

Calling All Sponsors

Your Challenge, Our Mission

The Board of Directors of the Massachusetts-Rhode Island Chapter respectfully requests your participation in the **HALF-YEAR 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. For example, as a result of the pandemic-related postponement of a number of events, some sponsors have not used all their benefits from the 2019-2020 year. We will therefore be *carrying over any unused benefits* to this year. And although some of our conferences might be virtual until 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)

PLATINUM SPONSORSHIP FEE	\$3,125
GOLD SPONSORSHIP FEE	\$1,875
SILVER SPONSORSHIP FEE	\$1,250

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