

CORPORATE PARTNERSHIP PROGRAM

INVITATION

Dear colleague

As a valued industry associate we would like to invite you to consider entering into a formal partnership with the World Federation of Critical Care Nurses (WFCCN).

Established in 2001, WFCCN exists to provide a global forum to link the critical care nurses of the world through their local and national professional associations and as individual practitioners. Currently, over 50 national critical care nursing associations, representing hundreds of thousands of critical care nurses worldwide, are members of WFCCN.

The work of WFCCN is voluntary and is supported mostly by membership subscriptions, which are graded according to the national wealth of the country of each member association. To date this has restricted WFCCN's ability to implement global objectives. Therefore, to help further its goals, WFCCN is inviting partnerships with leading medical and pharmaceutical companies through its new ***Corporate Partnership Program***.

The Corporate Partnership Program is available to any health-related corporation or group of individuals engaged in the production of products, sales, and/or services related to, or with an interest in, critical care medicine and nursing practice that are interested in working together with WFCCN to achieve its goals through financial contribution and mutually beneficial collaboration. There are many ways this could be achieved, for example through support of WFCCN-led critical care education programs and facilities in under-developed countries. The possibilities are many, and WFCCN would welcome dialogue with Corporate Partners about mutually collaborative opportunities.

The WFCCN Corporate Partnership Program provides special recognition to strong supporters of our organisation and offers several privileges normally accorded only to WFCCN members. Corporate Partners may serve on WFCCN committees, sub-committees and task forces. Corporate Partners will be recognized publicly via WFCCN's media outlets, communications, and activities, and will be offered opportunities to sponsor key WFCCN events and activities, such as its World Congress.

We do hope you take some time to consider this mutually beneficial opportunity, and we would be pleased to discuss this with you further at your convenience.

We look forward to hearing from you.

Board WFCCN
Email: info@wfccn.org

INTRODUCTION

Background

Established in 2001, the World Federation of Critical Care Nurses (WFCCN) exists to provide a global forum to link the critical care nurses of the world through their local and national professional associations and as individual practitioners. Currently, over 50 national critical care nursing associations, representing hundreds of thousands of critical care nurses worldwide, are members of WFCCN.

Critical care nurses are integral to the facilitation and implementation of evidence-based practice through collaboration, consultation, education, mentoring, and change leadership. In pursuance of its objectives, WFCCN publishes an online journal (International Journal of Critical Care), which is available free of charge to WFCCN members. The journal archive is open access to all nurses and healthcare practitioners worldwide. The journal can be accessed online at: https://wfccn-ijcc.com/index.php/ijcc/index

The main role of WFCCN is to:

- link critical care nursing associations and nurses throughout the world
- strengthen the influence and contribution of critical care nurses to health care globally
- be a collective voice and advocate for critical care nurses and patients at an international level.

Currently, the work of WFCCN is supported mostly by membership subscriptions, which are graded according to the national wealth of the country of each member association. To date this has restricted WFCCN's ability to implement global objectives. Therefore, to help further its goals, WFCCN is inviting partnerships with leading medical and pharmaceutical companies through its new Corporate Partnership Program.

Further information

WFCCN Ltd. is a not-for-profit company registered in Australia (ACN: 613 276 672; ABN 80 613 276 672. Further information about WFCCN can be found on its website: www.wfccn.org.

The Corporate Partnership Program

The WFCCN Corporate Partnership Program provides special recognition to strong supporters of WFCCN and, with the exceptions of voting rights or office bearing, offers privileges associated with regular WFCCN membership.

The Corporate Partnership Program is available to any health-related corporation or group of individuals engaged in the production of products, sales, and/or services related to or with an interest in critical care medicine and nursing practice that are interested in working together with WFCCN to achieve its goals through financial contribution and mutually beneficial collaboration. There are many ways this can be achieved, for example through support of WFCCN-led critical care education programs and facilities in under-developed countries. The possibilities are many, and WFCCN would welcome dialogue with Corporate Partners about mutually collaborative opportunities.

Corporate Partners may serve on WFCCN committees, sub-committees and task forces, by invitation. Corporate Partners will be recognized publicly via WFCCN's media outlets, communications, and activities, and will be offered opportunities to sponsor key WFCCN events and activities, such as its World Congress. Each Corporate Partner designates one individual who has the privileges of corporate partnership.

Corporate Partnership of WFCCN is offered at three levels to enable supporting organisations to contribute at a level of their own choosing: Elite, Premier, and Standard.

Note

WFCCN cannot endorse or promote the products or services of Corporate Partners.

CORPORATE PARTNERSHIP PROGRAM

ELITE CORPORATE PARTNERSHIP

Elite Corporate Partnership is the most prestigious level of corporate partnership and provides a three-year collaborative partnership. Elite Corporate Partnership is a limited partnership and will be offered to no more than five corporations at any given time.

Elite Corporate Partnership offers corporations an active role in WFCCN. On request, Elite Corporate Partners may participate in WFCCN Board meetings, as well as the annual WFCCN Council meeting.

The financial donation to WFCCN for Elite Corporate Partnership is US $10,000 per annum.

The following is made available to Elite Corporate partners:

Communication

- Advance notice of WFCCN opportunities
  - WFCCN's Elite partners will be the first to be offered the opportunity to participate in, support and be identified with new WFCCN events, conferences or other initiatives as they arise throughout the year.
- Participation as an observer at the annual WFCCN Council meeting, in the presence of all WFCCN members, associate members, ambassadors, and other Elite Corporate Partners. One purpose of this meeting is to provide an opportunity for Elite Corporate Partners to advise WFCCN on emerging issues or clinical developments with potential impact on the practice of critical care nurses and on which WFCCN may need to take action
  - Opportunity to present a requested agenda item
- Opportunity to present a requested agenda item at WFCCN Board meetings (approximately every 6 weeks)
- Opportunity to place up to four product-based posts on the WFCCN Facebook page annually; the content of which must be approved in advance by the WFCCN Board of Directors
- Mailings (received):
  - Quarterly WFCCN Connect journal. The journal will help to keep the Elite Corporate Partner abreast of current issues and information of concern to critical care nurses around the world
  - Regular electronic press release updates on important WFCCN activities and issues.

Collaboration

- Access to WFCCN members who elect to be identified as available to serve in consulting and advisory roles
  - Although WFCCN in no way endorses or promotes the work of any of its members, it will work with Elite Corporate Partners to find the best persons within WFCCN membership for consulting and advisory roles related to patient safety and clinical practice issues and to speak to the need for new or improved products and services
  - All information shared by the Elite Corporate Partners with their selected consultants/advisors will remain confidential and be the exclusive property of that company. Use of the WFCCN members' services does not imply WFCCN endorsement of specific products or services, nor does it allow for use of the WFCCN name or the names of WFCCN members
- Opportunity to collaborate with WFCCN on international research projects
- Opportunity to collaborate with WFCCN on international educational activities
- Opportunity to collaborate with WFCCN humanitarian projects that support critical care nursing in developing countries
- Opportunity to serve on WFCCN committees, sub-committees or task forces.

Corporate promotion

- Company logo/link on the WFCCN website home page
- Corporate promotion via WFCCN web page dedicated to Corporate Partners
- Opportunity to place sponsored articles (one article per issue) in the WFCCN Connect journal:
  - Elite Corporate Partners will receive a 50% reduction of the Gold open access fee
  - The content of sponsored articles must be approved in advance by the WFCCN Board of Directors and articles are subject to the peer-review process
- Corporate recognition in WFCCN conference materials
- Discounted advertising (50%) via Connect journal
- Sponsorship opportunities for invited speakers (mutually agreed topics) at the WFCCN biennial World Congress.

PREMIER CORPORATE PARTNERSHIP

Premier Corporate Partnership provides a three-year collaborative partnership. Premier Corporate Partnership offers corporations an active role in WFCCN: Premier Corporate Partners will be invited to participate at the annual WFCCN Council meeting as an observer.

The financial donation to WFCCN for Premier Corporate Partnership is US $5,000 per annum.

The following is made available to Premier Corporate Partners:

Communication

- Advance notice of WFCCN opportunities
  - WFCCN's Premier Corporate Partners will be offered the opportunity to participate in, support and be identified with new WFCCN events, conferences or other initiatives as they arise throughout the year
- Opportunity to place up to two product-based posts on the WFCCN Facebook page annually; the content of which must be approved in advance by the WFCCN Board of Directors
- Mailings (received):
  - Quarterly WFCCN Connect journal. The journal will help to keep the Premier Corporate Partner abreast of current issues and information of concern to critical care nurses around the world
  - Regular electronic press release updates on important WFCCN activities and issues.

Collaboration

- Opportunity to collaborate with WFCCN on international research projects
- Opportunity to collaborate with WFCCN on international educational activities
- Opportunity to collaborate with WFCCN humanitarian projects that support critical care nursing in developing countries
- Opportunity to serve on WFCCN committees, sub-committees or task forces.

Corporate promotion

- Corporate promotion via WFCCN web page dedicated to Corporate Partners
- Opportunity to place up to two sponsored articles in the WFCCN Connect journal annually:
  - Premier Corporate Partners will receive a 50% reduction of the Gold open access fee
  - The content of sponsored articles must be approved in advance by the WFCCN Board of Directors and articles are subject to the peer-review process
- Discounted advertising (50%) via Connect journal
- Sponsorship opportunities for invited speakers (mutually agreed topics) at the WFCCN biennial World Congress.

STANDARD CORPORATE PARTNERSHIP

Standard Corporate Partnership provides an annual collaborative partnership. It offers corporations an active role in WFCCN.

The financial donation to WFCCN for Standard Corporate Partnership is US $3,000 per annum.

The following is made available to Standard Corporate Partners:

Communication

- Advance notice of WFCCN opportunities
  - WFCCN's Standard Corporate Partners will be offered the opportunity to participate in, support and be identified with new WFCCN events, conferences or other initiatives as they arise throughout the year.
- Opportunity to place one product-based post on the WFCCN Facebook page annually; the content of which must be approved in advance by the WFCCN Board of Directors
- Mailings (received):
  - Quarterly WFCCN Connect journal. The journal will help to keep the Standard Corporate Partner abreast of current issues and information of concern to critical care nurses around the world
  - Regular electronic press release updates on important WFCCN activities and issues

Collaboration

- Opportunity to collaborate with WFCCN on international research projects
- Opportunity to collaborate with WFCCN on international educational activities
- Opportunity to collaborate with WFCCN humanitarian projects that support critical care nursing in developing countries

Corporate promotion

- Corporate promotion via WFCCN web page dedicated to Corporate Partners
- Opportunity to place one sponsored article in the WFCCN Connect journal annually:
  - Standard Corporate Partners will receive a 50% reduction of the Gold open access fee
  - The content of sponsored articles must be approved in advance by the WFCCN Board of Directors and articles are subject to the peer-review process
- Sponsorship opportunities for invited speakers (mutually agreed topics) at the WFCCN biennial World Congress

APPLICATION FORM

Application process

WFCCN Corporate Partnership is available to any organisation with an interest in critical care nursing that supports the goals of WFCCN. All categories of corporate partnership are non-voting.

- Completed application forms should be sent by e-mail to the WFCCN executive secretary (details below).
- Applications will be reviewed by the WFCCN Board of Directors.
- Applicants will be notified in writing within 2 months of WFCCN receipt of the application.

Address

E-mail: info@wfccn.org

Please provide the following information

1. Category of partnership

Please indicate preferred level of Corporate Partnership:

CATEGORY	MINIMUM DONATION	CHECK ✓
Elite	• US $10,000 per annum (minimum partnership 3 years)	
Premier	• US $5,000 per annum (minimum partnership 3 years)	
Standard	• US $3,000 per annum	

2. Corporate information

Please provide the following details about your corporation:

Company name	
Street address	
City, State	
Zip/post code	
Country	
International phone number	
International fax number	
Corporate e-mail address	
Corporate website address	

3. Contact details for corporate representative to WFCCN

Please provide all details:

Corporate contact name	
Position in company	
E-mail address	
International phone number	
International fax number	

4. Statement: Collaborative intent

Please write a short statement below that summarises your company's interest in partnering with WFCCN (expand text box as required).

5. Authorised contact details for this application

Corporate contact name State 'as above' (section 3), if relevant	
Position in company	
E-mail address	
International phone number	
International fax number	

6. Authorised signature for this application

Please sign and scan or insert electronic signature

	Date: dd/mm/yyyy		

Further information that will be required following successful corporate partnership application

Company description comprised of:

- A 50-100 word description of your organisation
- Company mission statement
- Short description of key products

Corporate logo

- Camera-ready logo (high resolution) authorised to be used in WFCCN publications and on the WFCCN web site.

International bank details for wire transfers

- WFCCN financial transactions are in US dollars
- WFCCN donations may not be deductible as charitable contributions or for tax purposes; however, they may be tax deductible as ordinary and necessary business expenses.
- WFCCN Corporate Partners will be notified annually, in advance, of Corporate Partnership donations.


World Federation of Critical Care Nurses
www.wfccn.org