

## WHY PARTNER WITH CSGNA?

CSGNA is the National leader in Gastroenterology (GI) Nursing contributing to and providing access to, evidence-based standards, guidelines, position statements, expert opinions, publications, and education. CSGNA collaborates and partners with organizations and health care groups to provide advocacy, contributions to research, statistics, and a diverse network of GI Nursing Professionals and associates

CSGNA members look to industry experts for tools, techniques and advancements that will help them deliver the best possible patient care. Whether it is education, advocacy, research or collaboration, CSGNA members are devoted to the highest standard of excellence for gastroenterology and endoscopy nursing.

Since 1984, CSGNA has established influence by continually bringing together the best and the brightest gastroenterology nursing professionals. Our pan-Canadian membership of over 500 spans all provinces and territories, with a full range of members from registered nurses, advanced practice nurses, licensed nurses and nursing assistive personnel. Consider partnering with the leading provider of educational products and resources for the gastroenterology nursing profession — consider partnering with CSGNA.

## OPPORTUNITIES & ENTITLEMENTS

We have created a variety of sponsorship options to fit the range of marketing objectives and level of investment of our corporate supporters. We are of course open to specifically designing a sponsorship package that fits your needs and may appropriately leverage other marketing initiatives you are undertaking this year.

You will have the opportunity to introduce your company's products and services to key decision makers and GI nurses in an interdisciplinary or multidisciplinary setting.

Depending on the investment, recognition for the 2021 calendar year will be as follows:

- \$30,000+ - **Lead Sponsor**
- \$20,000 - \$29,999 **Platinum Sponsor**
- \$10,000 - \$19,999 **Gold Sponsor**
- \$5,000 - \$9,999 **Silver Sponsor**
- Under \$5,000 **Bronze Sponsor**

## VIRTUAL FOCUS GROUPS

CSGNA will work with you to convene a small group of participants (5-20), targeting your demographic, to help your company gauge interest in products or services or understand thoughts and opinions of CSGNA members. In 2019, these were sold out and well attended (in person)! The value proposition is very high.

- You advise us the participants you would like to see present.
- CSGNA will provide a list of participants prior to the Focus Group.
- CSGNA will facilitate and manage the focus groups using Zoom meeting platform.
- **\$2,000**

## CONNECT WITH CSGNA IN THE eNEWS

Gain maximum exposure of your company and products by hitting over 500 CSGNA contacts.

Sent out mid-monthly, this CSGNA eNews averages an open rate of 36% among its readership. eNews is also posted to CSGNA Twitter and Facebook pages for additional global exposure.

### Opportunities

#### Headline Banner Ad:

- Premium placement centered at the top of the CSGNA eNews
- **\$1,000; limited to one (1) advertiser per issue**

#### Secondary Banner Ad

- Placement of ad within the body of the CSGNA eNews
- **\$900; limited to one (1) advertiser per issue**

### Ad Details & Requirements

- **Availability:** First come, first serve
  - **Audience:** All contacts in CSGNA database & membership
  - **Deadline:** First Friday of the month
  - **Tracking:** Email opens and banner clicks will be provided. Advertisers encouraged to add unique URLs that they can track on their own site
  - **Editable:** Advertisers purchasing multiple weeks can provide new ads month to month
- \*Ad subject to CSGNA approval: 5-day turnaround

## STANDARDS FOR GASTROENTEROLOGY NURSING PRACTICE (LAST REVISED APRIL 2017)

Recommended Standards for Gastroenterology Nursing Practice were approved by the membership of the Canadian Society of Gastroenterology Nurses and Associates in September 1996. These standards were written with input from gastroenterology nurses from across Canada.

The standards of the CSGNA are designed to be applicable across a continuum that covers independent and collaborative aspects of practice.

CSGNA invite you to sponsor the next version of the standards.

- Logo and company description in the introduction pages
- Provide insight into the revisions
- Lead a focus group
- Provide support
- **\$10,000**

## VIRTUAL CONTINUING PROFESSIONAL DEVELOPMENT ACTIVITIES

Due to the postponement of the face to face conferences CSGNA is offering online learning opportunities. Benefit from this exceptional opportunity to gain widespread exposure, of our entire CSGNA membership, and bring education right to their workspace.

The online series sponsorship provides high-visibility support for evidence-informed health system improvement. Sponsors are acknowledged for support on the CSGNA webinar webpage, all webinar communications, the online registration platform, during the webinar, and the follow up attendee email with the certificate of participation.

Virtually bringing together GI and IBD teams, from across Canada, will help us improve our ability to conduct research regarding the importance of this collaborative care and to enhance the professional camaraderie to help improve the GI and IBD relationship in the treatment of patients.

We have 500+ contacts in our database who are receiving our communications. The list continues to grow as there are no significant barriers to participants from joining (travel, time off and funding) yet there is an increase in need for education. Our members are asking for learning opportunities. This is your invitation to fill this need and be a leader for our members.

- CPD Activity administrative support provided by CSGNA
- Communication plan prepared by the CSGNA with input from the Industry partner
- Delivery platform (Zoom Client) can host up to 500 participants for a webinar or 3,000 for a video conference
- Speaker honoraria included in cost of activity
- Needs assessments are provided at the close of each activity
- List of participants is provided
- Sponsorship levels:
  - **Gold: \$8,000 for two events**
  - **Silver: \$5,000 for one event**

## SURVEYS

- CSGNA will survey the membership on your behalf.
- Take advantage of this opportunity to gain insight from hundreds of gastroenterology nursing professionals.
- Your company will provide survey questions (subject to approval by CSGNA). The survey should be developed to be completed in 15 to 20 minutes.
- CSGNA will send all aggregate responses to surveyor in electronic format.
- **\$3,000; limited to two per month**

## EXCLUSIVE MARKETING

- Reach all members in CSGNA's membership database with a sponsored email blast.
- Only one sponsored email blast per month
- E-blasts will be sent the last Tuesday & Thursday of each month
- Ad subject to CSGNA approval: 5-day turnaround
- **\$2,000; limited to two per month**

**All amounts are subject to 13% HST # 88932 5114 RT0001**

### Payment by cheque in CAD

Make cheque payable to CSGNA and send to:

CSGNA  
4 Cataraqi Street, Suite 310  
Kingston, Ontario K7K 1Z7  
Canada

### Credit Card Payments:

Request an Invoice from Stripe

Online form:

<http://c.planetReq.com/CSGNA2021Sponsors>

### Payment by bank transfer

Toronto-Dominion  
Bank (TD Bank)  
777 Bay St.  
Toronto, Ontario M5G 2C8  
Canada

**Account name:** Canadian Society of Gastroenterology  
Nurses and Associate

**Account number:** 0525-0434402

**Transit number:** 12242-004

**Routing Number:** 000412242

**Swift Code:** TDOMCATTOR