

2020 ADVOCACY DAY
NURSES ENGAGED
with **FUTURE**
HEALTH CARE

SPONSOR PROSPECTUS

Advocacy Foundations

May 20, 2020

Advocacy Day

May 21, 2020



MHA Capitol Advocacy Center

Capital Tower
110 W. Michigan Ave. | Suite 1200
Lansing, MI 48933

OVERVIEW

Day One

We are offering an Advocacy 101 half-day, afternoon session (1:30 – 4:45pm | Networking Reception 5 – 6:30pm) on Wednesday, May 20 to learn how to advocate for nursing with your legislators. We will prep you on current issues and MONL priorities so you feel confident to be face-to-face with your legislators. Pointers on effective communication strategies and talking points will be provided and discussed before your appointments.

*Exhibiting is only at the Networking Reception on Wednesday, May 20 from 5 - 6:30pm, but you may attend all other education sessions and legislative appointments.

Day Two

Provides a full-day (8:15am – 3:30pm) opportunity to join your MONL colleagues, on Thursday, May 21, to discuss issues related to nursing and healthcare with legislators, their staff and state officials. You will be grouped with members from your district to meet with your state Senator and Representative. Briefing materials, appointment information, and talking points will be summarized and discussed prior to your appointments.

Objectives

- Learn to lobby effectively when communicating with state legislators about MONL positions on key issues.
- Review MONL priorities related to nursing and healthcare policy issues.
- Discuss why nurses' advocacy is integral for creating change in public policy.

SPONSORSHIPS

\$1000

Champion Sponsorship

Includes 4 complimentary registrations for both days, exclusive signage, sponsor logo on all digital and printed marketing materials, clickable logo with hotlink on website, social media and verbal mentions, two-minutes to speak before event starts.

\$500

Advocate Sponsorship

Includes 2 complimentary registrations for both days, exclusive signage, sponsor logo on all digital and printed marketing materials, clickable logo with hotlink on website and social media mentions.

\$500

Evening Social Sponsorship

Includes 2 complimentary registrations, exclusive signage, sponsor logo on all digital and printed marketing materials, clickable logo with hotlink on website, social media mentions and 4' exhibit table at evening venue.

\$250

Friend Sponsorship

Includes 1 complimentary registration, clickable logo with hotlink on website and social media mentions.

HOTEL

To book your hotel, you must call Radisson Lansing at the Capitol by April 30, 2020 at 800.333.3333. Reservations may also be made by logging on to the website: [radisson.com/lansingmi](https://www.radisson.com/lansingmi) and using Promo Code: **MONL20** Room Rate is **\$129/night**

All reservations must be accompanied by a first night room deposit. Cancellations will be accepted without penalty up to 72 hours prior to arrival. Cancellations received within 72 hours of arrival will forfeit one (1) night room and tax.

Radisson Lansing at the Capitol
111 N. Grand Ave.
Lansing, MI 48933

PARKING

The Radisson Hotel offers all overnight guests valet parking for **\$20/night**, per vehicle. Temporary valet parking is available at \$20 per entry.

Temporary self-parking is available on a space available, first come, first served basis in the city city-owned ramp conveniently connected to the Radisson Hotel Lansing at the Capitol via a climate controlled pedway. The current parking rate is **\$1.50 for each ½ hour**, maximum of **\$15.00 per day**.

SPONSORSHIP APPLICATION

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City, State, Zip: _____

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E-mail: _____

Website: _____

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Available Sponsorship Opportunities

- | | |
|---|---------|
| <input type="checkbox"/> Champion Sponsorship | \$1,000 |
| <input type="checkbox"/> Advocate Sponsorship | \$500 |
| <input type="checkbox"/> Evening Social Sponsorship | \$500 |
| <input type="checkbox"/> Friend Sponsorship | \$250 |

Total Amount Due: \$ _____

PAYMENT METHOD:

(Make all checks payable to MONL)

Check enclosed: \$ _____

Credit Card: Visa MasterCard Discover American Express

Card Number: _____ Expiration Date: _____ CVV: _____

Card Holder (name printed on card): _____

Billing Zip Code: _____

Signature: _____

Please return a copy of the invoice with payment to the address below or call our office to do a credit card transaction, 517.318.6333

Send Payment to:

MONL

2510 Jolly Rd., Suite 110

Okemos, MI 48864

Phone: 517.318.6333

office@monl.org | www.monl.org



Thank you for your time, consideration and support of the 2020 MONL Advocacy Days!

The above party hereby wishes to apply for the exhibit space/sponsorship at the 2020 MONL Advocacy Days and agrees to pay in full.