Beyond Nursing *Experience*

A rebuild of bneexperience.org and the 2026 sponsorship deck, so the brand sponsors meet online matches the one they are pitched.

CLIENT	SCOPE	LAUNCHED	MANAGED + BUILT
Beyond Nursing Experience Inc., 501(c)(3)	Website redesign + 8pg sponsorship deck	July 22, 2026	Tamara Charles, MS Multimedia Agency

PROJECT OUTCOMES

Website and sponsorship deck · 2026

5×
Top sponsorship tier, from $10K to $50K

5
Confirmed 2026 sponsors

16
Slides in the new deck, rebuilt from 8 Canva pages

Jul. 22
Days after live, nearly four months before the summit

01 · THE CHALLENGE

The old site told a smaller story than the pitch.

Sponsors who read the 2026 deck and then clicked through landed on a template that looked nothing like the brand they had just been sold.

1 A hidden hero
A strong group photo sat under a translucent pink box that covered most of it.

2 Event details locked in a flyer
The next event lived inside one embedded image. Nothing in it could be read as text, searched or updated.

3 A one-line sponsor ask
Sponsors got an invitation to email for details, with no audience data or past partners. A newsletter form took more room.

4 A founder story that fought its layout
Condensed headings and centered, justified body text made a personal story harder to read.

02 · THE APPROACH

The deck became the source of truth.

Its copy already framed BNE the way the organization wanted to be seen. The visual reference was premium womens leadership events, not nursing associations.

COLOR

Cream	Soft pink	Blush	Berry	Deep berry
#F5F3EE	#F5E3E6	#E7B2A4	#9C2E57	#3E1E2A

TYPOGRAPHY · THE ENTIRE SYSTEM

Influence & Impact

13th Annual Summit · May 15, 2026 · Boston

COPY · CLOSE CARD

Left-aligned body copy, short sections and wide-spaced blush labels above each block give every page the same rhythm.

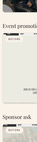




Every flyer and placeholder on the site was replaced with BNE's own event photography.

03 · WHAT CHANGED ON THE SITE

Every section now points at something BNE needs.



HOME

The summit theme leads
"Influence & Impact" sits over the full hero photo instead of a flyer, so every visit, and every ad sponsor buttons.

IMPACT

Francesca's story, in her voice
Rearrown at full length and left-aligned, from her plan to become an attorney, to RN, to founding BNE in 2022.

SPONSORS

Named sponsors replace one line
Confirmed 2026 sponsors appear by type, never by amount, with a Sponsor button above the logos.

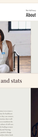
NAVIGATION

Fewer choices, clearer asks
Home, About and Sponsor, plus a tickets button that stays in the header.

BEFORE AND AFTER · BNEEXPERIENCE.ORG

Hero

The group photo uncovered, with the theme, date and two calls to action

Event promotion

A flyer image becomes live text in the Theme and Why Attend sections




Sponsor ask

One email line becomes named 2026 sponsors and a Sponsor button



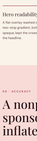
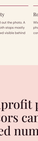

About: founder story

A condensed heading and centered text become a left-aligned story in her voice




About: vision and stats

The Vision moves onto deep berry, followed by verified stat cards

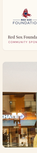
ELEMENT	BEFORE	AFTER
Hero	Photo under a pink box, tagline "You'll leave here encouraged"	"Influence & Impact" over the photo with date, city and two buttons
Event promotion	One embedded flyer image	Theme, date and experience written as live text
Sponsor ask	"Email us for more information"	2026 Sponsors section with logos and a Sponsor button
Typography	Condensed sans headings, centered justified body	Editorial serif headlines, left-aligned sans body
Photography	One hero photo, event info inside a flyer	Six event photos across Home and About
Credibility	No stats or partner names	Verified stats and named 2026 partners

04 · THE SPONSORSHIP DECK

The site was built from the deck, so the deck came first.

The old proposal was a nine-page Canva template, with the template studio's name still visible on one page. The new deck leads with the audience case before any pricing.

BEFORE · THE ORIGINAL NINE-PAGE CANVA PROPOSAL





AFTER · THE 2026 SPONSORSHIP DECK





COMPACT

5 vertical pages to a landscape slides

FOR THE EYE

Book to $50k, plus an in-kind option

EVENT DETAILS

Date and venue on the cover

NEXT STEPS

Commitment and asset deadlines

Raising the top package gave BNE room to negotiate up with larger brands. The in-kind tier opened a real path for product companies that can't write a check.

05 · BUILD NOTES

Working around Wix.

Hero readability
A flat overlay washed out the photo. A two-stop gradient, both stops mostly darkest, kept the crowd visible behind the headline.

Rounded photo cards
Wix images have no corner radius. Each photo sits inside a 16px radius container so it clips cleanly.

Section rhythm
Each sections placed back to back read as one heavy block, so a light section always sits between them.

Transparent header
Page and section background tones were deliberately so the menu stayed readable with no sticky color bands.

06 · ACCURACY

A nonprofit pitching sponsors can't afford one inflated number.

Every figure was checked against the deck and confirmed with the founder before launch. Two draft stats were corrected.

9 annual summits	1,000+ community members
4 annual summits produced	**70K+ social reach**
The 2026 summit is the fifth and hasn't happened yet.	The deck's 1,000+ figure counted social followers, not members.

4	400+	20+	70K+	Dallas
Annual summits produced	Attendees across summits	Community events	Social reach	Expansion city

07 · CONFIRMED 2026 SPONSORS

Five sponsors behind the 5th Annual Summit.

Sponsors are shown by type, never by amount, and kept separate from past sponsors so no commitment is implied.

Bold Sea Foundation	NOCA Beverages	Night Good	WellWithAll	Path Patch
COMMUNITY SPONSOR	NA WATER SPONSOR	NA WINE SPONSOR	NA BARS SPONSOR	NA HERO SPONSOR