

CT Nurse Wellness Summit™

Sponsorship Prospectus

Reset to Rise Up: Reclaiming Energy, Power, and Presence in Nursing

Saturday, October 10, 2026 • In-Person

Co-sponsored by Quinnipiac University School of Nursing

North Haven, Connecticut

Sponsorship inquiries: hello@ctnursewellness.com

Healthcare cannot stabilize without stabilizing its nurses.

Why This Summit Is Different

The CT Nurse Wellness Summit is the only nurse-led gathering in the Northeast focused on workforce sustainability through recovery, nervous system regulation, and leadership agency, centering solutions that strengthen the conditions nurses need to sustain their practice over time.

The Vision: Year-Round Workforce Stability Infrastructure

The CT Nurse Wellness Summit is more than an annual gathering. It is the cornerstone of sustainable workforce infrastructure, built on a simple belief: stabilizing the nursing workforce requires consistent, evidence-informed support throughout the year, not just one intensive day. Your sponsorship helps build what does not yet exist but urgently must.

Proven Impact: 2025 Summit Results

The inaugural CT Nurse Wellness Summit delivered measurable outcomes:

- 100% attendee satisfaction
- 100% would recommend to colleagues
- 94% valued hands-on, experiential learning format
- 81% planned to share strategies with colleagues

“Rest is not a reward. It is an obligation. And I deserve it.”

Attendee, CT Nurse Wellness Summit 2025

Building on this foundation, the 2026 Summit expands to serve the Northeast corridor.

The Summit Mission

The CT Nurse Wellness Summit is a nurse-led, experience-centered gathering designed to support nervous system regulation, clarity, and agency within the nursing profession. The Summit creates an intentional pause within nursing (not an escape from it) so nurses can restore energy, reconnect to purpose, and choose what comes next with steadiness and self-trust.

We treat well-being as essential infrastructure for the nursing workforce, offering evidence-informed practices that nurses can apply both on shift and in their daily lives.

Why Now?

Healthcare organizations across the Northeast continue to face workforce shortages, retention challenges, rising levels of exhaustion, and increasing pressure on nurse leaders to do more with less. The CT Nurse Wellness Summit was created to address a question healthcare leaders cannot afford to ignore:

How do we help nurses stay well enough to stay?

This work is not about helping nurses survive healthcare. It is about creating the conditions that help nurses thrive within it.

Who Attends

The Summit brings together nurses from Connecticut, Massachusetts, New York, and New Jersey, representing a regional market of 200,000+ registered nurses serving the Northeast corridor.

2026 Summit Attendance: 100 nurses and healthcare professionals committed to workforce sustainability, leadership development, and professional well-being. A deliberately focused gathering built for depth, not scale.

- Bedside nurses from acute care and community settings
- Nurse leaders and emerging leaders
- Nursing faculty and educators
- Nursing students entering the workforce
- Healthcare workforce and organizational leaders

Featured Programming

Keynote Speaker

Dr. Farah Laurent, DNP, RN, NEA-BC

International Nurse Coach | Speaker | Nurse Empowerment Advocate

Dr. Farah Laurent brings the Rise portion of Reset to Rise Up, anchoring the keynote in nurse empowerment, professional sustainability, and personal agency. With expertise in helping nurses reclaim their voice and navigate sustainable careers within the profession, Dr. Laurent addresses what matters most for nurses sustaining their practice both professionally and personally. Her session focuses on embodied leadership, boundary-setting, and the tools nurses need to rise into their power while staying grounded in their purpose.

Continuing Education

Up to 6.5 continuing education contact hours. The Quinnipiac University School of Nursing is approved as a provider of nursing continuing professional development by the Connecticut Nurses' Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

Summit Partnerships

Co-Sponsor

Quinnipiac University School of Nursing

Providing venue, continuing education accreditation, and collaborative support for the Summit and year-round workforce infrastructure development.

Why Organizations Sponsor the CT Nurse Wellness Summit

Healthcare systems cannot stabilize without stabilizing the nursing workforce. Sponsoring the CT Nurse Wellness Summit positions your organization as a leader in advancing workforce sustainability, leadership development, and recovery-informed professional practice.

- Support solutions that strengthen workforce stability and nurse retention
- Invest in infrastructure that extends beyond one-time interventions
- Connect directly with engaged nurses and healthcare leaders
- Demonstrate visible commitment to improving the future of nursing
- Position your organization as a founding sponsor of year-round workforce infrastructure

The ROI case: The average cost to replace one RN is \$61,000 (NSI 2025 National Health Care Retention Report). If Summit strategies help retain even one nurse, your investment pays for itself many times over.

Understanding Your Investment

Professional Development: 18 registrations (\$249 value each) + 4 Leadership Circle sessions + 2 Reset Session facilitation opportunities = \$10,000+ value before visibility benefits

Strategic Positioning: Founding sponsor status among engaged nurses + peer network with healthcare workforce leaders + thought leadership platforms

Infrastructure Partnership: Year-round engagement, not a one-time event. You're building sustainable workforce solutions that extend well beyond a single day.

Beyond the Summit: Year-Round Workforce Infrastructure Partnership

The CT Nurse Wellness Summit is not a one-day event. It is the cornerstone of year-round workforce stability infrastructure. Founding sponsors become active partners in building what the profession urgently needs: sustainable, ongoing support systems that help nurses sustain their practice and help organizations create conditions for retention.

Your sponsorship does not end on October 10. It begins there.

Post-Summit Leadership Circle

Founding sponsors at premium tiers are invited to participate in a quarterly Leadership Circle with Nickia Jackson and other workforce infrastructure partners. These sessions provide a confidential space to:

- Discuss workforce challenges and share insights on retention strategies and organizational culture
- Co-create approaches to nursing workforce sustainability
- Access early information on programming and outcomes

The Leadership Circle meets quarterly (January, April, July, October) via virtual sessions, creating ongoing connection and strategic alignment among organizations committed to workforce stability.

Quarterly Reset Sessions: Sponsor Facilitation Opportunities

As we build year-round infrastructure, quarterly Reset Sessions will provide nurses with structured pauses to regulate, reconnect, and restore between annual Summits. Founding sponsors have the opportunity to co-facilitate Reset Sessions aligned with their organizational expertise. Sessions are designed as 90-minute virtual or regional in-person gatherings. Sponsor facilitation is a genuine contribution to nurse well-being and workforce sustainability, not a sales presentation.

Ongoing Engagement Options

- Share expertise in continuing education programming
- Participate in workforce sustainability research and outcome tracking
- Contribute to the growing nurse leader community and professional network
- Access early Summit outcomes, attendee feedback, and impact data

Sponsorship Timeline

Early Commitment Bonus (by June 30, 2026): Sponsors who commit by June 30 receive priority placement in all July through October promotional materials plus 3 additional social media features. Early sponsors also receive first selection of preferred tier options.

Final Deadline: August 31, 2026. Limited sponsorship opportunities available on first-come, first-served basis. Premium tiers (Workforce Stability, Leadership Development, Workforce Recovery) close when claimed.

Sponsorship Opportunities

Workforce Stability Sponsor

\$10,000

- Premier recognition as Workforce Stability Sponsor
- Prominent logo placement on Summit website and signage
- Verbal recognition during opening remarks
- Opportunity to include written message in event program
- Premium engagement table during Summit
- Recognition in Summit Impact Report
- Recognition as founding Workforce Stability Sponsor in future programming materials
- 18 complimentary Summit registrations
- Quarterly Leadership Circle participation (4 sessions annually)
- Priority Reset Session facilitation opportunities (up to 2 sessions per year)
- Early partner consultation on year-round programming development

Leadership Development Sponsor

\$7,500

- Recognition as Presenting Sponsor of the Keynote Address (Dr. Farah Laurent)
- Logo displayed on keynote introduction slide
- Verbal recognition before keynote presentation
- Premium engagement table during Summit
- Recognition in Summit marketing materials and Summit Impact Report
- 12 complimentary Summit registrations
- Quarterly Leadership Circle participation (4 sessions annually)
- Reset Session co-facilitation opportunity (1 session per year)

Workforce Recovery Sponsor

\$5,000

- Recognition connected to movement and renewal programming
- Logo placement on Summit materials and signage
- Engagement table during Summit
- Sponsor acknowledgment on website and social media
- Recognition in Summit Impact Report
- 8 complimentary Summit registrations
- Reset Session co-facilitation opportunity (1 session per year, recovery-aligned programming)
- Access to Summit outcomes and impact data

Sustaining Care Sponsor

\$3,000

- Logo recognition on Summit website and materials
- Recognition as Sustaining Care Sponsor in event program and materials
- Engagement table during Summit
- Sponsor acknowledgment on social media
- Recognition in Summit Impact Report
- 4 complimentary Summit registrations
- Access to Summit outcomes and impact data

Workforce Engagement Table

\$1,500

- Dedicated engagement table during Summit to connect directly with attendees
- Opportunity to share mission-aligned resources and programs
- Organization name listed on Summit website
- Recognition in event materials
- 2 complimentary Summit registrations
- Space limited to 8 tables, reserved for organizations whose work supports nursing workforce well-being, professional development, or healthcare workforce sustainability.

Multi-Year Sponsorship Pricing

Commit to both 2026 and 2027 Summit sponsorship and save 15%:

- Workforce Stability: \$17,000 for two years (save \$3,000)
- Leadership Development: \$12,750 for two years (save \$2,250)
- Workforce Recovery: \$8,500 for two years (save \$1,500)
- Sustaining Care: \$5,100 for two years (save \$900)

Note: The Workforce Engagement Table tier is offered on a single-Summit basis and is not included in multi-year pricing.

Sponsor Benefits Overview

Benefit	Workforce Stability \$10,000	Leadership Development \$7,500	Workforce Recovery \$5,000	Sustaining Care \$3,000
Registrations	18	12	8	4
Leadership Circle	✓	✓		
Reset Session Facilitation	Up to 2/yr	1/yr	1/yr	
Keynote Recognition		✓		
Premier Recognition	✓			
Engagement Table	✓	✓	✓	✓
Impact Report & Data	✓	✓	✓	✓

The \$1,500 Workforce Engagement Table tier (2 registrations) is not shown due to different benefit structure. See tier description for complete details.

About Nickia Jackson, MSN, RN

Nickia Jackson, MSN, RN, is the Founder and CEO of CT Nurse Wellness™ and Chief Well-Being and Workforce Stability Strategist. Before building the infrastructure she wished had existed, she spent 25+ years inside the systems she now works to stabilize, holding clinical and operational roles in critical care, patient safety, and performance improvement at Yale New Haven Hospital and Bridgeport Hospital. That experience is the foundation of everything she builds.

She is the creator of the BEEMS™ Workforce Vital Signs Model, a proprietary framework that gives healthcare organizations measurable leading indicators across five workforce dimensions before instability becomes a turnover event. Nickia is a sought-after speaker on workforce sustainability, nurse well-being, and the conditions that help healthcare organizations retain the clinicians they cannot afford to lose.

In 2025, she launched the inaugural CT Nurse Wellness Summit to a 100% attendee satisfaction rate, built from the ground up in year one. She holds an MSN from Quinnipiac University, a BSN from Syracuse University, and Mindfulness-Based Stress Reduction Foundations training from Brown University, and has been recognized through the American Nurses Association's Healthy Nurse, Healthy Nation™ initiative. CT Nurse Wellness™ holds SBA EDWOSB/WOSB and Connecticut DAS S/MBE certification, making this a qualifying investment for organizations with supplier diversity commitments.

Building Workforce Stability Together

The CT Nurse Wellness Summit is the cornerstone of the broader CT Nurse Wellness initiative, built in partnership with Quinnipiac University School of Nursing to advance nurse well-being, leadership development, and workforce sustainability across Connecticut and the Northeast.

Tax Consideration: Sponsorships may qualify as tax-deductible business expenses. Consult your tax advisor for guidance.

Become a Sponsor

Your sponsorship helps create the conditions for nurses to reset, reconnect with purpose, and rise into sustainable leadership and practice. By investing in workforce infrastructure, you support not only individual nurses but the stability of the healthcare system itself.

Early commitment deadline: June 30, 2026. Sponsors who commit by June 30 receive priority placement in all promotional materials and first selection of preferred tiers. Final deadline: August 31, 2026.

How to Commit: Contact us to express your interest and we will respond within 48 hours to confirm your tier and send a formal sponsorship agreement. A signed agreement and initial deposit secure your placement in all promotional materials.

Nickia Jackson, MSN, RN

Founder & CEO, CT Nurse Wellness™

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