



central ohio chapter

Dear Healthcare Leader:

Welcome to 2024 and a new sponsorship year! As we enter this new chapter year, we are prepared more than ever to meet the ever-changing needs of our organizations and members by putting our Corporate Sponsors at the forefront of education and innovation.

The Corporate Sponsorship Program is structured to give you exposure to roughly 1,500-chapter members. In 2023, promotion at events, speaking and education opportunities, education banners, and electronic ads demonstrated our commitment to make sure you received the exposure and opportunities you have come to expect from Central Ohio HFMA. In 2024, we aim to bring you the same commitment, with even greater exposure and opportunity as we continue to ramp up our in-person event schedule while still offering virtual opportunities to get exposure to the membership.

Please review the following pages for benefits and important information regarding sponsorship for the 2024 calendar year. If you would like to take advantage of Corporate Sponsorship, please [click here](#) to submit your commitment **by January 31, 2024.**

Should you have any questions or need additional information, please feel free to call or email. Thank you for your support of The Central Ohio Chapter of HFMA.

Sincerely,

Central OH HFMA Sponsorship Chair
Bethany Kinkel

Director of Business Development
CBC, LLC
419-512-7952
bkinkel@cbcollects.com

Central OH HFMA Sponsorship Co-Chair
Neel Sikand

Manager
Healthrise
248-807-0891
nsikand@healthrise.com

Thank you to our 2023 Corporate Sponsors for your support and continuing the success of the Central Ohio HFMA Chapter!

Platinum Sponsors

CPAs / ADVISORS



Gold Sponsors



Silver Sponsors





Bronze Sponsors



2024 Corporate Sponsorship update

For the 2024 sponsorship year, corporate sponsorship opportunities include Executive, Platinum, Gold, Silver, and Bronze level sponsorships. Please see the grid on page 4 for 2024 pricing and a description of the benefits of each sponsorship level.

Executive Level Sponsorship - Exclusive All Access Membership Pass

Enterprise memberships are leveraged by hospitals, health systems and business partners seeking cost-effective education programs and industry resources to increase staff engagement and optimize business performance. For 2024, this exclusive access allows corporate sponsors to connect with enterprise members via the planning, hosting, and participation in enterprise only events. Please note that this sponsorship tier has limited availability.

Region 6 Conference (2024)– Corporate Sponsorship Points

Planning has begun for the 2024 Region 6 Conference, which will be held on September 25-27, 2024, at the Columbus Hilton in Easton. Based on your 2024 corporate sponsorship, you will accumulate points by level of sponsorship and number of chapters supported, which will be used to determine exhibit and sponsorship priority for this event. Region 6 Chapters participating in the regional conference include Central Ohio, Northeast Ohio, Northwest Ohio, Southwest Ohio and Michigan.

Priority access (based on top sponsorship points) to register for Region 6 Sponsorships will occur from:

Priority One: First 3 weeks of open registration (~December 2023)

Priority Two: End of priority 1 (~January 2024)

Priority Three: End of priority 2 (~February 2024)

Note – the priority levels and timing of registration periods are all subject to change once the timing and logistics for the 2024 event have been finalized.

2023 Sponsorship Points		
Tier	Points Per Chapter	Total Points Allowed
Bronze	1	5
Silver	2	10
Gold	3	15
Platinum	4	20
Executive	5	25

Example Points

If a gold level sponsor earns 3 points per chapter it supports, sponsoring 3 chapters at the same level would earn them 9 points. Chapters with the highest corporate sponsorship points get first access to the Region 6 Conference Exhibition and Sponsorship Items

Sponsorship levels and benefits on following page

2024 Central Ohio Sponsorship Levels & Benefits

Sponsorship Benefit	Sponsorship Level				
	Bronze	Silver	Gold	Platinum	Executive (limited availability)
Verbal Recognition of Sponsors at Live/Virtual Meetings	√	√	√	√	√
Recognition of Sponsors via Signage at Live Meetings	√	√	√	√	√
Listed in Sponsor Slideshow at Live/Virtual Chapter Meetings	√	√	√	√	√
Logo & Site Link on Chapter Website	√	√	√	√	√
Job Postings on Chapter Website		√	√	√	√
Listing of All Attendees from Chapter Meetings		√	√	√	√
Electronic or Social Media Content to Chapter Members		1 post (Logo)	1 post*	2 posts**	2 posts **
Free Registrations for Chapter Meetings (if applicable)		1 @ each	2 @ each	3 @ each	3 @ each
Free Registrations for Provider Registrants (if applicable)		2	3	4	5
Priority Preference of Sponsorship Opportunities		Third	Second	First	First
Priority Preference of Speaking and Educational Content Opportunities		Third	Second	First	First
Banner on Chapter Website Homepage			√	√	√
Promotional Material Distributed Before or After Chapter Meetings			√	√	√
One Table Sponsor Discount for WIL or Spring			20% discount	50% discount	Free
Featured Intro, Commercial, or Video at Live/Virtual Chapter Meetings				3	3
Exclusive All Access Membership Pass					√
2024 Rates	\$1,000	\$2,000	\$3,000	\$4,000	\$5,000

* Post includes company created graphic

** Posts can include media such as video, graphic, white paper, etc. provided by Sponsor

Your 2024 Sponsorship includes the following Calendar of Events

Event	Dates	Location
Women in Leadership (WIL)	March 21, 2024	
Spring Conference	May 23, 2024	
New Member Reception	TBD – Late Summer 2024	TBD
Volunteer Engagement Event	TBD – Late Summer 2024	TBD
Region 6 Conference	September 25-27, 2024	
Accounting/Auditing Update	TBD – November 2024	TBD
Holiday Gala	TBD – December 2024	TBD
Central Ohio HFMA Gives Back	TBD	TBD

2024 Event Sponsorship Opportunities

In addition to the corporate sponsorship levels and benefits described above, there will be additional opportunities for corporate partners to sponsor specific events throughout the year. These opportunities will be communicated by the COHFMA sponsorship committee throughout the year as each event approaches and priority will be given to corporate sponsors as outlined on page 4. The following opportunities are subject to change as event planning is finalized during 2024.

Spring Conference Sponsorship Opportunities	Sponsorship Cost
Keynote Sponsor - Signage, acknowledgement, 2-min commercial, 1 free registration	\$3,000
Keynote Book Sponsor - Signage, acknowledgement, 2-min commercial, 1 free registration	\$3,000
Breakfast Sponsor, Day 1 - Signage, acknowledgement, 2-min commercial, 1 free registration	\$5,000
Breakfast Sponsor, Day 2- Signage, acknowledgement, 2-min commercial, 1 free registration	\$5,000
Lunch Sponsor - Signage, acknowledgement, 1 free registration	\$3,500
Break Sponsor, Day 1 morning - Signage, acknowledgement, 1 free registration	\$1,000
Break Sponsor, Day 1 afternoon - Signage, acknowledgement, 1 free registration	\$1,000
Break Sponsor, Day 2 morning - Signage, acknowledgement, 1 free registration	\$1,000
Reception Sponsor - Signage, acknowledgement, 1 free registration	\$1,000
Booth Exhibit Sponsor - Signage, acknowledgement, 1 free registration	\$1,000

Women in Leadership Sponsorship Opportunities	Sponsorship Cost
Keynote Sponsor - Signage, acknowledgement, 2-min commercial, 1 free registration	\$3,000
Breakfast Sponsor - Signage, acknowledgement, 2-min commercial, 1 free registration	\$5,000
Lunch Sponsor - Signage, acknowledgement, 1 free registration	\$3,500
Break Sponsor, morning - Signage, acknowledgement, 1 free registration	\$1,000
Break Sponsor, afternoon - Signage, acknowledgement, 1 free registration	\$1,000
Reception Sponsor - Signage, acknowledgement, 1 free registration	\$1,000

Holiday Gala	Sponsorship Cost
Event Sponsor - Signage, acknowledgement, grand prize giveaway, 4 free couple registrations	\$3,500
Photo Booth Sponsor - Exhibit sponsor backdrop to provide a place for pictures for social media exposure. 2 free couple registrations	\$2,500
Bar/Cocktail Lounge Sponsor - Signage, acknowledgement, cocktail napkins with company logo, 2 free couple registrations	\$2,000
Hors D'oeuvres Sponsor - Signage, acknowledgement, 1 free couple registration	\$1,000
Dessert Station Sponsor - Signage, acknowledgement, 1 free couple registration	\$1,000
DJ Sponsor- Signage, acknowledgement, 1 free couple registration	\$1,000
Carving Station Sponsor – Signage near carving station, acknowledgement, 1 free couple registration	\$1,000

Region 6 – 4 Ohio Chapters (NEO, NWOH, SWOH, COH) and Michigan – September 25-27, 2024 at the Columbus Hilton at Easton

Initial planning for this event is in process. Sponsorship opportunities and event details will be communicated to corporate sponsors as soon as they are available.

Thank you for your continued support and involvement in Central Ohio Chapter of HFMA. [Central Ohio 2024 Corporate Sponsorship Registration Link](#)