

Great Lakes Chapter of HFMA Corporate Sponsorship Program

If your organization sells products or services to the healthcare industry, now is an excellent time to think about marketing your organization to key decision-makers efficiently. Consider a sponsorship with the Great Lakes (GL) Chapter of HFMA.

HFMA is a professional membership organization for individuals involved in the financial management of healthcare. HFMA was established more than 50 years ago and takes a proactive approach in influencing policy decisions affecting the financial management of healthcare. HFMA encompasses 70 chapters across the United States and Puerto Rico.

The Great Lakes Chapter of HFMA has over **280** members representing over 70 healthcare providers and covers 53 counties in Central and Northern Michigan. HFMA serves and represents its members by:

- ◆ Providing professional development through education, information, certification, peer interaction, and leadership training.
- ◆ Influencing healthcare financial management and accounting policy decisions, principles, and practices through advocacy and dissemination of information.
- ◆ Establishing and promoting the highest standards of professional and ethical conduct.

Why Be A Corporate Sponsor?

Visibility has a powerful advantage, and as a sponsor of the Great Lakes Chapter of HFMA, you gain exposure to a select audience of healthcare finance professionals from Central and Northern

Michigan. You emerge as a leader by demonstrating your support of professional education and quality programs.

The objective of our Corporate Sponsorship program is to enhance the quality of educational programs and services provided to our members.

Our membership consists of **over 280** members who hold positions of CEO, CFO, Controllers, Accounting Directors, Director of Patient Financial Services, and Marketing Managers, as well as other healthcare professionals.

As a Corporate Sponsor, a wealth of recognition opportunities is yours to explore. At a minimum, you will see your organization's name and logo on pertinent marketing materials and gain on-site acknowledgment at educational sessions. Additional promotional opportunities are available, depending on the category of sponsorship you choose.

With your support and technical expertise, the Great Lakes Chapter of HFMA can continue to thrive and provide services that are more valuable to our members and other healthcare professionals. The Great Lakes Chapter is proud of its previous affiliations with sponsors and looks forward to hearing from you.

Levels of Corporate Sponsorship

GOLD (\$2,500)

- ◆ All of the benefits of a Bronze, plus...
- ◆ Full-page profile/acknowledgment in annual Membership Directory
- ◆ ½ page profile/acknowledgment in each newsletter
- ◆ Free registrations for 5 individuals to all Great Lakes Chapter of HFMA Educational Sessions (12 or more sessions offered per year, at a cost of \$50 per session)
- ◆ Four complimentary registrations at a GL annual golf outing
- ◆ A **link** on our chapter website, www.greatlakeshfma.org

- ◆ Opportunity for a display table at all education events hosted by the GL Chapter. (Does not include education events shared with other Chapters)
- ◆ Distribution of sponsor's logo items to members on a best efforts basis (if requested)

SILVER (\$1,000)

- ◆ All of the benefits of a Bronze, plus...
- ◆ The sponsor will have an advertisement in all HFMA chapter newsletters throughout the chapter year (4-5 newsletters)
- ◆ Two complimentary registrations to a Great Lakes Chapter of HFMA Educational Session
- ◆ Two complimentary registrations at a GL Chapter annual golf outing

BRONZE (\$500)

- ◆ ½ page advertisement in Membership Directory
- ◆ Sponsor ribbons for name badges that identify sponsor representatives attending educational programs
- ◆ Recognition during welcoming or closing remarks at all Chapter events
- ◆ Recognition on our chapter website, www.greatlakeshfma.org
- ◆ Option of sponsoring an educational session and presenting a topic to educate members in financial management of healthcare organizations (Sponsoring Organization will pay all fees of educational session)

Start Date

The Corporate Sponsorship Program will be June 1, 2011 through May 31, 2012. Enrollment period will be from May 18, 2011 through July 31, 2011.

Payments

Payments are due July 31, 2011. Payments may be made in two equal installments.

Payments should be made payable to:

Great Lakes Chapter of HFMA

Mail payments to:

Great Lakes Chapter of HFMA
Attention: Pam Allen
3150 Owen Road
Fenton, MI 48430-1757

HFMA Great Lakes Chapter Sponsorship Enrollment Reply

I am interested in the following sponsorships:

- Gold (\$2,500)
- Silver (\$1,000)
- Bronze (\$500)

Name _____

Title _____

Organization _____

Address _____

_____ Suite _____

City/State _____ ZIP _____

Phone _____

Fax _____

E-mail _____

For additional information on the Great Lakes Chapter of HFMA sponsorship program, Brent Smith at (810) 262-9748. Fax reply to: (810) 262-6367, to the attention of Brent Smith, or mail to:

Brent Smith

SR Reimbursement Specialist | Hurley Medial Center
Office: 810.262.9748 | Fax: 810.262.6367
Email: brentsmith@hurleymc.com
One Hurley Plaza | Flint, MI 48503



hfma

healthcare financial management association



*Sponsorship Opportunities with
the*

Great Lakes Chapter