



the nurses legacy institute



2025 - 2026

Sponsorship Opportunities



Why Partner with Us

The Nurses Legacy Institute offers premier leadership development programs for senior nurse leaders across the U.S. Our initiatives support new and emerging nurse executives with bold, practical, and deeply human tools for leadership. With a projected impact of over 1.3 million patients per day through the leaders we support, our programs create a ripple effect that strengthens teams, improves outcomes, and transforms patient care.

Our programs are:

- **Personalized and Practical:** Every experience is designed to meet leaders where they are, combining small-group intimacy with big-picture insight.
- **Experience-Led Learning:** Our faculty are renowned nurse executives and organizational experts who speak from lived experience.
- **Legacy-Driven:** With a model rooted in mentorship, community, and continuity, The Nurses Legacy Institute ensures leadership wisdom is passed from one generation to the next.

Together, we're building a healthcare future led by compassionate, strategic, and visionary nurse leaders.



Dr. Joyce Batcheller
co-founder

DNP, RN, NEA-BC, FAONL, FAAN
RWJ Executive Nurse Fellow Alumna
Adjunct Professor, Texas Tech University Health Sciences Center,
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Dr. Pat Yoder-Wise
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RN, EdD, NEA-BC, ANEF, FAONL, FAAN
Professor and Dean Emerita,
Texas Tech University Health Sciences Center, School of Nursing
Editor-in-Chief, The Journal of Continuing Education in Nursing
Editor-in-Chief, Nursing Forum
Chair, National League for Nursing



Who We Serve

At The Nurses Legacy Institute, we support the nation's top nurse leaders—those shaping the future of healthcare across every setting.



Senior Nursing Directors: Oversee nursing operations and staff development within specific departments or service lines.



Assistant Chief Nursing Officers (ACNOs): Support strategic initiatives, policy implementation, and operational leadership at the organizational level.



Chief Nursing Officers (CNOs): Drive nursing strategy, quality improvement, and clinical excellence across the organization.



Chief Nurse Executives (CNEs): Shape nursing leadership at the executive level, focusing on alignment with organizational goals, financial stewardship, and workforce innovation.



Acute and Ambulatory Care Facilities:

Hospitals, outpatient clinics, surgical centers, and primary care offices.



Federal Health Systems, Public Health Organizations, and Community Health Centers: Federal prison systems, Indian Health Services, non-profit community health programs, and more.



Post-Acute and Long-Term Care Facilities: Rehabilitation centers, nursing homes, hospice care settings, and home health care.

Many are newly appointed to their roles; others are seasoned executives navigating pivotal transitions. These leaders are responsible for hundreds of staff and thousands of patients each day. They champion care equity, reimagine workforce models, lead culture change, and shape system-wide strategies across diverse environments—from major urban systems to under-resourced rural hospitals.

Our programs foster deep connection, trust, and reflection. Sponsors aren't simply observers—they're welcomed into the conversation. This is a rare opportunity to build authentic relationships with nurse executives seeking meaningful partnerships, thoughtful innovation, and aligned values. When sponsors join us, they're not just supporting professional growth—they're investing in the future of healthcare leadership.



Our Programs

CNO Institute

An immersive, small-group leadership experience designed for new and aspiring Chief Nursing Officers. This multi-day program blends evidence-based leadership strategies, peer connection, and real-world application. Sponsors support a high-touch environment that accelerates readiness and resilience for the next generation of nurse executives.

CNO Coaching

A personalized, one-on-one or small-group coaching experience delivered by seasoned CNOs. Coaching helps leaders navigate transitions, solve pressing challenges, and build long-term effectiveness. Sponsor support enables access to this tailored guidance—especially for leaders without institutional funding.

All About Nursing Podcast

Hosted by TNLI Co-Founder Dr. Joyce Batcheller, this nationally distributed podcast shares frontline insights, emerging innovations, and leadership lessons. Sponsors can fund individual episodes or a curated series, gaining exposure to a wide base of healthcare listeners.

E-Learning Modules

First release: CNO Onboarding Toolkit. A self-paced, online learning experience supporting new CNOs in their first 90 days. Modules offer practical strategies for team building, executive collaboration, and action planning. Sponsor support expands access for nurse leaders in need—and offers executive search firms a powerful way to invest in the success of the CNOs they place.

CNO Virtual Roundtables

Quarterly online discussions that spotlight hot topics, new research, and shared challenges among nurse leaders. These sessions keep the TNLI community engaged between in-person events and offer nimble, timely engagement. Sponsors can support individual sessions or an entire annual series.

Sponsorship Opportunities

For sponsors, the CNO Institute™ offers a high-touch, high-trust environment to build visibility and create meaningful engagement with top nursing leaders. Whether you choose to support a specific day of the program or activate your brand with creative onsite experiences, the opportunities below offer flexible entry points to align with your values and amplify your impact

CNO Institute A La Carte Activations

Activation	Cost	Description
Signature Coffee Bar (per day)	\$2,000	Start the day with purpose. Sponsors receive branded coffee sleeves and signage at our TNLI Coffee Bar, where nurses gather early each morning. Includes a custom drink menu inspired by your brand.
Welcome Bag + Favorites (exclusive)	\$3,000	Your brand kicks off the CNOI experience. Includes logo placement on eco-friendly tote bags and a handwritten welcome note, plus a personalized snack pack curated just for each attendee—a CNOI tradition our guests love.
Charging Lounge	\$3,000	Keep the energy flowing—literally. This activation includes branded signage and phone charging lockers or charging-enabled lounge furniture, positioned in a high-traffic networking area.
Reflection Journal	\$1,000	Help attendees capture ideas and insights that last. Your branded journal is placed on each seat, becoming a treasured take-home tool for leadership reflection and note-taking throughout the week.
Leadership Book Library & Drop	\$1,500	Celebrate the ideas that shape great nurse leaders. This mini “library” features 30 of our favorite titles, available to browse or take home. A nearby Book Wall invites attendees to add their own recommendations—building a living list of what’s inspiring this next generation. Includes branded bookmark or bookplate and recognition signage.
Tote Bag Insert	\$500	Add a meaningful touchpoint to the attendee experience. Sponsors may include a product sample, QR code card, printed piece, or thoughtful giveaway in every welcome tote.
Welcome Reception Sponsor	\$2,000	Set the tone for an unforgettable week. As the exclusive underwriter of the Welcome Reception’s food and beverage experience, your brand is front and center at one of the most anticipated gatherings of the program. Includes elegant signage, recognition in the opening remarks, and an optional toast to kick off the evening with warmth and intention.
Dinner Sponsorship	\$5,000	Celebrate the journey. Includes dinner signage and a short sponsor toast, set against a warm, relaxed backdrop where meaningful conversations unfold.

Sponsorship Bundles

SUNDAY (Arrival Day)

“Welcome to CNOI” | \$5,000 (Exclusive)

Theme: Connection, Celebration

Core Inclusions:

- Presenting sponsor of the Welcome Reception (logo on signage, agenda, and screen)
- Branded welcome bags + Favorites gift insert
- Keynote session recognition (verbal thanks and agenda mention)
- Branded notebooks or pens at each seat
- Short video or live welcome
- One social post (pre-event or live)

MONDAY

“Future of Healthcare & Innovation” | \$3,000

Theme: Technology, Bold Ideas

Core Inclusions:

- Branded coffee sleeves/menu at TNLI coffee
- Tech-forward table drop (e.g., branded power bank, USB hub)
- Logo placement in session signage
- Short video or live welcome
- One social post featuring your activation

TUESDAY

“Diary of a CNO” | \$3,500

Theme: Compassion, Leadership Culture

Core Inclusions:

- Branded coffee sleeves/menu at TNLI coffee bar
- Thematic table drop (e.g., guided journal, mini book on empathy or leadership, keepsake token)
- Table signage at evening dinner + sponsor toast
- Logo placement in session signage
- Short video or live welcome
- One social post featuring your activation

WEDNESDAY

“It’s All About You” | \$3,500

Theme: Personal Growth, Self-Awareness

Core Inclusions:

- Branded coffee sleeves/menu at TNLI coffee bar
- Professional headshot lounge with branding
- Logo placement in session signage
- Short video or live welcome
- One social post featuring your activation

WEDNESDAY NIGHT / THURSDAY MORNING (Departure Day)

“Take It With You” | \$2,500

Optional, add-on only — not a full day sponsor

Core Inclusions:

- Branded Departure Coffee Cart OR Breakfast-to-Go bags
- Shipping of conference materials and gifts to attendees' homes or offices with branded boxes and pre-paid labels
- Logo and short thank-you in final thank-you email to attendees

Additional Sponsorship Opportunities

eLearning + Coaching Sponsorships

Perfect for: Executive search firms, leadership consultants, or health systems that want to invest in onboarding success.

TNLI's eLearning and Coaching offerings meet nurse executives right where they are—with just-in-time support for new roles, leadership challenges, and long-term growth. These programs are ideal for sponsors who want to help nurse leaders succeed at the moments that matter most.

Branded Scholarships

- **\$5,000** per cohort (supports 5 nurse leaders)
- Full access to the CNO Onboarding Toolkit + personalized coaching
- Sponsor recognition on scholarship certificate + email acknowledgment
- Option to include a short sponsor message (quote or leadership insight) within the onboarding module

CNO Roundtable Sponsorships

Perfect for: Technology or service companies, workforce innovators, or thought leadership brands looking to stay top of mind with engaged nurse leaders.

Quarterly Roundtables keep the TNLI community connected and engaged year-round. These 90-minute, interactive virtual events explore timely topics, emerging research, and real-world leadership challenges.

Series Sponsor

- **\$3,500** for annual series (4 sessions)
- Logo on promotional emails and registration page
- Verbal recognition and slide during each session
- Option to include 1 thought leadership resource (PDF or link)
- Post-event recap mention and optional social highlight

Single Session Sponsor

- **\$1,500**
- Logo in session welcome slides
- Verbal thank-you during intro
- Optional spotlight link shared in post-event email

All About Nursing Podcast Sponsorships

Perfect for: Brands with strong points of view on leadership, equity, innovation, or nurse advocacy looking to build affinity through smart, human-centered content.

Hosted by TNLI Co-Founder Dr. Joyce Batcheller, *All About Nursing* brings real stories, frontline insights, and bold ideas to monthly viewers/listeners across Apple, Spotify, YouTube and more.

Episode Sponsor

- **\$1,500** per episode
- Sponsor mention at episode open + close
- Logo and link on podcast landing page
- Episode shared via TNLI email and social platforms
- Option to provide a short sponsor quote or leadership message

Curated Series Sponsor (3–5 episodes)

- Custom pricing based on scope
- Co-created theme arc to align with sponsor priorities (e.g., innovation, DEI, workforce)



Ready to Make An Impact?

The most immediate and powerful way to support nurse leaders is through **scholarship sponsorship**—helping to remove barriers and open doors for those leading our healthcare system forward. Choose a scholarship option that aligns with your goals and values, and know your support will be felt in real, lasting ways.

Have a bold idea that doesn't fit neatly into a box? We'd love to hear it. Many of our strongest partnerships have come from custom collaborations—and we're always open to co-creating something meaningful together.

Let's take the next step.



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