

Corporate Sponsorship Internal Processing

1. Corporate Sponsorship information emailed to all 2010 Sponsors.

- Corporate Sponsorship Overview (***Exhibit A***)
- Corporate Sponsorship Levels and Benefits (***Exhibit B***)
- 2011 Pledge Form (***Exhibit C***)

2. 2011 Pledge Form Received.

Sponsorship level pledge received by Chair, Corporate Sponsorship. Chair will track and maintain the master list of the following (***Excel Document-Tracking Form***):

- Sponsorship Level
- Authorizing/Sales Person and contact information
- Hospitality Event Pledge
- Payment now or Invoice at year end
 - All sponsor requests for invoicing at year end for 2011 will be coordinated by Chair at end of December 2010. Treasurer will be copied on all invoicing.
 - All payments (credit card and checks) will be directed to Treasurer.
- Monthly coordinate payment resolution with Treasurer

3. Pledge Form – Receipt Acknowledgement Email.

Sponsor Chair will acknowledge receipt of pledge with 'thank you' email response to the sponsor and copy:

- Directory Chair
- Sponsor Info Coordinator
- Newsletter Chair
- Website Chair
- Treasurer
- Officers
 - President
 - President-Elect
 - Vice-President
 - Secretary

4. Corporate Sponsorship Benefits and Deadlines Email.

Sponsor Info Coordinator on receipt of 'thank you' email from Sponsor Chair will send the appropriate level email body out (Platinum, Gold, Silver and Bronze (***Exhibit D***) to the corporate sponsor outlining the benefits of that sponsorship level and submission deadlines.

Sponsor Info Coordinator created a shared space on Google Docs (***Exhibit E***) (https://www.google.com/accounts/ServiceLogin?service=writely&passive=1209600&continue=https://docs.google.com/&followup=https://docs.google.com/<mpl=h_omepage) for tracking documents for each sponsor. Email and Password access to review data was given to Directory, Newsletter and Sponsorship Chair. Following documents being tracked:

- Receipt of Acknowledgements (ads), corporate bios, and corporate logos
- Follow up (email and/or phone) as necessary with sponsors to ensure that we have the Sponsor acknowledgements (ads) by directory deadline.
- Responsible for the dissemination of Acknowledgements (ads), Corporate Bios, and Corporate Logos as described below:
 - Directory Chair for distribution to CopyCo:
Acknowledgements (Ads) and Sponsor Contact List
 - Sponsorship Chair for creation of Corporate Sponsorship Slide Show:
Corporate Logos (as soon as received)
 - Newsletter Chair for Iowa Network Newsletter by 12/1/10:
Sponsorship Contact List, Sponsorship Acknowledgements (ads), Corporate Bios and Corporate Logos
 - Website Chair for Website Update by 12/15/10:
Sponsorship Contact List

5. Membership Directory – Sponsorship Coordination.

Sponsor Info Coordinator will coordinate the Corporate Sponsorship Section of the 2010-2011 Membership Directory with the Directory Chair and Corporate Sponsorship Chair.

- Update Corporate Sponsorship Program in current Membership Directory
- Revise 2010 Corporate Sponsors with 2011 Sponsors and sales contact information.
- Directory Chair will coordinate with CopyCo the submission of all acknowledgements (ads) for formatting and insertion into the directory proof. Access to Google Docs was given.

6. Membership Directory / Corporate Sponsorship – Proofing.

Directory Chair and Sponsor Info Coordinator will proof the Membership Directory – Draft and Final. Sponsorship Chair will assist with the proofing of the Corporate Sponsorship Section of the directory.

7. Create 2011 Corporate Sponsorship Registration Desk Informational Flyer.

Newsletter and Sponsorship Chair will develop with received Corporate Bios. Published for every meeting and available at Registration Table for attendees.

8. Create 2011 Corporate Sponsorship Slide Show.

Sponsorship Chair will create PowerPoint for use during HFMA meetings. Thanking Sponsors for their ongoing sponsorship of the Iowa HFMA chapter.