

INDUSTRY PARTNER ALLIANCE



SPONSORSHIP POLICY

Introduction

The American College of Nurse-Midwives (ACNM) is the professional association that represents certified nurse-midwives (CNMs) and certified midwives (CMs) in the United States. ACNM sets the standard for excellence in midwifery education and practice in the United States and strengthens the capacity of midwives in developing countries. Our members are primary care providers for women and people throughout the lifespan, with a special emphasis on pregnancy, childbirth, and gynecologic and reproductive health.

The purpose of the ACNM Sponsorship Policy is to define the relationship between corporate sponsors and ACNM in regards to all sponsorship activities.

Sponsorship Policy Statement

The Board of Directors of the American College of Nurse Midwives understands the importance of maintaining ACNM's reputation. The board also values diversity in ACNM programming and events. For over 60 years, ACNM has striven to present evidence-based, timely, and courteous discussions to advance the practice of midwifery.

ACNM's board has therefore adopted this Sponsorship Policy Statement to guide ACNM staff as they plan and implement programming, and to give potential supporters of that programming a clearer idea of what they might expect as the program is shaped. The goal is to better ensure that ACNM programs support our mission and values.

Three basic concepts are included in this statement:

- A neutral presentation of the factual content of any education or programming provided
- Transparency in identifying financial supporters of all programming
- Maintaining ACNM accountability and responsibility for all important programming decisions.

ACNM accepts assistance from other entities to achieve its mission. Namely, support midwives, advance the practice of midwifery, and achieve optimal, equitable health outcomes for the people and communities midwives serve through inclusion, advocacy, education, leadership development and research. ACNM solicits and uses such commercial support in a manner consistent with the following policies:

- **Leadership Guidelines of Ethical Conduct**
- **Anti-Discrimination and Harassment Policy**
- **Gift Acceptance Policy**
- **Conflict of Interest Policy**

In addition, ACNM adheres to external rules and guidance related to commercial support including: Internal Revenue Service regulations governing organizations classified as federally tax exempt under section 501(c)(6) of the Internal Revenue Code.

Principles for Sponsorships and Exhibitors

These principles are applicable to all ACNM sponsorship and exhibitor activity. ACNM considers a sponsorship or exhibitor to be an arrangement with industry, a company or an organization that provides financial support to ACNM in exchange for value-neutral acknowledgement that does not endorse a sponsor's products or services.

- ACNM requires a written agreement with the sponsor that reflects the purpose of the sponsorship, the amount of the sponsorship and an agreed upon acknowledgement of the scope of the sponsorship
- Sponsorships are consistent with ACNM's strategic plan and mission
- ACNM provides complete and timely disclosure of sponsor support
- ACNM in its sole discretion determines how to acknowledge the sponsor in a value-neutral manner so as to not endorse or promote a sponsor's product or service

SPONSORSHIP POLICY CONT.

Definitions of Sponsorship Related Activities

- ACNM Industry Partner Alliance – An ACNM Industry Partner is an organization that provides financial or in-kind resources to support the ACNM’s activities.
- An Event Sponsor – An event sponsor is an entity that provides specific funding for an ACNM education program or other ACNM event. A supporting organization may be also an event sponsor if it specifically underwrites an ACNM event.
- Program Content- ACNM will remain solely responsible for the content of programs and other events, including the subject to be covered, panelists to be invited, and materials to be distributed. Suggestions from supporting organizations, including an event sponsor, are welcomed, but the ACNM retains final decision-making responsibility over our programming.
- Participation in Events: ACNM strives to provide a range of perspectives during events, including both policy expertise and on-the-ground practical knowledge imparted by leaders who are implementing policies on a daily basis.

Communications with Speakers

ACNM or its contractors will issue all official invitations to participate in an ACNM event, including those to substitute speakers as needed. ACNM will arrange for and conduct all preparatory calls with speakers, with the goal of framing and guiding the discussion at the event.

Process for Review and Approval

ACNM events staff will review and approve sponsorship opportunities to ensure alignment with ACNM’s mission and strategic plan. When presenting issues with a clear difference of opinion among stakeholders, staff will consider evidence-based information when making the decision on whether to engage a sponsor. Any concerns related to the selection of sponsors or exhibitors should be directed to ACNM events staff who will escalate to the ACNM CEO as appropriate.

In addition, ACNM is a multi-faceted organization. We support policy solutions and a wide-range of stakeholders that work to promote access to midwives and evidence-based midwifery-led care, improve the culture of the people and communities we serve and create better health outcomes for all people nationwide despite party or politics. In all instances, the ACNM will maintain sole discretion to invite and secure additional event sponsors.

Applicability:

These policies apply to all supporting organizations and to any supporting organization or event sponsor contracted after April 1, 2022.

INDUSTRY PARTNER ALLIANCE

ACNM's Industry Partner Alliance is a diverse group of organizations committed to advancing the midwifery profession through strategic initiatives, collaborative advocacy, and joint leadership. The alliance provides midwifery jobs, training, resources, and platforms to expand our collective voice. ACNM's Industry Partner Alliance increases corporate visibility and provides networking opportunities for companies in the midwifery and healthcare industry.

Through the Alliance, companies are given exclusive benefits and recognition throughout the cycle (June through May). The Industry Partner levels are Bronze, Silver and Gold. There is also an exclusive opportunity for 15 companies to serve on ACNM's Annual Advisory Board, which gives these companies direct access to the ACNM board, a voice in ACNM's educational offerings and invitations to private events throughout the year.

INDUSTRY PARTNER LEVELS

Bronze	\$7,500
Silver	\$12,500
Gold	\$20,000
Advisory Board	\$30,000

Contributions from the Industry Partner Alliance are used to enhance existing programs and projects that benefit thousands of Nurse-Midwives as well as allow ACNM to create new and exciting content that appeals to all ACNM members.

ADVISORY BOARD

Advisory Board Members receive the following for an annual Contribution of: **\$30,000**
(a two year commitment is required)

WEBSITE:

- Company logo linked to company website on the home page of ACNM's website and within the ACNM Community
- Opportunity to have company profile in the Industry Partner Alliance Spotlight on ACNM's website and social media.

BRANDING:

- Use of ACNM's Industry Partner Alliance logo



MEMBERSHIP

- Four (4) Complimentary Memberships

ADVERTISING/MARKETING

- Two (2) Complimentary uses of ACNM Member Mailing List
- 25% discount off non-meeting ACNM advertisements
 - Email blasts
 - Midwifery Now
 - Quickening
- Recognition of Industry Partnership Alliance
 - Logo & thank you message by tier in Quickening print
 - Logo & thank you in Midwifery Now e-newsletter

ACNM EVENTS

- Signage with recognition of Industry Partner level
- Ribbon recognizing Industry Partner level
- Invitation to Industry Partner Reception
- Recognition of Industry Partner level in program guide
- Recognition of Industry Partner level at exhibitor's booth
- Advanced notice of housing opening
- Advanced selection on ACNM Annual Meeting & Exhibition Sponsorships
- Discount on exhibit booth (Alliance member pricing)
- Three (3) Invites to Presidents Reception at ACNM Annual Meeting & Exhibition
- Award presented at ACNM Annual Meeting & Exhibition (on-stage acceptance)
- Complimentary Registration Bag Insert at Annual Meeting & Exhibition
- One (1) Complimentary Registration for ACNM's Health Policy Summit

EDUCATION

- Opportunity to co-host a webinar with ACNM (content and speakers must be approved)
- 10% off up to 5 ACNM Digital Learning Keys OR 10% off CME courses

LEADERSHIP

- Quarterly Advisory Board Meetings
- Advisory Board Meeting with ACNM Board at ACNM Annual Meeting
- ACNM Board Representative and ACNM Staff Representative to sit in on Advisory Board quarterly meeting
- Collaborate with ACNM Leadership on innovative initiatives to improve midwifery

GOLD

Gold Alliance Members receive the following for an annual Contribution of: **\$20,000**

WEBSITE:

- Company logo linked to company website on the home page of ACNM's website and within the ACNM Community
- Opportunity to have company profile in the Industry Partner Alliance Spotlight on ACNM's website and social media.

BRANDING:

- Use of ACNM's Industry Partner Alliance logo

MEMBERSHIP

- Four (4) Complimentary Memberships

ADVERTISING/MARKETING

- Two (2) Complimentary uses of ACNM Member Mailing List
- 20% discount off non-meeting ACNM advertisements
 - Email blasts
 - Midwifery Now
 - Quickening
- Recognition of Industry Partnership Alliance
 - Logo & thank you message by tier in Quickening print
 - Logo & thank you in Midwifery Now e-newsletter

ACNM EVENTS

- Signage with recognition of Industry Partner level
- Ribbon recognizing Industry Partner level
- Invitation to Industry Partner Reception
- Recognition of Industry Partner level in program guide
- Recognition of Industry Partner level at exhibitor's booth
- Advanced notice of housing opening
- Advanced selection on ACNM Annual Meeting & Exhibition Sponsorships
- Discount on exhibit booth (Alliance member pricing)
- Two (2) Invites to Presidents Reception at ACNM Annual Meeting & Exhibition
- Award presented at ACNM Annual Meeting & Exhibition (on-stage acceptance)
- Complimentary Registration Bag Insert at Annual Meeting & Exhibition

EDUCATION

- Opportunity to co-host a webinar with ACNM (content and speakers must be approved)
- 10% off up to 5 ACNM Digital Learning Keys OR 10% off CME courses

SILVER

Silver Alliance Members receive the following for an annual Contribution of: **\$12,500**

WEBSITE:

- Company logo linked to company website on the home page of ACNM's website and within the ACNM Community

BRANDING:

- Use of ACNM's Industry Partner Alliance logo

MEMBERSHIP

- Three (3) Complimentary Memberships

ADVERTISING/MARKETING

- Two(2) Complimentary uses of ACNM Member Mailing List
- 15% discount off non-meeting ACNM advertisements
 - Email blasts
 - Midwifery Now
 - Quickening
- Recognition of Industry Partnership Alliance
 - Logo & thank you message by tier in Quickening print
 - Logo & thank you in Midwifery Now e-newsletter

ACNM EVENTS

- Signage with recognition of Industry Partner level
- Ribbon recognizing Industry Partner level
- Invitation to Industry Partner Reception
- Recognition of Industry Partner level in program guide
- Recognition of Industry Partner level at exhibitor's booth
- Advanced notice of housing opening
- Advanced selection on ACNM Annual Meeting & Exhibition Sponsorships
- Discount on exhibit booth (Alliance member pricing)
- One (1) invitation to Presidents Reception at ACNM Annual Conference
- Award presented at ACNM Annual Meeting & Exhibition (on-stage acceptance)

EDUCATION

- Opportunity to co-host a webinar with ACNM (content and speakers must be approved)

BRONZE

Bronze Alliance Members receive the following for an annual Contribution of: **\$7,500**

WEBSITE:

- Company logo linked to company website on the home page of ACNM's website and within the ACNM Community

BRANDING:

- Use of ACNM's Industry Partner Alliance logo

MEMBERSHIP

- Two (2) Complimentary Memberships

ADVERTISING/MARKETING

- One (1) Complimentary use of ACNM Member Mailing List
- 10% discount off non-meeting ACNM advertisements
 - Email blasts
 - Midwifery Now
 - Quickening
- Recognition of Industry Partnership Alliance
 - Logo & thank you message by tier in Quickening print
 - Logo & thank you in Midwifery Now e-newsletter

ACNM EVENTS

- Signage with recognition of Industry Partner level
- Ribbon recognizing Industry Partner level
- Invitation to Industry Partner Reception
- Recognition of Industry Partner level in program guide
- Recognition of Industry Partner level at exhibitor's booth
- Advanced notice of housing opening
- Advanced selection on ACNM Annual Meeting & Exhibition
- Discount on exhibit booth (Alliance member pricing)
- Mentioned at ACNM Annual Meeting & Exhibition Awards (mentioned in program)

When you become part of the ACNM Industry Partner Alliance, you join a team that is committed to providing the best solutions, education, and information to the midwifery community.

