

MD HFMA

Corporate and Provider Sponsorship Opportunities

Effective Date: June 1, 2026 – May 31, 2027

Corporate Sponsorship Offerings

Why Sponsor the Maryland HFMA Chapter?

Sponsoring the Maryland HFMA Chapter provides a strategic opportunity to engage directly with healthcare finance leaders, decisionmakers, and influencers across the region. Chapter sponsorship offers year-round visibility, meaningful relationship-building, and thought leadership exposure through conferences, educational programs, digital recognition, and in-person events. Sponsors gain a trusted platform to share insights, showcase expertise, and support the professional development of HFMA members while strengthening brand presence within the healthcare community.

Select the sponsorship level that best aligns with your organization's goals and objectives.

Chapter Sponsorship Benefits	Platinum \$6,000	Gold \$4,500	Silver \$2,500	Bronze \$1,000
Complimentary Registration to Maryland Chapter's Annual Conference	2	1	0	0
Complimentary Registration to other Educational Sessions	3	2	1	0
Event sponsorships discount at Fall Conference or any in-person events for the year	25% Discount	15% Discount	10% Discount	0% Discount
Access to provide promotional giveaways to Fall Conference participants	✓	✓	✓	
Recognition as a Sponsor on the Chapter's Website, including link to Company's website	✓	✓	✓	✓
Recognition at all Chapter meetings and display of Company Logo at all Chapter events, by level of sponsorship	✓	✓	✓	✓
Opportunity to host an educational webinar to membership- pending program committee approval	✓	✓		
Ability to bring and share marketing materials	✓	✓	✓	✓
Priority on Fall Conference topic and speaker ideas- Within Fall Conference theme, as approved by Program Committee of MD HFMA	✓	✓		
Advanced access to Fall Conference attendee listings (excluding email addresses)	✓ 4 weeks prior	✓ 1 week prior		
One Booth at Fall Conference	✓	✓		
Opportunity to be spotlighted on social media annually	2- Social Media Posts	1 Social Media Post	Group thank-you post	Name/logo in group thank-you

Platinum Sponsor – \$6,000

The Platinum Sponsorship provides the highest level of visibility, engagement, and strategic partnership with the Maryland HFMA Chapter. Designed for organizations seeking year-round

exposure and leadership positioning, Platinum Sponsors receive 2 complimentary registrations to the Annual Conference, 3 complimentary registrations to other Maryland educational sessions, and a 25% discount on Fall Conference and in-person event sponsorships. One vendor booth for Fall Conference. Benefits also include prominent website recognition with a link to the sponsor's site, recognition at all Chapter meetings, logo display at all Chapter events, the ability to provide promotional giveaways and marketing materials at events, priority consideration for Fall Conference topics and speaker ideas (subject to Program Committee approval), and the opportunity to host an educational webinar with priority scheduling (pending approval). Platinum Sponsors receive advanced access to Fall Conference attendee listings four weeks prior to the event (excluding email addresses) and are featured annually in 2 dedicated social media spotlight posts.

Gold Sponsor – \$4,500

The Gold Sponsorship offers strong visibility and consistent engagement with the Maryland HFMA community. Gold Sponsors receive 1 complimentary Annual Conference registration, 2 complimentary registrations to educational sessions, and a 15% discount on Fall Conference or in-person event sponsorships. One vendor booth for Fall Conference. Sponsors at this level are recognized on the Chapter website with a logo and link, acknowledged at all Chapter meetings, and featured with logo placement at Chapter events. Gold Sponsors may bring and share marketing materials, receive advanced access to Fall Conference attendee listings one week prior to the event (excluding email addresses), be considered for hosting an educational webinar (subject to Program Committee approval), and receive 1 annual social media spotlight post.

Silver Sponsor – \$2,500

The Silver Sponsorship provides a cost-effective way to gain recognition and connect with Maryland HFMA members. Silver Sponsors receive 1 complimentary registration to a Maryland educational session and a 10% discount on Fall Conference or in-person event sponsorships. Additional benefits include recognition on the Chapter website, acknowledgment at all Chapter meetings, logo display at Chapter events, and the opportunity to bring and share marketing materials.

Bronze Sponsor – \$1,000

The Bronze Sponsorship is an ideal entry-level option offering visibility with the Maryland HFMA Chapter. Bronze Sponsors receive 1 complimentary registration to a 1-day Maryland educational session, recognized on the Chapter website, acknowledged at all Chapter meetings, and included with logo display at Chapter events. Sponsors may also bring and share marketing materials and are included by name or logo in an annual group sponsor thank-you social media post.

Provider Partner Offerings

Our Chapter leadership is committed to its Maryland Hospitals and health systems. We value their participation and are offering the following partnership packages exclusively to provider institutions.

Platinum Partner – \$6,000

- 5 Education Session registrations
- 3 Fall conference Registrations
- Recognized on the Chapter's website and acknowledged at all Chapter meetings
- Dedicated Board Liaison
- Verbal Recognition at Live Events
- Booth at Fall Conference

Gold Partner – \$4,500

- 3 Education Session registrations
- 2 Fall Conference Registrations
- Recognized on the Chapter's website and acknowledged at all Chapter meetings
- Dedicated Board Liaison
- Verbal Recognition at Live Events
- Booth at Fall Conference

Silver Partner – \$2,500

- 1 Education Session Registrations
- 1 Fall Conference Registrations
- Recognized on the Chapter's website and acknowledged at all Chapter meetings
- Dedicated Board Liaison
- Verbal Recognition at Live Events

Bronze Partner – \$1,000

- Recognized on the Chapter's website and acknowledged at all Chapter meetings
- Dedicated Board Liaison
- Verbal Recognition at Live Events

Individual Event Sponsorship

Our Chapter proudly hosts a range of educational sessions, networking events, and two dinners throughout the year to support our members' professional development. For select events, there will be sponsorship opportunities available to interested businesses. However, as a **special benefit**, our annual corporate sponsors will receive an **exclusive discounted rate**.

HSCRC Workshop

- Lead – \$3,000
- Other – \$1,500

Women in Leadership – Fall

- Lead – \$3,000
- Other – \$1,500

Women in Leadership – Spring

- Lead – \$3,000
- Other – \$1,500

CFO Dinner

- Lead – \$3,000
- Other – \$1,500

Mooney's New Member Welcome & Speed Mentoring

- Lead – \$2,000
- Other – \$1,500

MD HFMA 2026 Fall Conference

Why Partner with MD HFMA for Fall Conference?

The MD HFMA Fall Conference brings together healthcare finance leaders, decision makers, and influencers from across the region. In 2025, we had over 75 C-suite executives attend the conference. Sponsorship offers a high-impact opportunity to build visibility, strengthen relationships, and demonstrate your firm's commitment to the healthcare finance community—while supporting HFMA's mission of education and peer collaboration.

Meal Sponsorships

(Includes introduction of speaker for conference to be assigned and 50% discount on 1 registration)

Networking Break Sponsorships: \$1,250

Position your organization at a natural point of high engagement as attendees pause to recharge and connect. Your branding is placed in a relaxed, high-traffic environment that encourages meaningful conversations and repeated visibility throughout the conference day.

Sponsor provides your company's pullup banner with recognition given.

Breakfast Sponsorship: \$1,250

Start the day with your brand front and center as attendees gather fresh, focused, and ready to engage. Breakfast sponsorship provides strong brand visibility at a time when participants are most attentive and setting the tone for the day ahead. Sponsor provides your company's pullup banner with recognition given.

Lunch Sponsorship: \$2,000

Place your brand at the center of one of the conference's most highly attended gatherings. Lunch sponsorship offers extended exposure in a lively, social setting, allowing your organization to remain top-of-mind as attendees refuel and network with peers. Sponsor provides your company's pullup banner with recognition given.

Cocktail Hour Sponsorship: \$2,000

Align your firm with one of the event's most anticipated networking moments. Cocktail Hour sponsorship associates your brand with relationship-building, conversation, and community—creating a positive, lasting impression in a relaxed social atmosphere. Sponsor provides your company's pullup banner with recognition given.

Dinner Sponsorship: \$3,000*

Secure premium visibility during an evening designed for connection and engagement. This sponsorship allows your team to interact directly with attendees through a hosted table, offering a unique opportunity to showcase your firm's personality, thought leadership, and offerings in a personal, welcoming environment. Sponsor provides your company's pullup banner with recognition given. Set up your own table with information and giveaways to greet attendees as they arrive for dinner.

After-Hours Sponsorships

(Includes one introduction of speaker for conference to be assigned and 50% discount on 1 registration)

After-Hours Bar Sponsor: \$2,000

Associate your brand with moments of relaxation and informal connection following a full day of sessions. After Hours Bar sponsorship reinforces your presence in a social, high-energy setting where conversations continue and relationships deepen. Sponsor provides your company's pullup banner with recognition given.

After-Hours DJ Sponsor: \$2,000

Stand out by supporting the evening's entertainment and energy. This sponsorship connects your brand with a memorable shared experience, leaving attendees with a strong positive association as the conference concludes. Sponsor provides your company's pullup banner with recognition given.

Other Sponsorship Opportunities

(Includes introduction of speaker for conference to be assigned and 50% discount on 1 registration)

Banquet Flower Sponsor: \$1,250

Enhance the conference experience by adding elegance and warmth to the banquet setting. Your brand is tied to a memorable visual element and a fun, interactive giveaway that creates positive engagement and reinforces goodwill among attendees. Provide flower arrangements for banquet tables. Recognition given. Secretly id (with a star under the plate or other indication) which plate at the table wins the arrangement.

Registration Check-In Sponsor: \$1,250

Showcase your brand at the conference's first and most essential touchpoint.

Your logo is displayed on tablet check-in kiosk stands provided by your company, with additional signage visible during registration. Every attendee must pass through this area to check in.

Conference Tables Sponsor (Notepads, Pens & Candy): \$1,250

Put your brand directly in attendees' hands throughout the conference. These high-utility items ensure repeated exposure during sessions and long after the event, extending your visibility beyond the conference itself. Provide notepads, pens, and candy for all Conference Room tables.

Charging Station Sponsor: \$1,250

Offer a practical, high-value amenity that attendees truly appreciate. Positioned in a central location, your branded charging station delivers continuous exposure while supporting attendees' connectivity and productivity throughout the conference. Bring your branded charging station for all Attendees to use for charging phones, tablets, and other devices.

Lanyards Sponsor: \$1,750

Display your logo on lanyards provided by your company. These name tags, held by your lanyards, are worn by all Attendees throughout the Conference.

Goodie Bags Sponsor: \$1,750

Showcase your brand directly in every attendee's hands with exclusive bag branding and product placement and the opportunity to pass them out to every attendee.

Wi-Fi Sponsor: \$1,750

Power the conference with branded high-speed connectivity, including splash page logo placement and visibility across all attendee network access.

Hotel Room Key Card Sponsor: \$2,500*

Achieve unmatched visibility by placing your logo on every attendee's hotel room key. This sponsorship delivers repeated, unavoidable brand impressions—literally placing your organization in attendees' hands throughout their stay. MD HFMA will work with the hotel to have your logo appear on all room keys for Conference Attendees.

***Fall Conference Sponsors: \$2,500 is eligible for one (1) booth at the Fall Conference**

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 Maryland healthcare community. We are excited for the opportunity to partner with your organization.