



Annual Sponsorship Overview 24-25

AZHFMA is a state-wide chapter serving all of Arizona. AZHFMA is recognized as a top-performing chapter and is the best source for members to gain access to the most reliable tools, credible resources, unique insights, and peer networking in healthcare finance.

Our chapter has over 2700 amazing members (and climbing) including Enterprise Members from Banner Health, Valleywise Health, Phoenix Children's Hospital, Honor Health, Mayo Clinic, and other esteemed partners. Over 90% of our members are from provider organizations, health plans, and physician practices.

AZHFMA is known for its innovative content and award-winning conferences. Historical chapter events include the Value Based Care Conference, the Women Lead HERe Conference, the Fall Conference, and the Western Region Symposium. Additional events this year will include CRCR Certification Bootcamps and in-person Fall and Spring Conferences.

Annual chapter sponsorship opportunities allow you to achieve several goals at once, while maximizing your investment dollars. We welcome opportunities to tailor sponsorship packages that meet your specific needs.

Please contact us at admin@azhfma.org to learn more. We look forward to hearing from you!

- ✓ Put Your Brand in the Spotlight
- ✓ Reach Your Target Audience
- ✓ Be Recognized as A Thought Leader
- ✓ Create Long-Lasting Connections
- ✓ Drive Sales
- ✓ Generate Leads



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Platinum Partner – Annual Fee \$3,000

Platinum Exclusive Benefits

- ✓ 25% discount toward exhibit tables or other sponsorships opportunities that are open at any Conference or event.
- ✓ Priority placement preference for purchased exhibit booth space.
- ✓ Ability to publish AZHFMA approved articles or whitepaper topics on AZHFMA social media and website – one per year
- ✓ Ability to market webinars on AZHFMA social media and website – two per year
- ✓ Ability to present AZHFMA approved, client-led educational content (i.e., webinar, breakout session, etc.) - one (1) per year
- ✓ Platinum Annual Sponsor ribbons on nametags at in-person conferences
- ✓ Platinum Sponsor Marquee Spotlight four (4) times annually with company tag and logo (10x annual logo visibility)
- ✓ Complimentary registrations to use at any AZHFMA educational event
 - In-Person Events – Three (3)
 - Virtual Events – Ten (10)

Brand Spotlight

- ✓ Logo placement in bi-monthly chapter emails
- ✓ Listing as a Platinum sponsor on the chapter website, with your logo and a hyperlink to your landing page
- ✓ Listing, logo and hyperlink in the chapter Business Service Directory

Create Long-Lasting Connections

- ✓ Provider Coupons, which grant complimentary registration to your prospects and guests for any AZHFMA event. *Note: in the event your client cannot accept gifts of value, Provider Coupons can be donated back to the chapter for scholarship allocation.*
 - In-Person Events – Ten (10)
 - Virtual Events – Twenty (20)

Event Visibility

- ✓ Prominent display of company logo on signage (in-person events)
- ✓ Company logo included on annual sponsor banner at each AZHFMA event*
(*must secure sponsorship by Feb. 15th)
- ✓ Annual sponsor listing displayed in conference programs
- ✓ Advance notice of any event sponsorship offerings to secure first-come/first-served packages



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Gold Partner – Annual Fee \$2,500

Gold Exclusive Benefits

- ✓ 20% discount toward exhibit tables or other sponsorships opportunities that are open at any Conference or event.
- ✓ Gold Annual Sponsor ribbons on nametags at in-person conferences
- ✓ Gold Sponsor Marquee Spotlight three (3) times annually with company tag and logo (6x annual logo visibility)
- ✓ Complimentary registrations to use at any AZHFMA educational event
 - In-Person Events – Two (2)
 - Virtual Events – Four (4)

Brand Spotlight

- ✓ Logo placement in bi-monthly chapter emails
- ✓ Listing as a Gold Sponsor on the chapter website, with your logo and a hyperlink to your landing page
- ✓ Listing, logo and hyperlink in the chapter Business Service Directory

Create Long-Lasting Connections

- ✓ Provider Coupons, which grant complimentary registration to your prospects and guests for any AZHFMA event. *Note: in the event your client cannot accept gifts of value, Provider Coupons can be donated back to the chapter for scholarship allocation.*
 - In-Person Events – Six (6)
 - Virtual Events – Twelve (12)

Event Visibility

- ✓ Prominent display of company logo on signage (in-person events)
- ✓ Annual sponsor listing displayed in conference programs
- ✓ Company logo included on annual sponsor banner at each AZHFMA event*
(*must secure sponsorship by Feb. 15th)
- ✓ Advance notice of any event sponsorship offerings to secure first-come/first-served packages



Silver Partner – Annual Fee \$1,750

Silver Exclusive Benefits

- ✓ 15% discount toward exhibit tables or other sponsorships opportunities that are open at any Conference or event.
- ✓ Silver Annual Sponsor ribbons on nametags at in-person conferences
- ✓ Silver Sponsor Marquee Spotlight two (2) times annually with company tag and logo (3x annual logo visibility)
- ✓ Complimentary registrations to use at any AZHFMA educational event
 - In-Person Events – One (1)
 - Virtual Events – Three (3)

Brand Spotlight

- ✓ Logo placement in bi-monthly chapter emails
- ✓ Listing as a Gold Sponsor on the chapter website, with your logo and a hyperlink to your landing page
- ✓ Listing, logo and hyperlink in the chapter Business Service Directory

Create Long-Lasting Connections

- ✓ Provider Coupons, which grant complimentary registration to your prospects and guests for any AZHFMA event. *Note: in the event your client cannot accept gifts of value, Provider Coupons can be donated back to the chapter for scholarship allocation.*
 - In-Person Events – Four (4)
 - Virtual Events – Eight (8)

Event Visibility

- ✓ Prominent display of company logo on signage (in-person events)
- ✓ Company logo included on annual sponsor banner at each AZHFMA event *
(*must secure sponsorship by Feb. 15th)
- ✓ Annual sponsor listing displayed in conference programs
- ✓ Advance notice of any event sponsorship offerings to secure first-come/first-served packages



Bronze Partner – Annual Fee \$1,000

Bronze Exclusive Benefits

- ✓ 10% discount toward exhibit tables or other sponsorships opportunities that are open at any Conference or event.
- ✓ Bronze Annual Sponsor ribbons on nametags at in-person conferences
- ✓ Bronze Sponsor Marquee Spotlight one (1) times annually with company tag and logo (1x annual logo visibility)
- ✓ 50% discount on one registration to use at any AZHFMA educational event

Brand Spotlight

- ✓ Logo placement in bi-monthly chapter emails
- ✓ Listing as a Bronze Sponsor on the chapter website, with your logo and a hyperlink to your landing page
- ✓ Listing, logo, and hyperlink in the chapter Business Service Directory

Create Long-Lasting Connections

- ✓ Provider Coupons, which grant complimentary registration to your prospects and guests for any AZHFMA event. *Note: in the event your client cannot accept gifts of value, Provider Coupons can be donated back to the chapter for scholarship allocation.*
 - In-Person Events – Two (2)
 - Virtual Events – Four (4)

Event Visibility

- ✓ Prominent display of company logo on signage (in-person events)
- ✓ Company logo included on annual sponsor banner at each AZHFMA event *
*(*must secure sponsorship by Feb. 15th)*
- ✓ Annual sponsor listing displayed in conference programs
- ✓ Advance notice of any event sponsorship offerings to secure first-come/first-served packages

Sponsorship Benefits Overview

	Platinum \$3,000*	Gold \$2,500*	Silver \$1,750*	Bronze \$1000*
Exhibit/Sponsorship Discount	25% discount*	20% discount*	15% discount*	10% discount*
Logo Marquee Spotlight	4 annually 10 logo views	3 annually 6 logo views	2 annually 3 logo views	1 annually 1 logo view
Provider Coupons	10 live 20 virtual	6 live 12 virtual	4 live 8 virtual	2 live 4 virtual
Comp Event Registration	3 live 10 virtual	2 live 4 virtual	1 live 3 virtual	50% discount
Website Listing	✓	✓	✓	✓
Business Directory Listing	✓	✓	✓	✓
Chapter Email Logo	✓	✓	✓	✓
Market Approved Webinar (2)	Exclusive	-	-	-
Publish Written Content	Exclusive	-	-	-
Present Content	Exclusive	-	-	-

Highlights

Logo Marquee Spotlight: AZHFMA loves its sponsors, and it shows! Leveraging our social media posting calendar, we regularly feature our Logo Marquee Spotlight on our primary LinkedIn account, complete with tagging of your company and the appropriate Marquee. Maximize your logo visibility through higher sponsor levels.

Sponsor Level	Posting Frequency	LinkedIn Tag Visibility	Logo Visibility
Platinum	4	4	10
Gold	3	3	6
Silver	2	2	3
Bronze	1	1	1



Social Media Channels: AZHFMA has developed a robust social media platform designed to streamline communications, showcase our sponsors and drive community engagement.

- [LinkedIn](#) is our primary channel for announcements. We regularly feature annual and event sponsors, event information, certification celebrations, membership updates and other great content. With 800 members and climbing, our engagement rates for content are higher than most chapters (and the Association)!
- [YouTube](#) acts as our repository for recorded events, content and our Arizona Hot Seat interviews
- [AZ HFMA's Website](#) is the centralized hub for our leadership, events, news, sponsor information and general communications forum

Refunds: All annual sponsorship payments are final, and no refunds can be issued.

Prorating: Annual sponsorship is by calendar year. As a new sponsor, the chapter will prorate your sponsorship investment at 6 months or less, provided the next year is prepaid. A 15% courtesy discount to your prorated investment will be applied.

A la carte Offerings: AZHFMA realizes that companies come in all shapes and sizes. We are proud to offer customized sponsor benefit packages tailored to your budget and desired outcomes. Working together, we can deliver the right benefits to help you drive sales, enhance your image and credibility, develop new relationships and convert leads to customers.

Contact us at admin@azhfma.org to finalize your sponsorship package or join our distribution list for upcoming events.



<https://www.linkedin.com/company/19079096/admin/>



https://www.youtube.com/channel/UCs3MbHhckil7i4uFXDAq7wg?view_as=public



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<https://www.hfma.org/chapters/region-10/arizona/>



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Thank you!