

The HFMA Greater Heartland Chapter was formed in June 2018 when the Heart of America, Greater St. Louis and Show Me Missouri Chapters merged. The Greater Heartland Chapter is now the source for our members to gain access to the most reliable tools, credible resources and unique insights into healthcare finance.

BECOME A  
**SPONSOR**

## BECOME A SPONSOR

### MEMBERSHIP DEMOGRAPHICS

**5,500 members**  
**70% from Provider Organizations**

### WHAT SETS US APART?

#### **70% of Members are Providers**

2,700 of our 5,500 members are employed at a Hospital Facility, Physician Group or Payor Organization

#### **50% Board Members are Providers**

Our providers are active, engaged and invested in the future of our chapter.

#### **Education events of all shapes and sizes!**

20+ educational events a year throughout the state. Typical provider attendance is between 50 – 75%.

#### **Members are all the same!**

Regardless if you are a business partner member or a provider member, we encourage participation. We offer low flat rate pricing for both membership types and don't limit networking or events to just provider members.

#### **Strong Sponsorship Retention**

We love and support our sponsors and it shows through our high retention rates.

#### **Provider Education Packages**

With one flat annual fee, provider sponsors can send their staff to our events - good for 12 months from enrollment.

#### **Our Commitment to Education**

We network with other organizations such as MHA, KHA and MOPCA to bring our members the BEST education

**SIGN UP TODAY!**

Visit our website at <https://hfmaregion8.org/greater-heartland/> for the most up-to-date Education Event or Golf Event Sponsorship Opportunities available.

Sponsorship is not a one-size fits all here at the Greater Heartland Chapter.  
We offer a broad range of sponsorship options that include Annual Sponsorship or Per Event Sponsorship.

## 2021-2022 ANNUAL SPONSORSHIP OPPORTUNITIES

### Levels & Benefits

#### Website

Company Name with Website Link & Company Logo

Company Name with Company Logo on Chapter Banner

Company Name with Company Logo (No Link)

Company Name on Chapter Banner for Meetings (No Logo)

Company Name Using Vendor Font OR Company Logo (No Link)

Diamond	Platinum	Gold	Silver
\$5,000	\$3,500	\$2,500	\$1,500

X	X		
X	X		
		X	
		X	
			X

#### Marketing

Included in Event Emails - Same Format as Chapter Banner

Company Highlight in Heartland Express with Company Logo, Website link, and article or short video

Blog post featured in Heartland Express and on Website

Company Name in Chapter PowerPoint Between Sessions

X	X	X	
X	X	X	X
X	X	X	
X	X	X	X

#### Chapter Events

Golf - 1 Individual player at St. Louis or Kansas City Golf Tournament

Golf - 1 Foursome at St. Louis or Kansas City Golf Tournament

Free Registration 1/2 or 1 Day Event

Free Registration at Fall Conference or Spring Conference

Free Booth at Fall and Spring Conference

Free Booth at Fall or Spring Conference

50% Booth Discount at Fall or Spring Conference

Opportunity to Submit Speaker Proposal

Opportunity to Introduce Speaker

Attendee lists with Name, Title, & Company for Fall & Spring Conference

		1	
1	1		
5	5	5	3
5	4	3	
1			
	1		
		1	
1	1		
1	1		
X	X	X	X

If you are interested in exposure at a single event, consider becoming a Host Sponsor. As the host you will receive logo recognition on all marketing material. Your logo will be featured at the event as our sponsor and you will have 5 minutes to speak about your organization at the event.

Visit our website at <https://hfmaregion8.org/greater-heartland/> for the most up-to-date opportunities available.

For more information contact: Gina Arquette, [\(gina@demarsemeetings.com\)](mailto:gina@demarsemeetings.com), (813) 994-0107 x104