



NBNA
NATIONAL BLACK NURSES ASSOCIATION, INC.

54th
ANNUAL INSTITUTE AND
CONFERENCE

SPONSORSHIP OPPORTUNITY

**ST. LOUIS UNION STATION
1820 MARKET STREET, ST. LOUIS, MISSOURI 63103
JULY 28, 2026 - AUGUST 2, 2026**

2026 CONFERENCE THEME

**“Gateway to Health Equity: Advancing Innovation,
Justice and Leadership in Nursing”**





ABOUT Us

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

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 supports its members through networking, career development, and continuing education, while also advocating for policies that address health disparities, access to quality healthcare, and diversity in the nursing workforce.

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

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.

MISSION

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

MOTTO

THE PREMIER VOICE FOR BLACK NURSES.

Welcome to the 54th NBNA Annual Institute And Conference

We are delighted to announce the 54th NBNA Annual Institute and Conference a powerful celebration of more than five decades of excellence, leadership, and advocacy. Since our inaugural gathering in Cleveland, Ohio, in September 1971, NBNA has remained a steadfast voice for Black nurses nationwide. Fifty-four years later, we continue to advance health equity, empower our communities, and drive transformative change across the healthcare landscape.

Black nurses stand as pillars of the U.S. healthcare system, embodying the strength, skill, and compassion that define the nursing profession. NBNA members are visionary leaders, innovators, educators, researchers, advocates, and entrepreneurs each dedicated to advancing health equity, closing gaps in care, and empowering individuals and communities to live healthier, more fulfilling lives.

We invite you to sponsor this distinguished event. Your partnership helps strengthen the impact of Black nurses across the nation as they continue improving lives, shaping the future of healthcare, and advancing a healthier, more equitable world for all.

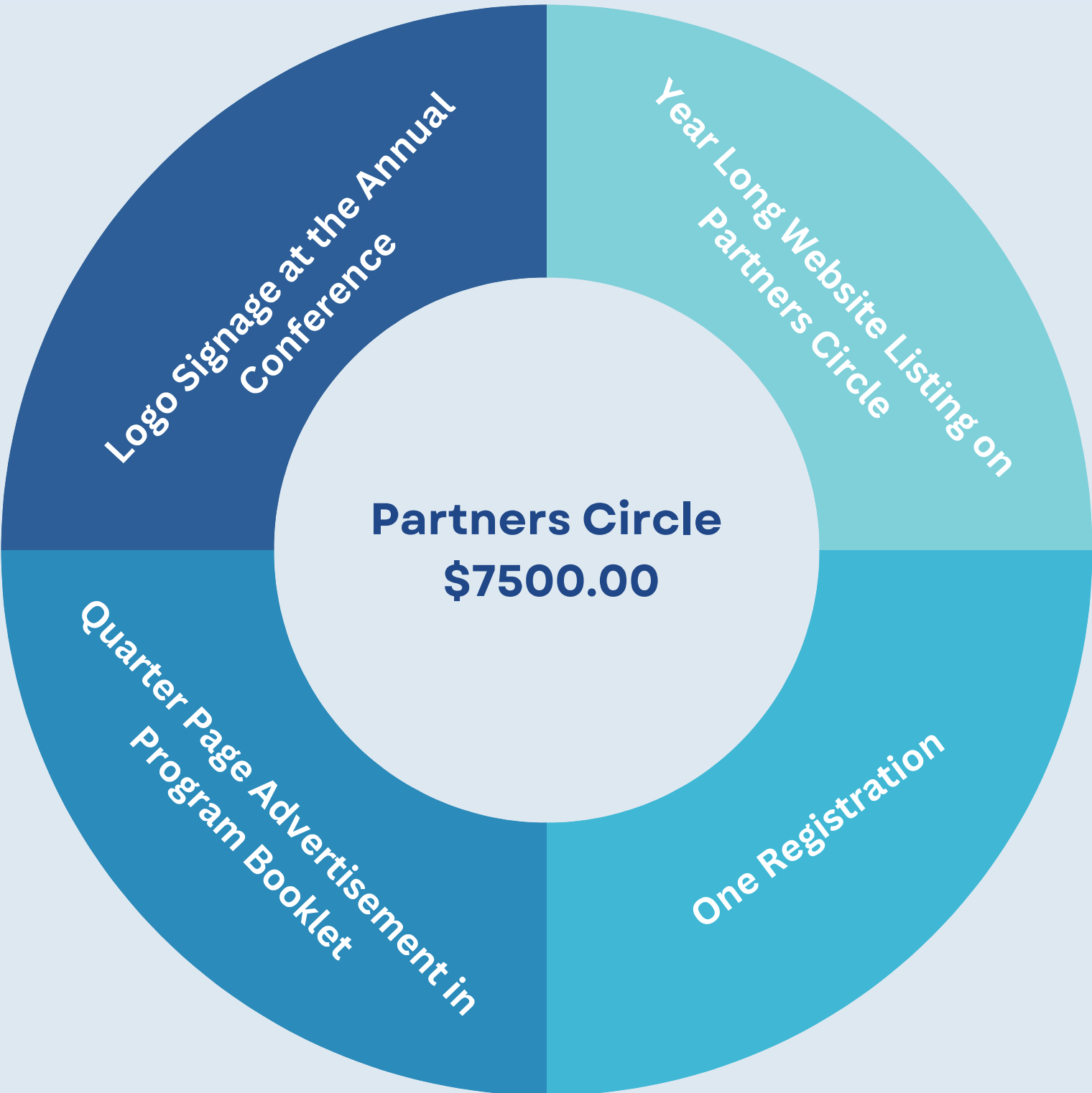
CONFERENCE SPONSOR BENEFITS

- **DIRECT ACCESS TO DIVERSE HEALTHCARE PROFESSIONALS:** CONNECT WITH A LARGE AUDIENCE OF NURSES, NURSE LEADERS, EDUCATORS, AND HEALTHCARE DECISION-MAKERS WHO ARE COMMITTED TO HEALTH EQUITY AND EXCELLENCE IN CARE.
- **ENHANCED BRAND VISIBILITY:** GAIN PREMIUM BRAND EXPOSURE ACROSS VARIOUS CONFERENCE MATERIALS, DIGITAL PLATFORMS, AND IN-PERSON SESSIONS, REACHING THOUSANDS OF ATTENDEES AND STAKEHOLDERS IN HEALTHCARE DECISION-MAKERS WHO ARE COMMITTED TO HEALTH EQUITY AND EXCELLENCE IN CARE.
- **SUPPORT HEALTH EQUITY INITIATIVES:** ALIGN WITH NBNA'S MISSION TO REDUCE HEALTHCARE DISPARITIES, ADVANCING YOUR ORGANIZATION'S COMMITMENT TO SUPPORTING EQUITABLE AND CULTURALLY COMPETENT CARE.
- **NETWORKING AND PARTNERSHIP OPPORTUNITIES:** BUILD VALUABLE RELATIONSHIPS WITH THOUGHT LEADERS, INNOVATORS, AND ENTREPRENEURS IN NURSING AND HEALTHCARE WHO ARE SHAPING THE FUTURE OF CARE.
- **IMPACTFUL MARKETING:** SHOWCASE YOUR BRAND AND PRODUCTS IN A SETTING WHERE HEALTHCARE PROFESSIONALS SEEK CUTTING-EDGE SOLUTIONS, TOOLS, AND RESOURCES TO IMPROVE PATIENT OUTCOMES.
- **COMMUNITY ENGAGEMENT AND CSR:** DEMONSTRATE YOUR ORGANIZATION'S COMMITMENT TO SOCIAL RESPONSIBILITY BY SUPPORTING BLACK NURSES, WHO ARE CRUCIAL IN SERVING UNDERREPRESENTED COMMUNITIES.
- **ACCESS TO MARKET INSIGHTS:** GAIN A DEEPER UNDERSTANDING OF THE CHALLENGES, NEEDS, AND TRENDS IN NURSING AND HEALTHCARE, PARTICULARLY THOSE IMPACTING BLACK AND UNDERSERVED COMMUNITIES.
- **CUSTOMIZED SPONSORSHIP PACKAGES:** CHOOSE FROM TAILORED SPONSORSHIP OPPORTUNITIES THAT FIT YOUR GOALS, WHETHER FOR BRAND RECOGNITION, AUDIENCE ENGAGEMENT, OR STRATEGIC PARTNERSHIPS.
- **POSITION AS AN INDUSTRY LEADER:** ESTABLISH YOUR BRAND AS A KEY SUPPORTER OF DIVERSITY, INCLUSION, AND EQUITY WITHIN HEALTHCARE, ELEVATING YOUR ORGANIZATION'S REPUTATION.
- **EXCLUSIVE SPEAKING OPPORTUNITIES:** ENGAGE DIRECTLY WITH ATTENDEES THROUGH SPEAKING SESSIONS OR PANEL DISCUSSIONS, POSITIONING YOUR ORGANIZATION AS A THOUGHT LEADER ON IMPORTANT HEALTHCARE TOPICS.

Diamond Premier \$150,000.00	Diamond \$100,000.00	Ruby \$75,000.00	Sapphire \$50,000.00	Emerald \$25,000.00	Pearl \$15,000.00
Yearlong Website Listing	X	X	X	X	X
Signature Branding	X	X	X	X	X
Keynote Speaking Opportunity	X	X			
Full Page Ad In Conference Journal	Full Page Ad In Conference Journal	Full Page Ad In Conference Journal	Half Page Ad in Conference Journal	Half Page Ad on Conference Journal	Quarter Page Ad in Conference Journal
Prominent Logo Placement on Website and Conference Signage	X	X	X	X	X
Conference Health Fair Booth	X	X	X	X	X
Access to VIP Events and Receptions	X	X			
Large Exhibit Booth	X	X	Regular Exhibit Booth	Regular Exhibit Booth	Regular Exhibit Booth

Diamond Premier \$150,000.00	Diamond \$100,000	Ruby \$75,000	Sapphire \$50,000	Emerald \$25,000	Pearl \$15,000
Recognition on All Conference Publication Materials	X				
Ad in Post Conference Newsletter	X	X	X		
Recognition at NBNA Opening Ceremony	X	X	X	X	X
(3) Minute Verbal Response at Closing Gala	X				
VIP Seating at Opening Ceremony	X	X	X	X	X
Seven (7) Conference Registrations	Five (5) Conference registrations	Three (3) Conference Registrations	Two (2) Conference registrations	One (1) Conference Registration	One (1) Conference Registration
Ten (10) Tickets to the President's Gala	Eight (8) Tickets to the President's Gala	Six (6) Tickets to the President's Gala	Four (4) Tickets to the President's Gala	Two (2) Tickets to the President's Gala	Two (2) Tickets to the President's Gala

Diamond Premier	Diamond	Ruby	Sapphire	Emerald	Pearl
Literature in Conference Bag	X	X	X		
Opportunity to Donate (2) raffle items to Conference's Raffle	X	X	X	X	X
30 second loop to be played on screen at Conference	X				
Branding on Conference App	X	X			
Five (5) Tickets to the Closing Brunch	Three (3) Tickets to the Closing Brunch	Two (2) Tickets to the Closing Brunch	Two (2) Tickets to the Closing Brunch	One (1) Ticket to the Closing Brunch	One (1) Ticket to the Closing Brunch



Partners Circle
\$7500.00

Logo Signage at the Annual Conference

Year Long Website Listing on Partners Circle

One Registration

Quarter Page Advertisement in Program Booklet

NETWORKING & EVENT SPONSORSHIP

NBNA is proud to partner with a remarkable range of conference sponsors annually. Every sponsorship level enables us to deliver and sustain exceptional programming at our Annual Institute and Conference. By supporting NBNA, you play a crucial role in advancing nurses and healthcare professionals worldwide. Join us in making a meaningful impact on the future of healthcare.

Lunch Session - up to 350 attendees

\$85,000 per session (2 available)

Join us for this cornerstone session of the NBNA Annual Conference, bringing together over 300 nursing professionals, leaders, and advocates committed to advancing Black nursing excellence and addressing critical issues in healthcare. This high-energy gathering will feature thought-provoking presentations from industry leaders, interactive panels, and powerful discussions on the most pressing topics in the nursing industry today.

Plenary Session

\$85,000 per session (with lunch)

The NBNA Plenary Session is one of the conference's most anticipated events, bringing together nurses, healthcare leaders, and policy experts for a powerful and engaging discussion on issues shaping the future of healthcare and the nursing profession. This high-visibility session draws widespread attendance and offers sponsors a valuable opportunity to align their brand with innovation, leadership, and advocacy in Black nursing.

President's Gala

\$45,000

Join us for a special celebration at the NBNA Gala during our conference! This unforgettable evening will bring together our community to socialize and honor our collective achievements. Open to all conference attendees, it's a wonderful opportunity to connect your brand with our shared success while engaging with participants in a vibrant and festive environment.

40 Under Forum

\$45,000

Join us for the Under 40 Awards and enjoy prominent event signage as you connect with some of the brightest emerging leaders in nursing. Take part in engaging "speed mentoring" sessions with NBNA Under 40 attendees, fostering valuable connections and sharing insights with the next generation of nursing leaders.

NBNA Equity Breakfast

\$40,000 (2 available)

Join us for the highly anticipated Men's Bowtie Breakfast and Ladies' Breakfast at the National Black Nurses Association (NBNA) Conference! Each event will host approximately 200 attendees, creating vibrant spaces for meaningful conversations about health, wellness, and community engagement.

Men's Bowtie Breakfast: This gathering will focus on critical topics in men's health, from preventative care to mental wellness. Attendees will enjoy a delicious breakfast while engaging with expert speakers and peers, fostering an atmosphere of support and empowerment.

Ladies' Breakfast: This event will celebrate the contributions of women in healthcare and discuss vital issues affecting women's health. Our inspiring speakers will share insights on wellness, self-care, and leadership, encouraging attendees to uplift one another and strengthen their impact in the community.

Both breakfasts will provide invaluable networking opportunities, connecting professionals and advocates dedicated to advancing health equity and improving health outcomes for all.

Annual Conference Bag

\$40,000 (1 available)

Sponsor the NBNA Conference Bag: A Lasting Impression with Every Attendee

Seize this prime sponsorship opportunity to feature your brand on the NBNA Annual Conference Bag the essential accessory given to all attendees. This high-quality, reusable bag is designed for daily use throughout the conference and beyond, maximizing your brand's visibility and impact.

Plenary Sessions

\$35,000 per session (without food)

The NBNA Plenary Session is one of the conference's most anticipated events, bringing together nurses, healthcare leaders, and policy experts for a powerful and engaging discussion on issues shaping the future of healthcare and the nursing profession. This high-visibility session draws widespread attendance and offers sponsors a valuable opportunity to align their brand with innovation, leadership, and advocacy in Black nursing.

Welcome Reception

\$35,000 (1 available)

Become the exclusive host of our Tuesday evening Welcome Reception a prime opportunity to show your support for NBNA nurses who arrive a day before the official conference kickoff. This sponsorship allows you to spotlight your organization and connect with our community.

Mentoring in the Moment Networking Session

\$35,000 (1 available)

Make a lasting impression by sponsoring the First-Time Attendee Meetup Reception at the NBNA Annual Conference! This reception welcomes new attendees, providing a warm introduction to our community and setting the tone for a memorable conference experience. As the exclusive sponsor, your brand will be at the forefront of a highly engaging event designed to connect, inspire, and support first-time participants.

Youth Institute

\$30,000 (2 available)

Sponsor the Youth Institute: Inspiring the Next Generation of Health Leaders

Become a sponsor of the Youth Institute at the NBNA Annual Conference and make a lasting impact on young minds! The Youth Institute engages 50 kids, ages 8-17, who attend with conference participants, offering them a dynamic day of fun, learning, and service. This unique program aims to inspire curiosity, promote health awareness, and plant the seeds for future careers in healthcare.

Scholarship & Awards Reception

\$30,000 (2 available)

The Scholarship & Awards Reception is open to all conference attendees, including our esteemed scholarship recipients. This special event is dedicated to celebrating nursing excellence and honoring the contributions of our scholarship recipients in the communities we serve.

Future Nurses Forum

\$25,000 (1 available)

Position your brand at the forefront of nursing's future by sponsoring the Futures Forum at the NBNA Annual Conference. This exclusive event is designed for student nurses, offering them unique access to career development resources, mentorship, and interactive discussions on navigating their paths within healthcare.

As a sponsor, you'll play a pivotal role in inspiring and empowering these emerging professionals as they embark on their journey in nursing. This is an opportunity to engage directly with the next generation, provide guidance, and position your brand as a committed advocate for advancing diversity, inclusion, and leadership in nursing.

Task Force Forum

\$25,000 (4 available)

Support targeted, impactful discussions by sponsoring one of NBNA's Task Force Forums at our Annual Conference. Each forum—focused on critical issues like Oral Health, Military Nursing, HIV, and Maternal Health—brings together 75-100 nursing professionals for an intimate luncheon session. These forums serve as a platform for specialized learning, collaboration, and action toward improving healthcare outcomes in these vital areas.

Conference Neck Badges: Your Essential Access Pass

\$20,000 (1 available)

Our NBNA Conference Neck Badges are a must-have for all attendees, combining functionality with professional style. Each badge provides essential access to conference sessions, workshops, and events, while also fostering networking with a clearly visible name and organization display. Designed for comfort and durability, these badges ensure that every attendee can move effortlessly through the conference, connecting with peers and leaders alike.

With thoughtful details and an easy-to-wear design, the NBNA neck badge serves as a convenient, all-in-one credential that enhances the attendee experience and proudly represents the NBNA community.

Breakfast Session - 75-100 attendees
\$20,000.00 per Session

Breakfast is the highlight at the NBNA Conference, offering prime networking and engagement opportunities. The breakfast sessions often feature keynote speakers or panel discussions, providing valuable insights that attendees can apply in their own practices. These moments create a dynamic space for learning and inspiration, further enhancing the overall experience.

Small Lunch Session - up to 75 attendees
\$18,500 per session

Luncheon & Learn: Insights, Networking, and Connection

Join us for an intimate lunch session designed to spark conversation, share insights, and foster connections among NBNA conference attendees. This casual yet impactful gathering provides a unique opportunity for participants to engage with fellow nurses, industry experts, and thought leaders in a relaxed setting.

Career Fair
\$15,000

Connect with the Best and Brightest in Black Nursing

Position your organization as a leader in healthcare recruitment by sponsoring the NBNA Annual Conference Career Fair. This exclusive event is a prime opportunity to connect with a diverse pool of talented nursing professionals, from recent graduates to seasoned experts, all committed to advancing healthcare in their communities. As a sponsor, you'll gain direct access to top talent and reinforce your brand's commitment to fostering diversity and excellence in nursing.

NBNA Professional Headshot Lounge

\$15,000 (1 available)

Support Nurses in Putting Their Best Face Forward

Enhance the professional presence of conference attendees by sponsoring the Professional Headshot Lounge at the NBNA Annual Conference. This popular service provides attendees with high-quality, complimentary headshots to elevate their professional profiles on platforms like LinkedIn, resumes, and more. As the exclusive sponsor, your brand will be directly associated with helping nurses put their best face forward in advancing their careers.

Innovation Theater

\$12,000 (per session)

Seize the opportunity to be a change agent by sponsoring a product theater or content-driven session at our conference. Attendees find these sessions engaging and meaningful. Please note that food and beverage costs are additional and vary based on the audience capacity.

Nurse of the Year Awards at the NBNA Annual Conference

\$10,000

Celebrate Excellence and Dedication in Black Nursing

Become a proud sponsor of the Nurse of the Year Awards at the NBNA Annual Conference and join us in recognizing the outstanding achievements and unwavering dedication of Black nurses making a profound impact in healthcare. This prestigious event celebrates excellence, resilience, and leadership, honoring nurses who go above and beyond to improve patient outcomes and uplift their communities. As the exclusive sponsor, your brand will stand alongside the NBNA in acknowledging the best in the profession.

Board Meeting

\$10,000

Join us as a sponsor for the National Black Nurses board meeting held during our annual conference. This high-profile sponsorship opportunity offers a parallel stability for the organization's leadership, stakeholders, and influential members in the nursing community.

We offer brand presence at the board meeting. You get your presence at the board meeting with banners and promotional material, an opportunity to speak briefly or distribute materials highlighting your company, a connection with board members and other leaders, and brand alignment.

A Gift or Small Keepsake

Costs: TBD

Leave a Memorable Keepsake with Every Attendee

Capture the attention and appreciation of NBNA conference attendees by sponsoring a branded gift or small keepsake. This thoughtful token, distributed to all participants, will serve as a lasting reminder of both the event and your organization's commitment to supporting Black nurses and healthcare leaders.

Annual Conference Giveaway

Share Your Brand with Every Attendee

Showcase your brand by sponsoring a giveaway item, service, or gift at the NBNA Annual Conference. As a giveaway sponsor, you'll have the unique opportunity to put your brand directly into the hands of every attendee, providing a memorable item or service that adds value to their conference experience and beyond. This gesture highlights your commitment to supporting the nursing community while creating a positive, lasting impression.

Branded Conference Bag Gift

Costs: TBD

Collaborate with NBNA vendor to design a unique gift for the conference bag or provide your organization's merchandise.

Off-Site Reception

Costs: TBD

Become the exclusive host of our Wednesday Offsite Welcome Reception—a fantastic opportunity to show your support for nursing while mingling with local, national, and global attendees, including board members and chapter leadership.

- The chance to provide welcoming remarks during the reception
- Recognition in the conference book
- Inclusion on the conference app
- One complimentary conference registration

Custom Sponsorship Packages Available

We understand that every organization has unique goals, priorities, and budgets. That's why we offer tailored sponsorship opportunities designed to align with your brand's mission and maximize your visibility at our Conference.

Our team will work with you to create a customized package that fits your objectives whether that's connecting directly with nursing leaders, showcasing your products and services, or amplifying your voice.

Let's collaborate to design a sponsorship experience that delivers real impact and lasting connections.

Contact us to begin crafting your custom sponsorship package today.

TERMS & CONDITIONS



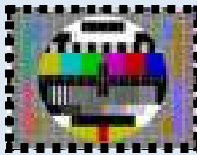
Sponsorship Agreement- All sponsorship commitments must be finalized with a signed agreement. This agreement specifies the sponsorship level, benefits, payment terms, and mutual obligations of both the sponsor and the National Black Nurses Association, Inc.



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



If the sponsor cancels before June 5, 2025, a partial refund may be issued. Cancellations made within 60 days of the event may not qualify for a refund. All cancellations must be submitted in writing.



Sponsors must submit high-resolution logo files in approved formats for inclusion in conference materials. The NBNA reserves the right to approve or reject any content, logos, or promotional materials submitted by sponsors. Additionally, any use of the event logo or NBNA branding by sponsors must receive prior approval from the NBNA.



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



Sponsors may provide promotional materials as specified in their sponsorship package. NBNA has the authority to review and approve all materials to ensure they align with the values and audience of the Institute and Conference.



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



If unforeseen circumstances cause the event to be canceled or postponed, NBNA will try to reschedule the Annual Institute and Conference. Sponsorship fees may be applied to the rescheduled event or refunded at NBNA's discretion.



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



Any modifications to the sponsorship terms must be agreed upon in writing by both parties.

NBNA OFFICERS AND BOARD

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Trilby Barnes-Green, RN, BSN- **National 2nd Vice President**
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Lauranne Sams, PhD, RN

**JOIN US AS A SPONSOR AND STAND
ALONGSIDE LEADERS SHAPING THE FUTURE
OF NURSING**

2026 Sponsorship Interest Form

For More Information, Contact

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