



hfma™ indianapolis pressler memorial
healthcare financial management association

Sponsorship Program

2023-2024

The Board of Directors of the Indianapolis Pressler Memorial Chapter HFMA has a Sponsorship Program to encourage and facilitate sponsorship by organizations and individuals. The goals of the Sponsorship Program are:

- Provide greater visibility and appreciation for our Sponsors.
- Provide additional financial resources to support Chapter activities and improve service to Chapter members.
- Define Sponsor participation in Chapter activities.
- Provide preferred opportunities to participate in Chapter activities for Sponsors who make a greater commitment to the Chapter.
- Provide for advance planning for Sponsors and the Chapter for advertising and financial requirements.
- Simplify the financial process for the Chapter and the Sponsor by providing advance payment for certain Chapter activities such as advertising.

To realize the above goals, four levels of participation for Sponsors have been established. The components of the program for each level of participation as well as various terms and conditions of participation for both Sponsors and Non-Sponsors are outlined below. Each Sponsor may only have one logo on the website and one listing in printed materials. If a Sponsor has more than one division, a separate sponsorship must be obtained for each one.

Advertisement and Logo Details

Advertisements should be in high resolution .tif or .jpg with at least 300 dpi

Company logos are advertised on hfma-indiana.org homepage. Other opportunities to advertise may be available throughout the chapter year and will be at the discretion of the Communications Committee Chair. Size of advertising for sponsors depends on the sponsorship level.

Please send logos and web addresses to: bwillkie@saludrevenue.com

Sponsorship Listing

A benefit of sponsorship is a listing(s) on the Chapter's Sponsorship Page. Please list your category(ies) on the application form. A list of categories is provided on the registration form at <http://hfma-indiana.org/Sponsorship>

President's Club - \$4500

- President's Club Level advertisement on the hfma-indiana.org homepage.
- Four (4) free registrations for Chapter educational institutes to be used at Sponsor's discretion (may be used for one- or two-day institutes).
 - The registrations can be donated back to the Chapter to be used for scholarships for providers who need financial help to attend an educational institute.
- Free booth registration at our Annual Legislative Institute and an option at our Women's event to be one of two event sponsors and an exclusive table marked with company name at the Women's Event.
- Opportunity to present an approved.
 - Premium Booth locations, based on registration date
- Recognition at each educational institute
 - Including a PowerPoint presentation during opening remarks and breaks
- Opportunity to be a full day Event Main Sponsor, at one of two events
 - Including a 2-3 minute introduction to your organization at the opening session or networking event
 - We will limit this level to 4 Presidential Sponsors, to add exclusivity and a guarantee of 4 spots for the presentations
- Pre- and post-meeting attendee list from all educational institutes
- Logo and link on top page of sponsorship website

Gold Level - \$2850

- Gold Level advertisement on the hfma-indiana.org homepage.
- Three (3) free registrations for Chapter educational institutes to be used at Sponsor's discretion (may be used for one- or two-day institutes)
 - The registrations can be donated back to the Chapter to be used for scholarships for providers who need financial help to attend an educational institute.
- Free booth registration at Winter Chapter Institute and an exclusive table marked with company name at the Women's Event.
 - Premium Booth location, after President's booths have been assigned.
- Recognition at each educational institute
 - Including a PowerPoint presentation during opening remarks and breaks⁴¹
- Pre- and post-meeting attendee list from all educational institutes
- Logo and link to your web page on the sponsorship page of website

Silver Level - \$2100

- Silver Level advertisement on the hfma-indiana.org homepage.
- Two (2) free registration for a Chapter educational institute to be used at Sponsor's discretion (may be used for one- or two-day institutes)
 - **New Option:** The registrations can be donated back to the Chapter to be used for scholarships for providers who need financial help to attend an educational institute.
- Free booth registration at Winter Chapter Institute and a table marked with one other non-competing sponsor at the Women's Event.
- Premium Booth location, after Gold's booths have been assigned.
- Recognition at each educational institute
 - Including a PowerPoint presentation during opening remarks and breaks
- Pre- and post-meeting attendee list from all educational institutes
- Logo and link to your web page on the sponsorship page of website

Bronze Level - \$1500

- Bronze Level advertisement on the hfma-indiana.org homepage. First right of refusal if there is space for a booth for Winter Institute. Booth space is first come, first served and based on availability.
- One (1) free registration for a Chapter educational institute to be used at Sponsor's discretion (may be used for one- or two-day institutes)
 - **New Option:** The registrations can be donated back to the Chapter to be used for scholarships for providers who need financial help to attend an educational institute.
- Recognition at each educational institute
 - Including a PowerPoint presentation during opening remarks and breaks
- Pre- and post-meeting attendee list from all educational institutes
- Logo and link to your web page on the sponsorship page of website

Additional Options

Special Event Participation

Special Events are defined as (1) special speaker, (2) hospitality suite, (3) break refreshments, (4) entertainment, (5) lunch or dinner, and (6) other events as may be approved by the Board of Directors from time to time. **All expenses associated with the "Special Event" are paid by the Sponsor in addition to its base level sponsor fee.**

Only annual sponsors may sponsor networking or social events.

Non-Annual Sponsors may rent a booth at the Annual Spring Conference for \$1,500, if there is room after all annual sponsors have committed or sent their regrets.

The following items may be purchased by Sponsors for an additional fee:

- Additional registration fees at member rate
- Additional business card advertisements in *Hoosier Times* newsletter

Non-Sponsor Fees

The Sponsorship Program is optional and non-exclusive. The Program offers value to those organizations and persons who wish to become Sponsors, while realizing that not all organizations and persons want to become a Sponsor. Therefore, provisions have been made in this Program for Non-Sponsors as well. The following items may be purchased by non-sponsors for a fee:

- Chapter trade show booth

For additional info, contact one of two Co-Chairs:

Brad Willkie at bwillkie@saludrevenue.com

Tina Slusher at tina.slusher@changehealthcare.com,

or visit our website: www.hfma-indiana.org

Complete the Sponsorship Form at: <https://cvent.me/vWZd04>

Current Sponsors, invoices are sent via email the first part of May with a link to pay your renewal fee. You can also login to www.hfma-indiana.org and visit the sponsorship page and click on "edit your member profile" to renew your sponsorship.