

Become a  
SPONSOR!



**hfma**™ san diego-imperial chapter  
healthcare financial management association



The San Diego-Imperial Chapter of the Healthcare Financial Management Association is a professional membership organization for individuals in financial management of healthcare institutions and related patient organizations

## Chapter Membership

➤ 470 + Members

## Chapter Demographics

- Health Systems 37%
- Hospitals & Medical Centers 27%
- HMO & Health Insurance Co 8%
- Consulting Firms 8%
- Medical Group & Mgmt. 6%
- Collections & A/R Recov. 5%
- Legal & Accounting 3%
- Managed Service & Staffing 3%
- Other Professionals 3%

Highly active and  
growing member  
base

## 2021 – 2022 General Sponsorship Opportunities

PLATINUM	at \$3,500
GOLD	at \$2,500
SILVER	at \$1,500
BRONZE	at \$750

*General sponsorship runs on a 12-month rolling calendar.*



## Partner with us for Webinar Opportunities

*Webinar sessions hosted by our sponsors provide unique outreach opportunities and exposure to our member base. We will engage you throughout the year to schedule webinar slots. Available to Platinum, Gold, and Silver sponsors – with Platinum and Gold being given priority.*

## 2021-2022 GENERAL SPONSORSHIP RATES AND BENEFITS

SPONSORSHIP LEVEL	PLATINUM	GOLD	SILVER	BRONZE
	\$3,500	\$2,500	\$1,500	\$750
Chapter website recognition with introductory paragraph, direct link to sponsor website, and listing in the online chapter sponsor directory	✓	✓	✓	✓
Sponsor logo signage at all chapter events	✓	✓	✓	✓
Sponsor name recognition in chapter's electronic newsletter	✓	✓	✓	✓
Ability to sponsor chapter event gift bags, prize giveaways, and refreshments at all chapter events*	✓	✓	✓	✓
Sponsor Spotlight (250 words) in chapter's electronic newsletter**	✓	✓	✓	✓
Opportunity to provide one educational webinar***	✓	✓	✓	
One complimentary registration at one chapter education or social event (Excludes the joint Women's Event)	✓	✓	✓	
One chapter webinar sponsor recognition introductory slide	✓	✓		
Tabletop space for marketing materials at all chapter events	✓	✓		
Additional complimentary registration at two chapter educational or social events (Excludes the joint Women's Event)	✓	✓		
Post Attendee Lists for all events – for HFMA attendees only	✓	✓		
2-minute verbal presentation at one of chapter's educational events to introduce sponsor's company	✓			
Booth Space at Fall Chapter Educational Event and marketing material space at other chapter events	✓			
Sponsor Spotlight on chapter's social media platforms: Facebook, Linked-In, Twitter, and website	✓			

\* Sponsors are able to gain name recognition by sponsoring gift bags, prize giveaways, and refreshments at chapter events. Sponsored gift bags and prize giveaways may include promotional materials or a recognition card, while refreshments and lunches will offer verbal recognition at the event.

\*\* Sponsor Spotlight will appear in the chapter newsletter on a rotating basis throughout the year, with priority rotation awarded to the higher-level sponsors. Platinum and Gold Level Sponsors also receive spotlight on chapter's social media platforms.

\*\*\* An educational webinar must be informative in purpose and address an industry need or current issues relevant to the field of healthcare financial management, healthcare finance and regulations. It may not focus solely on the sponsor's company, product, or service.



**Sponsor registration and payment**  
 can be completed online



**For more information**, please contact Beata Piehl, Sponsorship Chair  
Or Adam Taylor, Sponsorship Co-Chair at [hfmсандiego@gmail.com](mailto:hfmсандiego@gmail.com)



**General Sponsor registration and payment**  
can be completed online

- To **pay with a credit card**, please click on the link above, register at the Cvent site, select your general sponsorship level and/or event packages, and then enter your credit card information.
- To **pay with a check**, please click on the link above, register at the Cvent site, select your general sponsorship level and/or event packages, and then mail the check  
HFMA San Diego-Imperial Chapter, c/o Fahd Benjalil  
1111 Brockton Street, El Cajon, CA 92020

to:



The **San Diego-Imperial Chapter of the Healthcare Financial Management Association** is a professional membership organization for individuals in financial management of healthcare institutions and related patient organizations. HFMA is a membership organization that brings together executives and financial managers from provider organizations, physician practices, and health plan markets to collaborate and address the many financial challenges the US healthcare system faces today. It is an indispensable source for networking, practical tools, and industry news and perspectives. HFMA creates and delivers education, analyses, and tactical guidance to its members through a variety of programs and channels.

*Contributions to 501(c)(6) organizations are not deductible as charitable donations for federal income tax purposes. Donations may be deducted as a business expense if they are "ordinary and necessary" in the conduct of the taxpayer's business. Always consult your tax advisor for assistance.*

