



# EMS WEEK™

Improving Outcomes, Together

**MAY 17 - 23, 2026**

Presented by ACEP in partnership with NAEMT

## About EMS Week™

Communities across the country will gather May 17-23, 2026 to celebrate the 52<sup>nd</sup> anniversary of National EMS Week™. Established in 1974 by President Gerald Ford, the annual campaign reflects his vision to ensure recognition of this heroic community for the indispensable role they play in the healthcare continuum.

Each year, National EMS Week™ draws local communities, agencies, and EMS leaders to honor this vital workforce while advancing awareness of the profession's most pressing issues. **EMS Week™ Activities include unique theme days to provide a variety of special events, trainings, and celebrations.**



## A Campaign with Measurable Impact

EMS Week™ isn't just a tradition — it's a recognized platform for national outreach. The 2025 campaign outreach generated:

- 449 social media posts from partners and media, reaching more than **1.15M+ followers**
- **31 targeted publications** and e-newsletters with exposure to an **audience of 365,000+**
- 101,000+ website visits and over **5,400 resource downloads** at [emsweek.org](https://www.emsweek.org)
- Dedicated email campaigns through [emsweek.org](https://www.emsweek.org): **30,000 reach**
- Overall impact of more than **2.2 million impressions** across digital, email, and social channels

Sponsorship gives your organization the chance to be seen in meaningful ways. The opportunity to connect directly with **850,000 EMS professionals** and **21,000 EMS agencies** is backed by visibility of trusted media outlets and national associations like EMS World, JEMS, NAEMT, and NREMT.

In 2026, your reach will be complemented with **new opportunities to meet EMS leaders in person**. Private conversations at ACEP26 and ACEP EMS Prehospital Care Section speaking opportunities are now available at certain tiers and build on the national spotlight of EMS Week™ to expand your brand visibility gained through your sponsorship.



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## Daily Campaign Themes

*Theme-day visibility included in the Diamond, Platinum, or Gold Tier*

Having special theme days during EMS Week™ helps to structure the week in terms of planning special events, conducting training, and hosting celebrations. Remember all the days of EMS Week™ when planning your agency's activities.



### Health, Wellness, & Resilience Day

**Sunday** prioritizes the wellness and resilience of EMS professionals and their patients. A day to focus on self-care, strength, and shared support across the EMS community.



### EMS for Children Day

**Wednesday** highlights the physical and psychological needs of children, raising awareness of improving specialized care in pre-hospital and acute settings.



### Education Day

**Monday** highlights public community educational programs and the importance of continuing education for EMS professionals.



### Save a Life Day

**Thursday** promotes various public CPR programs and Stop The Bleed®, an official program of the U.S. DOD. It doesn't matter how quickly EMS services get to a scene, bystanders are almost always there first.



### Safety Day

**Tuesday** focuses on safety for the EMS provider, the patient, and the public, encouraging first responders to focus on prevention to advance safety measures for all.



### EMS Recognition Day

**Friday** is a nationwide day of recognition of the local EMS heroes throughout the nation who go above & beyond the call of duty.



### EMS Remembrance Day

**Saturday** honors the EMS personnel who have died in the line-of-duty and the ultimate sacrifice they made for their communities. This day is set aside to recognize fallen EMS professionals and their families.



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## Maximize Pre-Campaign Exposure

Return signed contract by November 14, 2025

Submit content by January 5, 2026

2026 Support Benefits	Diamond \$30,000	Platinum \$25,000	Gold \$10,000	Silver \$7,500	Bronze \$5,000
Recognition as Sponsor with speaking opportunity at an EMS related section meeting or program at ACEP26 Conference.	X				
In-person private appointment with EMS leaders for 30 minutes at ACEP26 Conference.	X	X			
Dedicated, single-sponsor email to an audience of 20,000+ EMS leaders.	X	X			
Banner ad and one-minute EMS Week™ appreciation video on the EMS Week home page.	X	X			
Company banner ad and content resource (video or PDF) featured in topical e-newsletters reaching 20,000+ EMS professionals.	X	X			
Premier sponsor logo recognition with hyperlink displayed on EMS Week™ website.	X	X	X		
Theme Day sponsor recognition, aligning your brand with the theme that matches your objectives.	X	X	X		
Recognition for support on ACEP's EMS Prehospital Care Section Website Newsroom.	X	X	X	X	X
Recognition on EMS Week™ website sponsor page (logo, company description, links to fact sheets).	Home page	Home page	Top of page	Middle of page	Bottom of page
Education/product fact sheets posted on emsweek.org and EMS Week Facebook page.	5 factsheets	4 factsheets	3 factsheets	2 factsheets	1 factsheet
Sponsor link and recognition in EMS Week e-newsletter, <b>if signed contract received by March 2, 2026.</b>	X	X	X	X	X
Recognition on two EMS Week Facebook page posts.	X	X	X	X	X
Recognition on ACEP EM Today e-newsletter, with reach to all ACEP members.	X	X	X	X	X
Sponsors recognized and thanked in EMS Week video, <b>if signed contract received by March 2, 2026.</b>	X	X	X	X	X
'Proud Sponsor of EMS Week' logo provided as a marketing tool.	X	X	X	X	X
Curated EMS Week content for sponsor to post on their social media platforms.	X	X	X	X	X

