2012 Oregon

March of Dimes®
Nurse of the Year®

Contact: Jill Brown, Community Director
((971) 270-2892, jbrown@marchofdimes.com
Nurse of the Year Overview

Nurse of the Year was created to honor the outstanding work of Oregon Nurses. It is our hope that Nurse of the Year will tap a deep wellspring of enthusiasm among the medical community. This year, the March of Dimes will honor nominated nurse caregivers and award 16 of these nurses for their constant care and compassion toward patients.

As a sponsor of Nurse of the Year, your organization would join March of Dimes to champion the community providing public recognition of their nurses and highlighting the often unsung, but crucial role of nurses in our community.

In the face of the growing nursing shortage, association with an event that seeks to heighten awareness and appreciation of nursing careers is good business—now and for the future.

Your organization receives a high-profile role and visibility at the awards event, which is attended not only by nurses themselves, but also by leaders in the healthcare community.

Why sponsor Nurse of the Year?

“Companies are beginning to realize that the questions of ‘How can I accomplish more good in the world?’ and ‘Where is the market opportunity?’ are essentially the same question.”

- Jeff Hamaoui of Origo Inc. (Fast Company, Dec 2006 p. 70)

Nurse of the Year Matters

Nursing is the nation’s largest health care profession with more than 2.9 million RNs nationwide. And nurses comprise the largest single component of hospital staff. Sadly, the shortage of nurses has an adverse effect on those in the profession. A survey published in the March-April issue of Nursing Economics reports nurses feel the shortage:

• increases their stress (98%)
• lowers patient care quality (93%)
• causes nurses to leave the profession (93%)

Acknowledgement is the best way to boost and maintain moral. Nurse of the Year acknowledges the work of Oregon Nurses.

As a sponsor of Nurse of the Year, you can join March of Dimes in providing public recognition of our nurses and highlighting the often unsung, but crucial role they fill in our community.

March of Dimes’ Nurse of the Year has had proven success in Alaska, Arizona, Idaho, Nebraska, Nevada, North Dakota, Washington and Wyoming. Please join us in our second annual Nurse of the Year Awards Breakfast on November 2, 2012.
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<thead>
<tr>
<th>Sponsor Benefits</th>
<th>Presenting</th>
<th>Gold</th>
<th>Silver</th>
<th>Community</th>
<th>Award</th>
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<tr>
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<td><strong>$15,000</strong></td>
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<td><strong>$2,500</strong></td>
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2012 Nurse of the Year Award Breakfast

Presenting Sponsorship Benefits
$15,000

- A representative from your organization will have the opportunity to make brief remarks and present the highest award, the Distinguish Nurse of the Year.
- Your organization positioned as presenting sponsor on all Nurse of the Year printed materials. This includes: Save The Date Card (approximately 2,500), Name on Awards & Description Sheet, Invitation (approximately 2,500), and Program (approximately 400).
- Two tables (20 tickets) at Nurse of the Year.
- Your organization’s banner displayed at Nurse of the Year.
- Nurse of the Year gift bags with your organization’s logo exclusively displayed. (Your organization to provide, approximately 400)
- Option to include a premium item with your organization’s logo in each of the gift bags. (Your organization to provide, approximately 400)
- One full page ad in the Nurse of the Year event program.
- One 1/2 page welcome letter from an Executive at your organization in the Nurse of the Year event program.
- Your organization’s logo and website link displayed on the Nurse of the Year webpage.
- Your organization promoted as the “Presenting Sponsor” in the audio visual loop during Nurse of the Year.
- Your organization listed as “Presenting Sponsor” in all Nurse of the Year press releases.
- Recognition of presenting sponsorship from the podium.

Gold Sponsorship Benefits
$10,000

- A representative from your organization will present one Nurse of the Year award.
- Your organization’s logo displayed on all Nurse of the Year printed materials. This includes: Save The Date Card (approximately 2,500), Name on Awards & Description Sheet, Invitation (approximately 2,500), and Program (approximately 400).
- Two tables (20 tickets) at Nurse of the Year.
- Your organization’s banner displayed at Nurse of the Year.
- Option to include a premium item with your organization’s logo in the Nurse of the Year gift bags. (Your organization to provide, approximately 400)
- One full page ad in the Nurse of the Year event program.
- Your organization’s logo and website link displayed on the Nurse of the Year webpage.
- Your organization promoted as a “Gold Sponsor” in the audio visual loop during event
- Your organization listed as “Gold Sponsor” in all Nurse of the Year press releases.
- Recognition of sponsorship from the podium.

2012 Gold Sponsors:

Legacy Health
Regence Foundation
Providence Health & Services
Kaiser Permanente
Silver Sponsorship Benefits
$5,000
- Invitation (approximately 2,500), and Program (approximately 400), Name on Awards & Description Sheet
- One table (10 tickets) at Nurse of the Year.
- Your organization’s banner displayed at Nurse of the Year.
- Option to include a premium item with your organization’s logo in the Nurse of the Year gift bags. (Your organization to provide, approximately 400)
- One 1/2 page ad in the Nurse of the Year event program.
- Logo and website link displayed on the Nurse of the Year webpage.
- Your organization promoted as a “Silver Sponsor” in audio visual loop during event
- Your organization listed as “Silver Sponsor” in all Nurse of the Year press releases.
- A representative from your organization will present one Nurse of the Year award.

2012 Silver Sponsors:

Community Sponsorship Benefits
$3,000
- Your organization’s name listed in Nurse of the Year Program (Approximately 400), Name on Awards & Description Sheet
- One table (10 tickets) at Nurse of the Year.
- Option to include a premium item with your organization’s logo in the Nurse of the Year gift bags. (Your organization to provide, approximately 400)
- Logo and website link displayed on the Nurse of the Year webpage.
- Your organization promoted as a “Community Sponsor” in the audio visual loop during event
- Your organization listed as “Community Sponsor” in all Nurse of the Year press releases.
- A representative from your organization will present one Nurse of the Year award.

2012 Community Sponsors:

Award Sponsorship Benefits
$2,500
- Name on Awards & Description Sheet
- A representative from your organization will present one Nurse of the Year award.
- One table (10 tickets) for the Nurse of the Year event.
- One 1/4 page ad in the Nurse of the Year event program.
- Your organization promoted as “Award Sponsor” in the audio visual loop during the event

2012 Award Sponsors:
Nurse of the Year Agreement

Location and Date:
Hilton Portland & Executive Tower
November 2, 2012
Registration 7 a.m. Breakfast and Awards 7:45 a.m.—9:15 a.m.

Tables & Sponsorship opportunities are available at many levels, with many different benefits, ranging from $1,000 - $15,000

Company Name: __________________________________________________________________
(Please print company name as it should appear in printed materials)

Contact Name: ____________________________Title: ___________________________________

Address: _________________________________________________________________________

City: ____________________________State: ______________Zip: _________________________

Telephone: ______________Fax: __________________Email: _______________________________

_______ $15,000 Presenting Sponsor

_______ $10,000 Gold Sponsor

_______ $5,000 Silver Sponsor

_______ $3,000 Community Sponsor

_______ $2,500 Award Sponsor

_______ $1,000 Table

To be included as a sponsors in the Nurse of the Year Event please fill out this form and send a copy to Jill Brown at March of Dimes. Please email a high res logo to us as well.

Please visit marchofdimes.com/oregon to make an online donation or reserve your ticket.

For more information: Jill Brown at (971) 270-2892 or email jbrown@marchofdimes.com
1220 SW Morrison, Suite 510, Portland OR 97205

Checks should be made payable to: March of Dimes Foundation
1220 SW Morrison, Suite 510, Portland OR 97205

(Federal Tax ID # 13-1846366)
About March of Dimes

Our mission is to improve the health of babies by preventing birth defects, premature birth, and infant mortality. March of Dimes is inspired by all babies — those born healthy and those who need our help to survive and thrive. They are the millions of reasons behind our urgent mission and why every day we:

**Support** important, Nobel Prize winning research offering hope for preventions and solutions for babies born too soon or with birth defects.

**Fight** for health insurance for all pregnant women and children.

**Push** for a core set of newborn screens for all babies that could save lives and prevent disability.

**Provide** comfort and information to families with a newborn in intensive care.

**Award** grants to community programs that promote maternal and infant health with an emphasis on reducing preterm birth, birth defects and infant mortality.

**Offer** free, one-on-one, confidential answers to pregnancy and related questions via the March of Dimes Pregnancy and Newborn Health Education Center. The center can be reached by e-mail at askus@marchofdimes.com.

**Distribute** educational brochures on maternal health-related topics to health clinics, doctors offices and pharmacies.

March of Dimes at Work

March of Dimes supports numerous programs that improve the health of babies in Oregon and SW Washington, including:

**Local grants.** Community-based organizations in Oregon and SW Washington receive March of Dimes funding. Each year through our community grant programs we provide services to 4,500 at risk pregnant women and 3,600 family members through our Neonatal Intensive Care Unit (NICU) Family Support program. We also educate 25,000 families annually about preventing fetal alcohol syndrome and neural tube birth defects.

**Prematurity Campaign.** This includes research and education efforts to stop the growing crisis of premature birth. One in eight babies is born too soon and premature birth is the leading killer of newborns.

**Educational brochures** on maternal health-related topics are distributed to health clinics, doctors offices, pharmacies, and many other organizations throughout Oregon and SW Washington.

**Research programs** that benefit everyone. In this grant cycle we have over one million dollars committed to research in the Greater Oregon Chapter.
Congrats to our 2011 Nurse of the Year

Advance Practice
Helen Turner
OHSU

Oncology
Lisa Hansen
Legacy Health

Charge Nurse
Bethany Boyle
Legacy Health

Pediatrics
Sara Mosher
St. Charles Medical Center

Critical Care
Shelley Reynolds-Wacker
Mid-Columbia Medical Center

Surgical Services
Theresa McSherry
Legacy Health

Emergency
Noah McManus
Legacy Health

Women’s Health
Lesley Mondeaux
Providence Health & Services

General Medical/Surgical
Kelly Hyde
OHSU

Rising Star
Diedra Weinert
OHSU

Hospice, Home Health & Palliative Care
Mary Grant
Providence Health and Services

Community Service
Curtis Ryun
Legacy Health

Long Term Acute/Long Term/Rehab
Elena Largaespada
Providence Health and Services

Distinguished Nurse of the Year
Mary Denise Smith
OHSU

Nominate a 2012 Nurse by August 10th

This year, March of Dimes will honor Nurses in 16 categories for their constant care and compassion toward patients. The Nomination/Selection committee changes a few categories this year. You can find the complete category and descriptions included in this packet but also online at www.marchofdimes.com/oregon.

We added a Small Hospital category—which will be awarded to a nurse at a hospital with less than 100 bed. We also added Student Nurse and Nurse Educator and expanded Community Health to include public health and tribal health nurses. We combined a few categories with low nominations. We hope to recognize nurses throughout the State of Oregon.