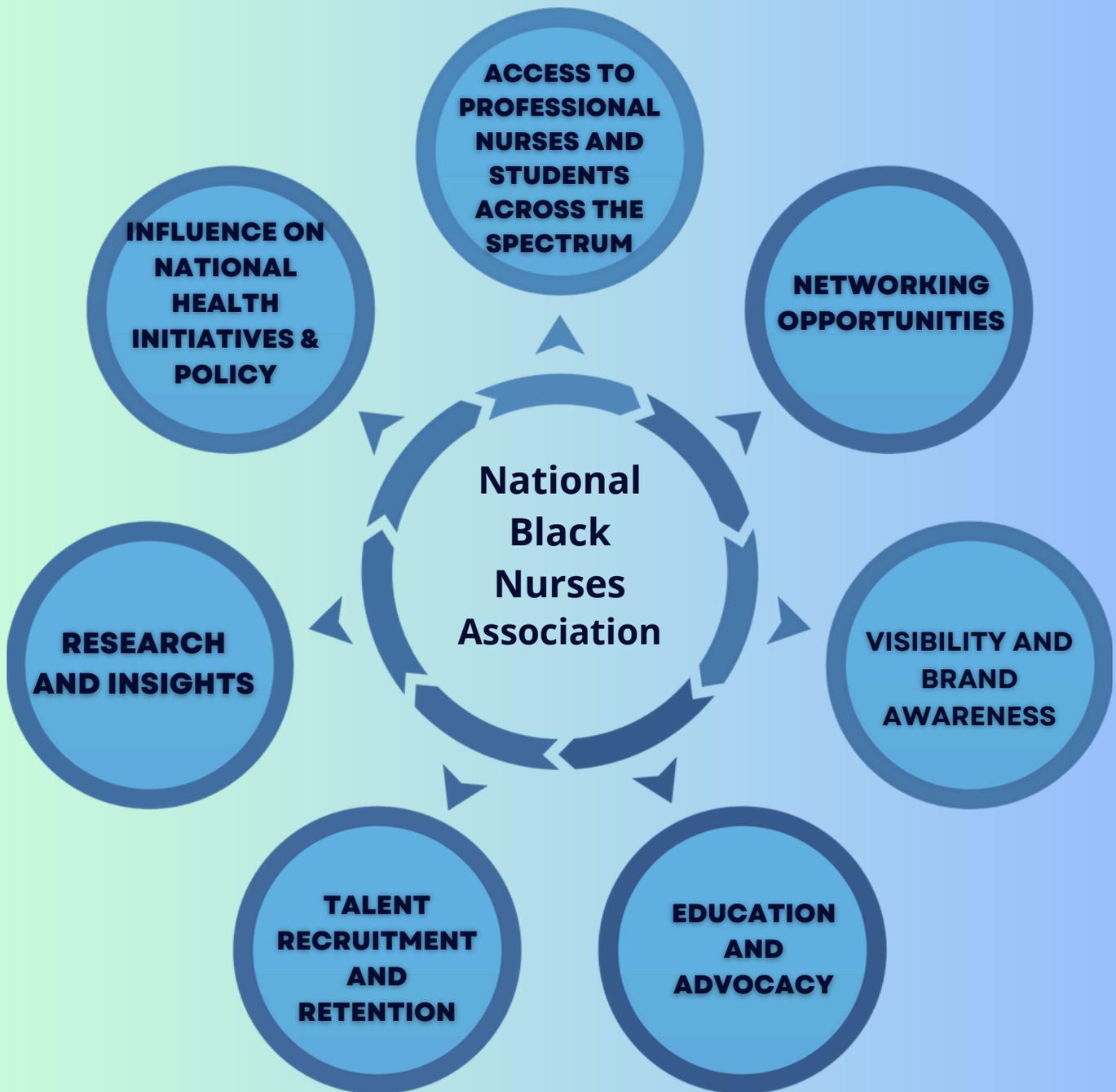
Moreover, these partners collaborate with NBNA to develop national health initiatives and to enhance awareness of nursing and healthcare. Members also have the opportunity to showcase their company's expertise at NBNA-sponsored meetings and educational programs.



Opportunities	Platinum Level \$35,000.00	Gold Level \$25,000.00	Silver Level \$15,000.00	Bronze Level \$10,000.00	Partners' Circle \$5,000.00
Website	Company listed on website as a Platinum Corporate Sponsor.	Company listed on website as a Gold Corporate Sponsor.	Company listed on website as a Silver Corporate Sponsor.	Company listed on website as a Bronze Corporate Sponsor.	Company listed on website as a Partners' Circle Corporate Sponsor.
Complimentary Membership	Five complimentary national memberships.	Three complimentary national memberships.	Two complimentary national memberships.	One complimentary national membership.	
Newsletter Advertisement	One full-page advertisement in NBNA Newsletter.	One full-page advertisement in NBNA Newsletter.	Half-page advertisement in NBNA Newsletter.		
Local Chapter Engagement (Demographical)	Access and introduction to five local NBNA Chapters in geographic area of selection.	Access and Introduction to three local NBNA Chapters in geographic area of selection.			
Mailing List	One-time usage of NBNA Mailing list of Hill Day recipient.				
Social Media Visibility	Two social media posts with over 7,000 combined followers.	Two social media posts with over 7,000 combined followers.	One social media post with over 7,000 combined followers.	One social media post with over 7,000 combined followers.	One social media post with over 7,000 combined followers.
Social Media Group Visibility	Two social media group posts.	Two social media group posts.	One social media group post.	One social media group post.	One social media group post.
Complimentary Conference Registration	Four complimentary registrations to the NBNA Annual Institute and Conference.	Two complimentary registrations to the NBNA Annual Institute and Conference.	One complimentary registration to the NBNA Annual Institute and Conference.		

Opportunities	Platinum Level \$35,000.00	Gold Level \$25,000.00	Silver Level \$15,000.00	Bronze Level \$10,000.00	Partners' Circle \$5,000.00
Attendee Engagement	Access to registrants' contact information at NBNA Hill Day.				
Exhibit Booth	A complimentary booth at the NBNA Annual Conference & Institute.	A complimentary booth at the NBNA Annual Conference & Institute.	A complimentary Booth at the NBNA Annual Conference & Institute.		
Branded Conference Bags	Two bag inserts in the NBNA conference bag.	One bag insert in the NBNA conference bag.	One ad uploaded to the national conference app.		
Conference Program Book Advertisement	A full-page advertisement in the NBNA conference program book.				
Logo Signage at NBNA Hill Day	Signature on Corporate Roundtable signage and screens at NBNA Hill Day.	Signature on Corporate Roundtable signage and screens at NBNA Hill Day.	Signature on Corporate Roundtable signage and screens at NBNA Hill Day.	Signature on Corporate Roundtable signage and screens at NBNA Hill Day.	Signature on Corporate Roundtable signage and screens at NBNA Hill Day.
Logo Signage at Annual Institute and Conference	Company name listing at NBNA Annual Institute and Conference.	Company name listing at NBNA Annual Institute and Conference.	Company name listing at NBNA Annual Institute and Conference.	Company name listing at NBNA Annual Institute and Conference.	Company name listing at NBNA Annual Institute and Conference.
Acknowledgement at NBNA Hill Day	Acknowledgement at NBNA Hill Day and a 5-minute speaking opportunity.	Acknowledgement at NBNA Hill Day.	Acknowledgement at NBNA Hill Day.	Acknowledgement at NBNA Hill Day.	Acknowledgement at NBNA Hill Day.
Hill Day Corporate Partners Meeting	Three guest tickets to NBNA Partners Dinner at NBNA Hill Day.	Two guest tickets to NBNA Partners Dinner at NBNA Hill Day.	One guest ticket to NBNA Partners Dinner at NBNA Hill Day.	One guest ticket to NBNA Partners Dinner at NBNA Hill Day.	One guest ticket to NBNA Partners Dinner at NBNA Hill Day.
NBNA Policy Support	NBNA support on items such as policy letters/bill signing support/letters to politicians. Policy materials must align with NBNA's mission.	NBNA support on items such as policy letters/Bill signing support/letters to politicians. Policy materials must align with NBNA's mission.			

WHY PARTNER WITH NBNA?



TERMS & CONDITIONS

Partnership Agreement- All partnership commitment must be finalized with a signed agreement. This agreement outlines the specific partnership level, benefits, payment terms, and mutual obligations of both the partner and the National Black Nurses Association, Inc.

Payment must be received 45 days before Annual Institute and Conference. Failure to pay by the due date may result in forfeiture of partnership benefits and/or cancellation of partnership.

If the partner cancels prior to June 5, 2025 a partial refund may be provided. Cancellations made within 60 days of event may not be eligible for a refund. All cancellations must be made in writing.

Partners must provide high-resolution logo files in approved formats for use in conference materials. NBNA reserves the right to approve or reject partners provided content, logos, or promotional materials. Any use of the event logo or NBNA by the partners must be pre-approved by NBNA.

NBNA will make every effort to deliver the agreed partnership benefits. However, specific placements, attendee numbers and engagement levels cannot be guaranteed and may vary based on circumstances. Adjustments may be made as necessary.

Partners are allowed to provide promotional materials as outlined in their partnership package. NBNA reserves the right to review and approve all materials for alignment with the Institute and Conference value and audience.

The partner agrees to hold the event organizer harmless from any liability, claims, or damages arising from partner activities, materials, or personnel. NBNA is not liable for any loss or damage to partner property.

Unless specified in the agreement, partnership does not grant exclusivity in any category, and other partners from the same industry may also participate.

Any changes to amendments to partnership terms must be mutually agreed upon in writing by both parties.

2025 CORPORATE ROUNDTABLE SPONOSORS

VITAS
Healthcare

ViiV
Healthcare

AstraZeneca 


UnitedHealth GroupSM

 Baylor Scott & White
HEALTH

moderna[®]

 **ALZHEIMER'S**
ASSOCIATION

 **Prolacta**[®]
BIOSCIENCE
Advancing the Science of Human Milk[®]

Pfizer
Multicultural Health Equity Collective



SHEARWATER
HEALTH

 Prudential | **BLUEPRINTS**
TO  **BLACK WEALTH**

 **Abbott**

Johnson & Johnson

 **Pfizer**

Medtronic

 **VERTEX**

NBNA
NATIONAL BLACK NURSES ASSOCIATION, INC.

NBNA OFFICERS AND BOARD

President	Sheldon D. Fields
Executive Director.....	Tonya Jackson
1 st . Vice President	Shirley Evers-Manly
2 nd Vice President	Trilby Barnes-Green
Secretary	Mary Kelly
Treasurer	Laurie C. Reid
Historian	J'Adore Larosa-Mattis
Immediate Past President	Martha Dawson
Student Representative	Taloria Edwards
Ex-Officio Member	C. Alicia Georges
LPN Representative	Nicole Wallace
Parliamentarian	Myra Celestine
Board Member	Kamila Barnes
Board Member	Chris Bryant
Board Member	Benita Chatmon
Board Member	Marie O. Etienne
Board Member	Rosa Norris
Board Member	Rebecca Harris Smith
Board Member	Katherine Tucker
Board Member	Tammy Woods



READY TO PARTNER?

**Please contact Tonya Jackson at
tjackson@nbna.org or Faith Janecke at
fjanecke@nbna.org!**

**“BECOME A PART OF THE NBNA’S MISSION TO ADVANCE
HEALTHCARE AND EMPOWER NURSING
PROFESSIONALS.”**



CONTACT **US**

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