

Corporate Sponsorship Program

Your Challenge, Our Mission

The Board of Directors of the Massachusetts-Rhode Island Chapter
respectfully requests your participation in the Corporate Sponsorship Program 2020-2021

VALUE OF THE HFMA MA-RI CHAPTER BRAND

At HFMA we are striving to provide opportunities for healthcare leaders across the industry to connect, grow and inspire change within their organizations and beyond.

HFMA's sponsorship opportunities help you enhance your brand equity and your position as an industry thought leader. Aligning with HFMA, which is recognized for value, quality and innovation, increases your exposure to an attentive, loyal membership. The Corporate Sponsorship Program was established to afford businesses a more comprehensive package of recognition in return for chapter support. As our educational and networking programming changes in reaction to a rapidly changing world, *the Massachusetts-Rhode Island Chapter is committed to strengthening our sponsor relationships through solid interaction with our membership.*

Given the pandemic this year we are working to continue to provide meaningful opportunities for networking and staying connected with our members. Your support, dedication and contribution to the Chapter are very important and we are committed to providing your company with the most value and benefits possible. Given the COVID-19 pandemic and more events being virtual, it's more important than ever to connect with HFMA members and keep abreast of the latest healthcare information. HFMA not only provides the most relevant and informative education, it provides a large network of professionals to engage with during these extraordinary times. As we reach our "new" normal, we have developed some **added features** to help you stay engaged with our members, while providing educational opportunities. We have added several new benefits, such as **linking to twitter posts, additional sponsor led webinars, and introduction to your company at conferences.**

GUARANTEED VISIBILITY

- We link your company to the general public and more than 1,200 members – our members include healthcare finance executives and decision makers.
- You will receive digital prominence through our blog and social media channels – see the Features and Benefits document enclosed in this packet.
- You receive year-round identification at social events, conferences, webinars and meetings, as well as the annual awards dinner

RETURN ON INVESTMENT

- Our Platinum, Gold and Silver Sponsorship Packages deliver tangible impressions and measured media value far exceeding the cost of sponsorship (Sponsorship Features and Benefits enclosed)
- 10% Early-Bird Discount – If you pay in full by July 19, 2020 you will receive 10% off the sponsorship package fee

PLATINUM SPONSORSHIP FEE	\$6,250	10% Early Bird Discount = \$5,625
GOLD SPONSORSHIP FEE	\$3,750	10% Early Bird Discount = \$3,375
SILVER SPONSORSHIP FEE	\$2,500	10% Early Bird Discount = \$2,250

If you have any questions or would like additional information, feel free to contact Beth O'Toole, Revenue Cycle Consulting at botoole48@gmail.com or Patrick McDonough, The CCS Companies at pmcdonough@ccsusa.com, Corporate Sponsorship Co-Chairs for HFMA MA-RI Chapter.

Of course, you may feel free to contact me directly as well (President@MA-RI-HFMA.org).

The HFMA membership greatly appreciates your support. Thank you!

Sincerely,

Deb Schoenthaler

2020-2021 President, HFMA Massachusetts-Rhode Island Chapter