

hfma™

metropolitan new york chapter

ANNUAL SPONSORSHIP PROPOSAL 2026-27



Chair

Becky Greenfield

Shareholder, Wolfe Pincavage,
LLP



Co-Chair

Mary Athitang

VP, Treasury Management, JP
Morgan Healthcare



12 months of benefits
6/01/26-5/31/27



NYC and Long Island



Nearly 1000 Members,
60% providers



80% of membership
participation at
live events throughout the year



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The Healthcare Financial Management Association Metropolitan New York Chapter consists of nearly **1,000 members** and growing who are in **all areas of healthcare** including health systems, managed care organizations, physician practices, accounting firms, and insurance companies. Our geography includes **Long Island and NYC**.

MISSION

To provide quality education, professional development, and networking opportunities to the Metro NY healthcare community to improve health outcomes and delivery.

VISION

HFMA Metro NY will be the premiere source in healthcare finance and revenue cycle through best practices, advocacy, and innovation.

VALUES

HFMA Metro NY advances the industry through:

- 1. Education*
- 2. Collaboration*
- 3. Professional Development*
- 4. Equality and Inclusivity*
- 5. Innovation*
- 6. Community Impact*
- 7. Integrity*



2026–2027 EVENT LISTING

Rev Cycle & New Member

 August 2026

 Long Island

Friday Night Lights

 29 August 2026

 Citi Field

Golf Outing

 28 September 2026

 Pelham Country Club

Diversity in Leadership

 September 2026

 Garden City Hotel

Mid Year Reimbursement

 September 2026

 NYC

Academic Evening Event

 October 2026

 Cornell Club

Academic Evening Event

 October 2026

 Long Island

Fall Institute & Vendor Showcase

 November 2026

 UBS Arena

Managed Care

 November 2026

 NYC

Community Volunteering

 November 2026

 Long Island

Professional Development

 December 2026

 NYC

+++Chapter's goal is to host 10 webinars on various topics through out the year.

BUSINESS PARTNER

ANNUAL CORPORATE SPONSORSHIPS

BENEFITS	DIAMOND (LIMITED TO 3)	PLATINUM	GOLD	SILVER
STRATEGIC ALIGNMENT				
VIP entry, reserved seating, and opportunities to introduce sessions at live events	✓			
Be 1 of 3 exclusive sponsors of the Executive Salon - no additional cost	✓			
Sole sponsor and host of an educational event - no additional cost	✓			
Exclusive opportunity to exhibit at the invite-only Vendor Showcase at the 2026 Fall Institute	✓	✓		
Opportunity to submit articles, etc. to be published on LinkedIn and Chapter's website	✓	✓		
TARGET AUDIENCE REACH				
Opportunity to provide 3 minute company overview / commercial at the Fall Institute	✓			
Priority consideration for speaker proposals for in-person events and webinars. Logo on registration websites	✓	✓		
3 free event vouchers (excludes the Annual Institute) and preferred pricing at select events	✓	✓	✓	✓
Recognition throughout the year at in-person events, on LinkedIn, and in Chapter communications	✓	✓	✓	✓
ENGAGEMENT				
List of attendees (excludes emails) to in-person education events, pre and post event	✓			
3 Chapter Golf Outing Dinner and 3 Volunteer Celebration Vouchers (est. value of \$1,000+)	✓	✓	✓	
Discounted event sponsorships and exhibit space reservation priority	✓	✓	✓	✓
MARKET PRESENCE				
Host a Chapter event at your office location / space in the Metro NY area	✓	✓	✓	
Name / logo recognition and link to your website through the Chapter's website	✓	✓	✓	✓
PRICING	\$13,000	\$6,000	\$5,000	\$4,000



DIAMOND SPONSORSHIP



VIP

Receive priority access and reserved seating at live events. You will also have the opportunity to **introduce sessions** at select events.



EXECUTIVE SALON

An **invite-only** forum bringing together senior healthcare leaders for an evening of off-the-record discussion. With no presentations, the Salon is designed to foster honest dialogue, fresh perspectives, and deeper connection. Vendor participation will be limited to the three Diamond partners.

Target Audience Reach



Curated group of up to **20 senior healthcare executives** from across Metro NY

Strategic Alignment



Participation in round table discussions amongst up to 20 senior healthcare executives.

Market Presence and Customer Engagement

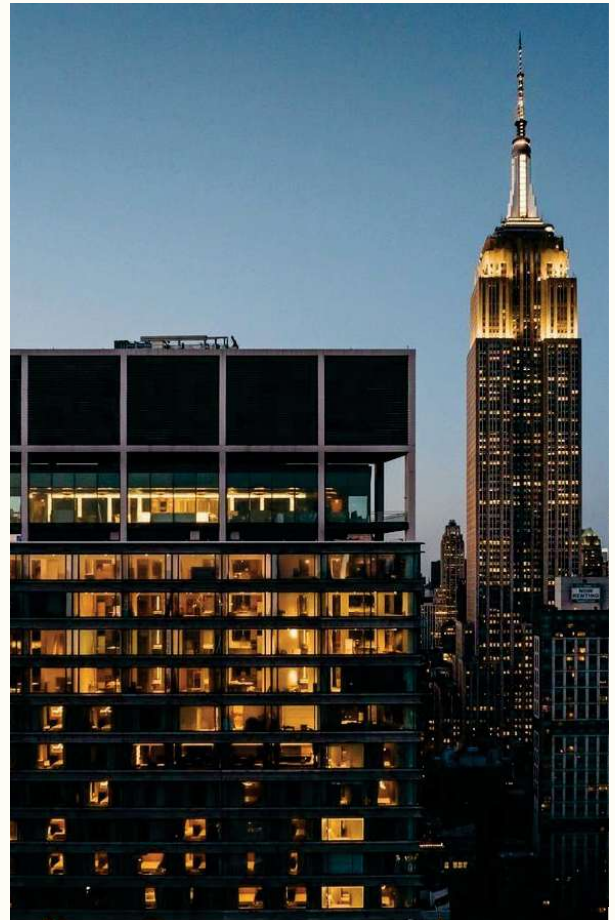


High-impact visibility through curated participation, event branding, and attendee engagement. **Two complimentary registrations.**



EXCLUSIVE EVENT

Exclusively **sponsor, host, and attend** a single event for chapter members. Marketing, education support, and event logistics to be planned collaboratively with HFMA Metro NY. Subject to final approval by Chapter Officers.



PROVIDER AND ACADEMIC PARTNER

Contribution: \$5,000

Guaranteed ROI = 157.5%

Our chapter leadership is committed to its Metro NY hospitals, health systems, and colleges. We value their participation and are offering the following partnership packages exclusively to provider and academic institutions.

Provider and Academic partners will receive ALL of the same benefits outlined for Business Partner Sponsors as well as:

Benefits:

- 40 Education Seminar Vouchers (valued at \$6,000)
- 20 Institute Vouchers
 - 5 Fall Institute (valued at \$1,250)
 - 15 Annual Institute (valued at \$5,625)
- FREE registration for all virtual education
- Dedicated Board Liaison
- Verbal Recognition and Reserved Seating at Live Events
- Host an Education Seminar at Your Facility
 - (FREE registration for all employees)

INSTITUTE VOUCHER CONDITIONS

- Each Institute voucher includes complimentary attendance for a “Decision Maker” to the Annual Institute and Fall Institute + “Buddy Passes”
- “Decision Makers” are C-level, SVP or Revenue Cycle/Finance employees (VP, Exec. Director, etc.)
- Decision Maker receives Buddy Passes for colleagues of their choosing from provider organization
- Buddy Pass cannot be used w/out Decision Maker attendance

Thank you to our 2025–26 Partners!



Stony Brook
Medicine



Mount
Sinai

Northwell
Health



DOWNSTATE
HEALTH SCIENCES UNIVERSITY

Montefiore

Relative Benchmark – Our price is 70% less than ACHE, Becker’s, and HIMSS

CPA JOSEPH A. LEVI ANNUAL INSTITUTE

06

THREE
AVAILABLE

DIAMOND

CSP: \$14,000

Non-CSP: \$28,000

SEVEN
AVAILABLE

PLATINUM

CSP: \$8,000

Non-CSP: \$16,000

TEN
AVAILABLE

GOLD

CSP: \$7,000

Non-CSP: \$14,000

TWELVE
AVAILABLE

SILVER

CSP: \$6,000

Non-CSP: \$12,000

DRAFT

EXHIBITOR PRICING

hfma

metropolitan new york chapter

A LA CARTE SPONSORSHIP

<i>Networking Sponsorship Opportunities</i>				
Sponsorship Item	Description & Benefits	#	Non-Exhibitor Pricing	Exhibitor Pricing
Welcome Event Bar	<ul style="list-style-type: none"> • Sponsor food for pre-game reception for the Welcome Event • Can bring logoed items for food station (napkins, etc.) at your expense • Verbal and Logo recognition at event space, website, and conference app • Push notification message on event app 	1	\$9,000	See Exhibitor Discount on P. 2
Welcome Event Food	<ul style="list-style-type: none"> • Sponsor bar for pre-game reception for the Welcome Event • Can bring logoed items for bar (straws, koozies, etc.) at your expense • Verbal and Logo recognition at event space, website, and conference app • Push notification message on event app 	1	\$9,000	See Exhibitor Discount on P. 2
President's Cocktail Reception - Bar	<ul style="list-style-type: none"> • Sponsor food at President's Reception on Thursday, 3/19 • Can bring logoed items for food station (napkins, etc.) at your expense • Verbal and Logo recognition at event space, website, and conference app • Push notification message on event app 	1	\$7,000	See Exhibitor Discount on P. 2

****DRAFT - SUBJECT TO CHANGE****

A LA CARTE SPONSORSHIP

Networking Opportunities (Continued)

Sponsorship Item	Description & Benefits	#	Non-Exhibitor Pricing	Exhibitor Pricing
President's Cocktail Reception - Entertainment	<ul style="list-style-type: none"> • Sponsor entertainment for President's reception on Thursday, 3/19 • Verbal and Logo recognition at event space, website, and conference app • Push notification message on event app 	1	\$7,000	See Exhibitor Discount on P. 2
President's Cocktail Reception - Food	<ul style="list-style-type: none"> • Sponsor bar for President's reception on Thursday, 3/19 • Can bring logoed items for bar (straws, koozies, etc.) at your expense • Verbal and Logo recognition at event space, website, and conference app • Push notification message on event app 	1	\$7,000	See Exhibitor Discount on P. 2
After Party	<ul style="list-style-type: none"> • Sponsor sanctioned after party on Thursday, 3/19 - Details to be confirmed with HFMA input and approval • Verbal recognition and signage at event space, website, and conference app • Push notification message on event app 	3	\$7,000	See Exhibitor Discount on P. 2
Session Sponsor		7	\$8,000	See Exhibitor Discount
Keynote Speaker		2	\$10,000	See Exhibitor Discount

****DRAFT – SUBJECT TO CHANGE****

A LA CARTE SPONSORSHIP

Conference Food & Beverage Sponsorship Opportunities

Sponsorship Item	Description & Benefits	#	Non-Exhibitor Pricing	Exhibitor Pricing
Bottled Water	<ul style="list-style-type: none"> Keep hydrated - sponsor bottled water throughout the conference labeled with your logo Signage by bottled water station Verbal recognition Push notification message on conference app 	1	\$6,000	See Exhibitor Discount on P. 2
Lunch	<ul style="list-style-type: none"> Sponsor lunch on Day 1 Company will be featured at each food station located in exhibit hall during lunch Verbal recognition 	1	\$5,000	See Exhibitor Discount on P. 2
Breakfast	<ul style="list-style-type: none"> Sponsor lunch on Day 1 or Day 2 Company will be featured at each food station located in exhibit hall during breakfast Verbal recognition 	2	\$4,500	See Exhibitor Discount on P. 2
Snack Break	<ul style="list-style-type: none"> Sponsor a much needed snack break on the day of your choice Signage by snack bar Verbal recognition 	2	\$4,000	See Exhibitor Discount on P. 2
Coffee/Tea Break	<ul style="list-style-type: none"> Sponsor a caffeine fix for your friends and colleagues on the day of your choice Verbal recognition 	2	\$4,000	See Exhibitor Discount on P. 2

****DRAFT – SUBJECT TO CHANGE****

A LA CARTE SPONSORSHIP

Branding Sponsorship Opportunities

Item	Description & Benefits	#	Non-Exhibitor Pricing	Exhibitor Pricing
Lanyards	<ul style="list-style-type: none"> Sponsor lanyard for badges provided to all attendees Lanyard will contain sponsor's logo 	1	\$7,000	See Exhibitor Discount on P. 2
Badges	<ul style="list-style-type: none"> Sponsor badge provided to all attendees at registration Badge will contain sponsor's logo Push notification message on event app 	1	\$7,000	See Exhibitor Discount on P. 2
WiFi	<ul style="list-style-type: none"> Sponsor WiFi for conference Sponsor may assign company name for login credentials and create a custom internet splash page used for login Push notification message on event app 	1	\$8,000	See Exhibitor Discount on P. 2
AV	<ul style="list-style-type: none"> Sponsor the best A/V guys in the business AV company will announce sponsorship throughout conference, between sessions Push notification message on event app 	1	\$5,000	See Exhibitor Discount on P. 2
Conference Bag	<ul style="list-style-type: none"> Sponsor "swag" bags to be distributed to at check-in to all attendees Logo on bags Push notification message on event app 	1	\$5,000	See Exhibitor Discount on P. 2

Logo placement on conference website, conference app, signage, and LinkedIn posts

****DRAFT – SUBJECT TO CHANGE****

A LA CARTE SPONSORSHIP

Branding Sponsorship Opportunities (Continued)

Item	Description & Benefits	#	Non-Exhibitor Pricing	Exhibitor Pricing
Conference App	<ul style="list-style-type: none"> Sponsor the event app used by all attendees Push notification message on event app on Day 1 and Day 2 	1	\$7,000	See Exhibitor Discount on P. 2
Speaker Gifts	<ul style="list-style-type: none"> Sponsor thank you gift provided to each of our esteemed speakers and panelists Company may provide an envelope/bag with its logo, to be provided to speakers 	1	\$4,000	See Exhibitor Discount on P. 2
Recharge Station	<ul style="list-style-type: none"> Sponsor a cell phone charging station, located in a high-traffic area Signage by charging station 	3	\$4,000	See Exhibitor Discount on P. 2
Coat Check	<ul style="list-style-type: none"> Sponsor coat check, mandatory for all attendees who brought that extra layer - It may be cold outside, but the Levi Institute will be "HOT"! Signage at coat check station 	1	\$1,000	See Exhibitor Discount on P. 2
On Time Raffle	<ul style="list-style-type: none"> Sponsor a raffle item, purchased by HFMA committee Company name will be announced 	X	\$1,200	See Exhibitor Discount on P. 2

Logo placement on conference website, conference app, signage, and LinkedIn post

****DRAFT – SUBJECT TO CHANGE****

A LA CARTE EVENT SPONSORSHIPS

Our Chapter proudly hosts a range of educational seminars, institutes, and networking events throughout the year to support our members' professional development. For select events, the sponsorship opportunities below will be available to all interested businesses. However, as a **special benefit**, our Annual Corporate Sponsors will receive **exclusive discounted rates**.

We **deeply value** the ongoing support of our Annual Corporate Sponsors, and this benefit reflects our appreciation for their continued partnership.

1

EDUCATION SEMINAR EVENT SPONSORSHIPS

For in-person seminars hosted by an Education Committee*, we will offer the following:

- **Event Sponsor**

- **Cost**

- Annual Corporate Sponsor: **\$500**
- Non-Corporate Sponsor: **\$2,500**

- **Benefits**

- Logo on signage
- List of attendees (excludes emails) provided pre and post event
- Provide promotional items for registration table

- ***Education Committee Listing**

- Provider/Academic Partner Relations, Finance/Reimbursement/Audit, General Education, Revenue Cycle/Managed Care/Population Health/Technology, and Leadership/Professional Development

2

WOMEN IN LEADERSHIP BREAKFAST SPONSORSHIPS

To be hosted in Fall 2025, we will offer the following sponsorship opportunities:

- **Speaker Sponsor**

- **Cost**

- Annual Corporate Sponsor: **\$500**
- Non-Corporate Sponsor: **\$2,500**

- **Benefits**

- Signage and verbal recognition
- List of attendees (excludes emails) provided pre and post event

- **Event Sponsor**

- **Cost**

- Annual Corporate Sponsor: **\$1,000**
- Non-Corporate Sponsor: **\$4,000**

- **Benefits**

- Speaker Sponsor benefits
- Ability to provide promotional items for Registration Welcome Bag
- Complimentary Table of 6

A LA CARTE EVENT SPONSORSHIPS

3

FALL INSTITUTE SPONSORSHIPS

To be hosted in Fall 2026, we will offer the following sponsorship opportunities:

- **Speaker Sponsor**
 - **Cost**
 - Annual Corporate Sponsor: **\$500**
 - Non-Corporate Sponsor: **\$2,500**
 - **Benefits**
 - Signage and verbal recognition at Fall Institute
- **Event Sponsor**
 - **Cost**
 - Annual Corporate Sponsor: **\$1,000**
 - Non-Corporate Sponsor: **\$4,000**
 - **Benefits**
 - Signage and verbal recognition at Fall Institute
 - List of attendees (excludes emails) provided pre and post event
 - Ability to provide promotional items for Registration Welcome Bag
- **Game Suite Sponsor**
 - **Cost**
 - Annual Corporate Sponsor: **\$1,500**
 - Non-Corporate Sponsor: **\$5,000**
 - **Benefits**
 - Signage and verbal recognition at Fall Institute and Game Suite
 - Ability to provide promotional items for Registration Welcome Bag
 - List of attendees (excludes emails) provided pre and post event
 - Introduce a session (first come, first serve)
 - Company logo on drink koozies
- **Pre-Game Networking Sponsor (limited to one)**
 - **Cost**
 - Annual Corporate Sponsor: **\$3,000**
 - Non-Corporate Sponsor: **\$10,000**
 - **Benefits**
 - Signage and verbal recognition at Fall Institute, Pre-Game Networking, and Game Suite
 - List of attendees (excludes emails) provided pre and post event
 - Ability to provide promotional items for Registration Welcome Bag
 - Introduce Keynote session

4

SPECIAL EVENT SPONSORSHIPS

Events hosted by the Special Events Committee (ex. Friday Night Lights, Golf Outing, etc.) will have unique sponsorship opportunities. Corporate Sponsors will receive exclusive discounted rates and priority.

MEET OUR EXECUTIVE TEAM



LEAH AMANTE

PRESIDENT



NICK RIVERA

PRESIDENT ELECT



ROBERT BRAUN

VP OF EDUCATION



STEPHANIE GEREZ

TREASURER



BECKY GREENFIELD

SECRETARY



THANK YOU

Your continued support of our Chapter education and networking throughout the year allows us to fulfill our mission and create meaningful change in the Metro NY healthcare community. We are excited for the opportunity to partner with your organization for this 2026-27 Chapter year.



12 months of benefits



NYC and Long Island



Nearly 1000 Members,
60% providers



80% of membership
participation at
live events throughout the year



#1 HFMA Chapter in the
Nation

For More Info Contact

Becky Greenfield

(914) 589-1397

becky@wolfepincavage.com

Leah Amante

(631) 463-6552

lamante@med-metrix.com

