

## **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/&tmpl=home>) 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.