Strengthening Community Partnerships through Sponsorship
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Delta Phi Background
For the past 28 years, the Delta Phi chapter of Sigma Theta Tau has partnered with a local College of Nursing to promote nursing scholarship within the community through an event entitled “Kaleidoscope of Nursing Research Day”.
The “Kaleidoscope of Nursing Research Day” is a half-day event that showcases faculty, clinical partner and student research in order to celebrate nursing scholarship.
In an effort to sustain the culture of scholarship, as well as to improve publicity of the event, the Delta Phi chapter of Sigma Theta Tau initiated a pilot project to identify community sponsors willing to partner with our chapter to promote nursing research and collaboration.

Planning Process
Sponsorship letters to Nurse Executives + Distribution = Success

Literature Review
Academic and practice partnerships shared mutual benefits for both organizations involved (Berry 2011).
American Association of Colleges of Nursing (AACN) recognized the importance of academic and practice partnerships to enhance student learning and patient outcomes (AACN, 2010).
Riley, Beal, Levi and McCausland (2002) reported scholarly activity does not reside “uniquely in academic settings” nor is the pursuit of scholarship the “exclusive domain of nursing faculty” (p. 383).
Urriololagoitia and Planellas (2007) stated corporate sponsorships encouraged strategic alliances for ongoing relationships.

Sponsorship response
40% Gold $300
20% Silver $200
40% Bronze $100

Benefits to Partner Sponsorship
- Organization logo and level of support promoted through event publicity
- Display advertising of sponsoring organization at the event
- Encourage employees to participate in research
- Promote dissemination of nursing scholarship

Enhancing Connections
- Foster shared scholarship to serve community needs
- Encourage employees to participate in research
- Maintain current partnerships

Future Plans
- Outreach out to additional community partners to advance nursing scholarship and research
- Maintain current partnerships
- Encourage nurses across the community to participate in research

References