

SALUTE TO NURSES
San Antonio Express-News



our

CELEBRATE
NURSES

Texas employs more than 212,000 **nurses**.

212,000 that care for our community and are present at some of the most valuable moments of human life - saving lives, healing, delivering babies, and caring for the sick and dying. Especially during the current pandemic, no group deserves recognition more than nurses.

212,000 that have been **HUMBLE HEALTH WARRIORS**.

The time to honor them is now.

OVERVIEW

- Annual program anchored around nurse's week aims to mobilize San Antonio area hospitals, clinics, and the public to nominate our most outstanding nurses.
- We want to take the time to acknowledge and celebrate the nurses who have given so much to care for their community.
- All nominated nurses are recognized in a special publication and website, a live event and a virtual event.
- Top nurses are selected by an impartial judging panel (District 8 of The Nurses Association) based on community nominations.
- Top Nurse winners will be awarded with a top nurses' award, and a VIP event along with gifts in recognition of this accomplishment.

IMPORTANT DATES & DETAILS:

Nominations Deadline	- APRIL 4
Judging Panel	- APRIL 5 – 14
Tabloid Section will publish	- MAY 15
STN Winner Experiential Delight	- MAY 15
Virtual Event	- MAY 20
Post Reveal/Recap in SA Inc	- MAY 22

Nominations at:

mySA.com/salutetonurses



WHAT'S DIFFERENT FROM LAST YEAR'S PROGRAM?

More nurses being honored with 18 categories of nurses being recognized

More program elements for participating sponsors

New Keynote Speaker

More recognition opportunities for our honored nurses

VIP Awards Event for our 'Best in Class' Nurse award recipients

New categories of nurses being added: school nurse, home care, nurse educator

NOMINATION CATEGORIES

We will be honoring the **TOP 3 NURSES** for each of the following categories and selecting a “Best in Class” for each:

1. Administrator Leader
2. ER
3. Hospice
4. ICU/CCU
5. Labor & Delivery
6. LPN/LVN
7. Nurse Practitioner
8. Oncology
9. Pediatrics
10. Rehab
11. RN
12. Surgery
13. Home Care
14. Pandemic Response
15. Nursing Student
16. Nurse Educator
17. School Nurse
18. Military Nurse



HOW THE PROGRAM WORKS

01

Nominations open
to hospitals, clinics
and the Public.

2/15

02

Nominations
Deadline

4/4

03

Judging Phase
4/5 – 4/14

04

Special Section Space
Deadline

5/4

05

Ad Release
Deadline

5/6

06

Publication Date
5/15

07

Best in Class Nurse
Award Winners
Experiential Delight

5/15

08

Virtual Event
5/20

09

Recap in SA INC
5/22
(Recap section ad
deadline **5/18**)



MAY 15th Event for Best in Class Nurses and their Families

- Elevated experience to accommodate approx. 150 people
- Best in Class Nurses and their families
- Late afternoon/early evening
- Award presentation ceremony for 'Best in Class' winners
- Sponsorable moments on site at event for Presenting/Gold sponsors.



VIRTUAL EVENT

NOMINEES

RN

FATIMA EL MAANAOU	LINDA DELEON	MICHELLE
THERESA (TERRI) EDWARDS	MARLON MANTARING	JULIAN GUERRERO
TINA MURRAY	JEANETTE JIMENEZ	JAMES HALLORAN MSN RN CNS FAAN
ANDRES DOCTOR	APPLE SANTIAGO	SEAN BRENNAN
MICHAEL WALTON	KAREN WEIDLICH RN	DIANA WANYAMA
BEATRICE GUILLEN	VINCENT WILT	JENNIFER SHAKESPEAR
EMARIE SOTO	ROXANN NEUBERGER	BREANA HERRERA
CHERYL BONECUTTER	RODNEY LA POINT	MICHICO HERMILLER
BRIDGET SPEERY	JESSICA DENNY	DEBRA FERRER
MELANIE BISHOP	ELIZABETH GUZMAN	ALYSSA KRUSE
BRIDGET SPERRY	LISA BASS	KELLY IRELAND
JAELYNN HART	MARY GRACE DOCTOR	

SALUTE TO NURSES | MONSTER

KRISTEN LEMUS
CHIEF NURSING EXECUTIVE
BAPTIST HEALTH SYSTEMS

SALUTE TO NURSES | MONSTER

CELEBRATING WARRIORS AND SUPERHEROES

NELSON TUAZON,

DNP, DBA, RN, NEA-BC, CENP, CPHQ, CPPS, CPXP, FNAP, FACHE, FAAN
VICE PRESIDENT AND ASSOCIATE CHIEF NURSING OFFICER
UNIVERSITY HEALTH

SALUTE TO NURSES | MONSTER

BEST IN CLASS

LPN/LVN

MARY LOU ENRIQUEZ
CHRISTUS SANTA ROSA - MEDICAL CENTER

"She never draws attention to herself and states that what she does is for the patient, the unit and the hospital."



SALUTE TO NURSES | MONSTER

BEST IN CLASS SURGERY

ADRIANA CLEMMONS
NORTHEAST BAPTIST HOSPITAL

"She is an eager teacher of new nurses, helping them navigate their way through the stresses of the operating room environment."



SALUTE TO NURSES | MONSTER

OUR KEYNOTE SPEAKER



DONNA R. WALLIS
MBA, MSN, RN



President

PRESENTING SPONSORSHIP

As the Presenting sponsor of Salute to Nurses, you will receive exclusive brand integration and premium placements throughout coverage, print and digital special section.



DIGITAL

- Display ad impressions on MySA.com, ExpressNews.com and network (600,000)
- 1-2 Minute speech at live and virtual event
- High Impact Interscroller Unit
- High Impact Super Crown and Supreme Digital product
- Social Media targeted ad on MySA.com



PRINT

- One (1) Full Page (Back Page position), full color ad in the "Salute to Nurses" special section
- One (1) full page ads in SA Inc., "Salute to Nurses" Recap
- One (1) Full Page in Community Papers (Northside Herald, Southside Reporter, Connexion)
- Featured story in STN special section (1000 words)

TOTAL DIGITAL
IMPRESSIONS:
3,100,000

CONTACT US
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ONLY ONE
AVAILABLE



VIP CELEBRATION EVENT/VIRTUAL EVENT

STN NURSE EVENT

- Two VIP 'tables' that accommodate 5x people each for total 10x people
- Logo Inclusion on screens and signage
- Item for winning nurses gift set
- Present 3 nurse category winners at event
- Live mentions of thanks

STN VIRTUAL EVENT

- Logo Inclusion on screens and signage
- 2x mentions of thanks
- Present 3 nurse category winners (<https://youtu.be/QQ4GLMWLS6o?t=1469>)



ADDED VALUE ELEMENTS

- 1x Half Page Ad announcing event partnership
- Inclusion on all announcements -logo SOV
- Logo inclusion on all print advertisements SOV
- Logo inclusion on all digital advertisements - SOV
- Logo inclusion on all digital advertisements to promote event - ROS Digital Ads SOV
- Logo inclusion on microsite

GOLD SPONSORSHIP



DIGITAL

- Display ad impressions on MySA.com, ExpressNews.com and network (450,000)
- High Impact Interscroller Unit
- Social Media targeted ad on MySA.com to promote Recruitment



PRINT

- One (1) Full Page, full color ad in the "Salute to Nurses" special section
- One (1) full page ads in SA Inc., "Salute to Nurses" Recap



VIP CELEBRATION EVENT/VIRTUAL EVENT

STN NURSE EVENT

- Logo Inclusion on screens and signage
- Present nurse category winner
(<https://youtu.be/qq4GLMWLS6o?t=1469>)

STN VIRTUAL EVENT

- Logo Inclusion on screens and signage
- Present nurse category winner
- Item for winning nurses gift set



ADDED VALUE ELEMENTS

- Logo inclusion on all print advertisements SOV
- Logo inclusion on all digital advertisements to promote event - ROS Digital Ads SOV
- Logo inclusion on microsite

TOTAL DIGITAL
IMPRESSIONS:
2,750,00

CONTACT US
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ONLY 12 AVAILABLE

GIFT OPTIONS

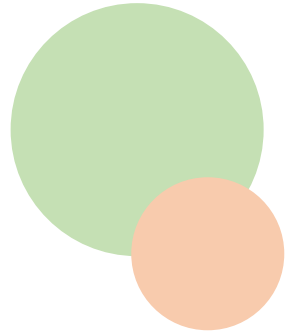
FURNISH YOUR OWN GIFT FOR GIVEAWAY OR CHOOSE FROM OUR CURATED GIFT SELECTION

GIFTS FOR HONORED NURSES

TUMBLERS
BLANKETS
SELF CARE KITS
COOKIES
BACK PACKS/LUNCH TOTE
FLOWERS
LAPEL PINS
COOLING NECK WRAP
CATEGORY WINNER TSHIRTS

STATUS

AVAILABLE
AVAILABLE
AVAILABLE
SOLD
AVAILABLE
AVAILABLE
AVAILABLE
AVAILABLE
AVAILABLE



SILVER SPONSORSHIP



DIGITAL

- Display ad impressions on MySA.com, ExpressNews.com and network (300,000)
- Social Media targeted ad on MySA.com to promote Recruitment



PRINT

- One (1) 1/2 Page, full color ad in the “Salute to Nurses” special section
- One (1) 1/2 Page ad in SA Inc. 'Salute to Nurses' Recap



VIP CELEBRATION EVENT/VIRTUAL EVENT

STN NURSE EVENT

- Logo Inclusion on screens and signage

STN VIRTUAL EVENT

- Logo Inclusion on screens and signage



ADDED VALUE ELEMENTS –

- Logo inclusion on all print advertisements SOV
- Logo inclusion on all digital advertisements to promote event - ROS Digital Ads SOV
- Logo inclusion on microsite

TOTAL DIGITAL
IMPRESSIONS:
1,300,00

CONTACT US
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BRONZE SPONSORSHIP



DIGITAL

- Display ad impressions on MySA.com, ExpressNews.com and network (225,000)



PRINT

- One (1) 1/4 Page, full color ad in the "Salute to Nurses" special section
- One (1) 1/4 Page ad in SA Inc. 'Salute to Nurses' Recap



VIP CELEBRATION EVENT/VIRTUAL EVENT

STN VIRTUAL EVENT

- Logo Inclusion on screens and signage

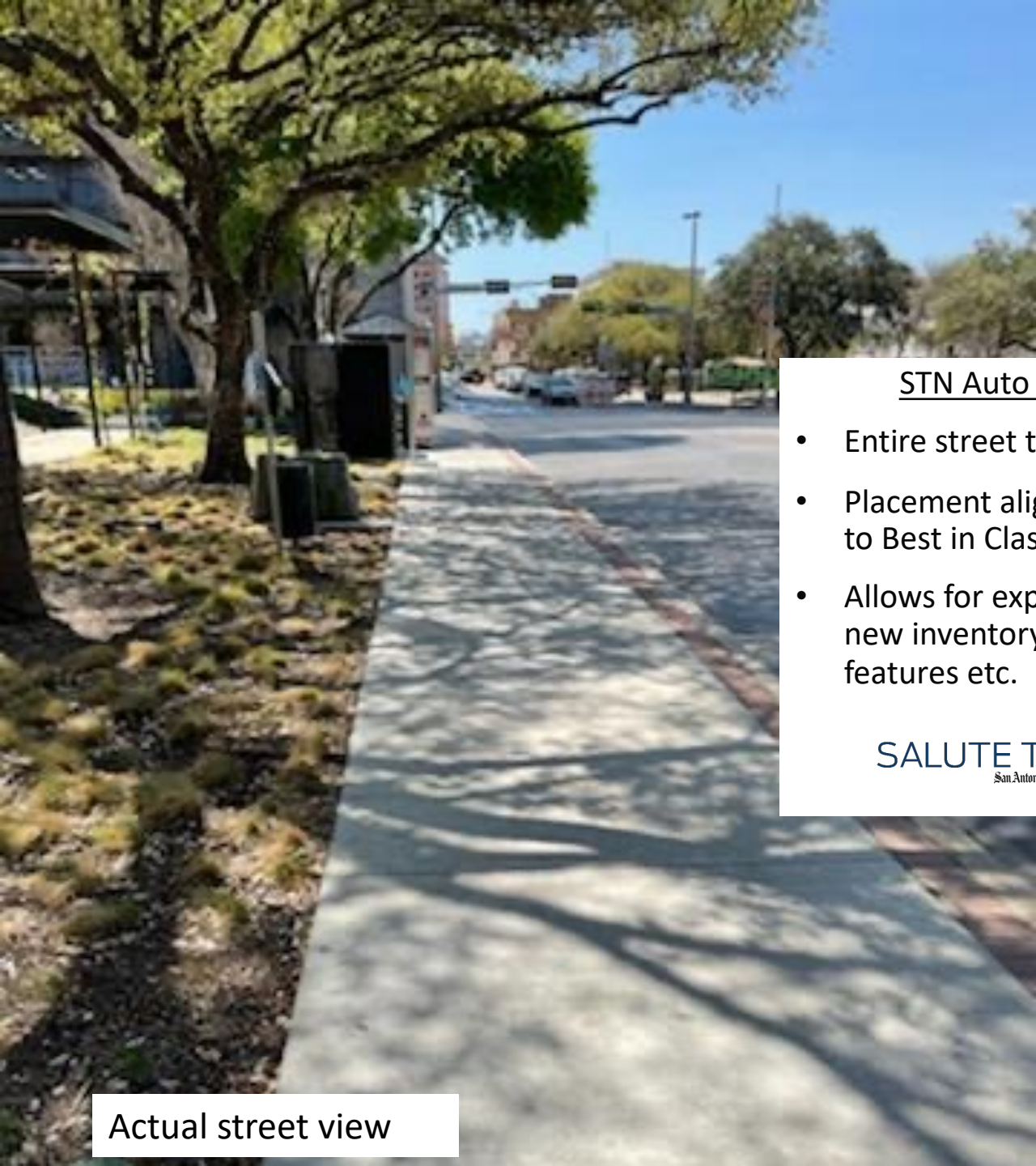


ADDED VALUE ELEMENTS

- Logo inclusion on microsite
- Logo inclusion on full page color "Salute to Nurses" special section and Thank you page

TOTAL DIGITAL
IMPRESSIONS:
225,000

CONTACT
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Actual street view



Example of Set up

STN Auto Sponsorship

- Entire street to showcase cars.
- Placement aligns with entrance to Best in Class STN Event.
- Allows for exploration of cars, new inventory, enhanced features etc.

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AUTO SPONSORSHIP – Only 1x Available!



DIGITAL

- Display ad impressions on MySA.com, ExpressNews.com and network targeted to auto (300,000)
- Social Media targeted ad on MySA.com



PRINT

- One (1) 1/2 Page, full color ad in the “Salute to Nurses” special section
- One (1) 1/2 Page ad in SA Inc. 'Salute to Nurses' Recap



VIP CELEBRATION EVENT/VIRTUAL EVENT

STN NURSE EVENT

- Auto showcase at entrance to STN event on dedicated street space that invites out guest to explore dealer latest models, inventory.
- Logo Inclusion on screens and signage

STN VIRTUAL EVENT

- Logo Inclusion on screens and signage



ADDED VALUE ELEMENTS –

- Logo inclusion on all print advertisements SOV
- Logo inclusion on all digital advertisements to promote event - ROS Digital Ads SOV
- Logo inclusion on microsite

TOTAL DIGITAL
IMPRESSIONS:
1,300,00

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Cooling Lounge Sponsorship – **SOLD!**



DIGITAL

- Display ad impressions on MySA.com, ExpressNews.com and network (300,000)
- Social Media targeted ad on MySA.com



PRINT

- One (1) 1/2 Page, full color ad in the “Salute to Nurses” special section
- One (1) 1/2 Page ad in SA Inc. 'Salute to Nurses' Recap



VIP CELEBRATION EVENT

STN NURSE EVENT

- Covered cooling station in prime location at event where guests can cool off and relax. Captive audience to engage with, showcase products, hand out offers, interact with product.

STN VIRTUAL EVENT

- Logo Inclusion on screens and signage



ADDED VALUE ELEMENTS –

- Logo inclusion on all print advertisements SOV
- Logo inclusion on all digital advertisements to promote event - ROS Digital Ads SOV
- Logo inclusion on microsite

TOTAL DIGITAL
IMPRESSIONS:
1,300,00

TOTAL
INVESTMENT
SOLD

PREMIUM PERGOLA SPONSORSHIP

Only 4x Available!



DIGITAL

- Display ad impressions on MySA.com, ExpressNews.com and network (300,000)



PRINT

- One (1) 1/2 Page, full color ad in the “Salute to Nurses” special section
- One (1) 1/2 Page ad in SA Inc. 'Salute to Nurses' Recap



VIP CELEBRATION EVENT

- Dedicated Pergola ‘booth’ area in high traffic location with great signage opportunities for product sampling, interactive experiences, information sharing etc.

STN VIRTUAL EVENT

- Logo Inclusion on screens and signage



ADDED VALUE ELEMENTS –

- Logo inclusion on all print advertisements SOV
- Logo inclusion on all digital advertisements to promote event - ROS Digital Ads SOV
- Logo inclusion on microsite

TOTAL DIGITAL
IMPRESSIONS:
1,300,00

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PHOTO BOOTH SPONSORSHIP – SOLD



DIGITAL

- Display ad impressions on MySA.com, ExpressNews.com and network (225,000)



PRINT

- One (1) 1/4 Page, full color ad in the “Salute to Nurses” special section
- One (1) 1/4 Page ad in SA Inc. 'Salute to Nurses' Recap



VIP CELEBRATION EVENT

STN BEST IN CLASS EVENT

- Branded photos for every picture produced from our roaming photo booth at our event (expected attendance 150)



ADDED VALUE ELEMENTS

- Logo inclusion on full page color "Salute to Nurses" special section and Thank you page

TOTAL DIGITAL
IMPRESSIONS:
225,000

TOTAL
INVESTMENT
SOLD

FLORAL SPONSORSHIP



DIGITAL

- Display ad impressions on MySA.com, ExpressNews.com and network (225,000)



PRINT

- One (1) 1/4 Page, full color ad in the "Salute to Nurses" special section
- One (1) 1/4 Page ad in SA Inc. 'Salute to Nurses' Recap



VIP CELEBRATION EVENT

- Flowers for each VIP table, drinks table and other key locations at event that nurses can take home post event with brought to you by messaging with each arrangement.



ADDED VALUE ELEMENTS

- Logo inclusion on full page color "Salute to Nurses" special section and Thank you page

TOTAL DIGITAL
IMPRESSIONS:
225,000

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CORNHOLE GAME SPONSORSHIP



DIGITAL

- Display ad impressions on MySA.com, ExpressNews.com and network (225,000)



PRINT

- One (1) 1/4 Page, full color ad in the "Salute to Nurses" special section
- One (1) 1/4 Page ad in SA Inc. 'Salute to Nurses' Recap



VIP CELEBRATION EVENT

- Custom made branded cornhole game that sponsor can keep post event for their own company events.



ADDED VALUE ELEMENTS

- Logo inclusion on full page color "Salute to Nurses" special section and Thank you page

TOTAL DIGITAL
IMPRESSIONS:
225,000

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TABLE UMBRELLA SPONSORSHIP



DIGITAL

- Display ad impressions on MySA.com, ExpressNews.com and network (230,000)



PRINT

- One (1) 1/4 Page, full color ad in the "Salute to Nurses" special section



VIP CELEBRATION EVENT

- Donated standing table umbrellas for each VIP table at event with brought to you by messaging from sponsor.



ADDED VALUE ELEMENTS

- Logo inclusion on microsite
- Logo inclusion on full page color "Salute to Nurses" special section and Thank you page

TOTAL DIGITAL
IMPRESSIONS:
225,000

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YARD SIGN SPONSORSHIP



DIGITAL

- Display ad impressions on MySA.com, ExpressNews.com and network (230,000)



PRINT

- One (1) 1/4 Page, full color ad in the "Salute to Nurses" special section



VIP CELEBRATION EVENT

- Yard signs celebrating the winning nurse will be set up next to their VIP table with sponsor branding on sign. Signs will be taken home and put in nurse yard for further brand recognition.



ADDED VALUE ELEMENTS

- Logo inclusion on full page color "Salute to Nurses" special section and Thank you page

TOTAL DIGITAL
IMPRESSIONS:
225,000

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SPECIALTY DRINK SPONSORSHIP



DIGITAL

- Display ad impressions on MySA.com, ExpressNews.com and network (230,000)



PRINT

- One (1) 1/4 Page, full color ad in the "Salute to Nurses" special section



VIP CELEBRATION EVENT

- Offer our 150 guests a specialty drink brought to you by sponsor! Brand and specialty drink branding on menu and bar, opportunity for liquor sampling and/or giveaway. Need to coordinate with Pinkerton's.



ADDED VALUE ELEMENTS

- Logo inclusion on full page color "Salute to Nurses" special section and Thank you page

TOTAL DIGITAL
IMPRESSIONS:
225,000

CONTACT US
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CHALK IT UP SPONSORSHIP



DIGITAL

- Display ad impressions on MySA.com, ExpressNews.com and network (230,000)



PRINT

- One (1) 1/4 Page, full color ad in the "Salute to Nurses" special section



VIP CELEBRATION EVENT

- Let's have some fun with the kids! Branded chalk buckets with dedicated space for the kids to draw on the pavement and have some fun!



ADDED VALUE ELEMENTS

- Logo inclusion on full page color "Salute to Nurses" special section and Thank you page

TOTAL DIGITAL
IMPRESSIONS:
225,000

CONTACT US
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A LA CARTE



DIGITAL

- 300,000 display ad impressions on MySA.com, ExpressNews.com and network, targeted to "Health and Nursing Occupations: [Contact us for pricing](#)



PRINT

- Full Page Sunday SAEN within Salute to Nurses Section: \$\$
- Half Page Sunday SAEN within Salute to Nurses Section: \$\$
- Quarter Page Sunday SAEN within Salute to Nurses Section: \$\$
- Eighth Page Sunday SAEN within Salute to Nurses Section: \$\$
- Full Page Sunday SA INC recap of STN: \$\$
- Half Page Sunday SA INC recap of STN: \$\$
- Quarter Page Sunday SA INC recap of STN: \$\$
- Full Page Community Papers (N. Side, S. Side, Conexion, JBSA): \$\$
- Half Page Community Papers (N. Side, S. Side, Conexion, JBSA): \$\$

Contact your account executive for more details and pricing or fill out the Contact Us form at [hearstmediasa.com/salute-to-nurses](https://www.hearstmediasa.com/salute-to-nurses).