

Corporate Sponsorship Program

Bolder. Brighter. BETTER.

The Board of Directors of the Massachusetts-Rhode Island Chapter respectfully requests your participation in the Corporate Sponsorship Program 2021-2022

VALUE OF THE HFMA MA-RI CHAPTER BRAND

At HFMA we strive to provide opportunities for healthcare leaders across the industry to connect, grow and inspire change within their organizations and beyond. Corporate Sponsors are valued partners in our quest to be Bolder, Brighter and Better and we invite you to join us as a 2021-2022 Sponsor.

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 evolves and grows, *the Massachusetts-Rhode Island Chapter is committed to strengthening our sponsor relationships through solid interaction with our membership.*

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. HFMA not only delivers the most relevant and informative education, it provides a large and diverse network of professionals to engage with during these extraordinary times. The COVID-19 pandemic brought with it a number of challenges, but also taught us a number of important lessons. This year as we create our "new normal" with a mix of virtual and in-person events, we will continue to provide meaningful opportunities for networking and connection with our members that leverage the advantages of both formats. We have developed a sponsorship program that maintains many benefits we have offered in the past and have added several new features to help you further interact with our membership.

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 from hospitals and health systems, provider organizations, and payer markets.
- You 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, meetings, and 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 August 1, 2021 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

To become a sponsor, please complete the attached form. Please note that if you commit to sponsoring by July 23, we will be able to add your company's name to our sponsor banner at the always well-attended chapter golf tournament. If you have any questions or would like additional information, feel free to contact Beth O'Toole, Julie Hall and Susan Graves, Corporate Sponsorship Co-Chairs for HFMA MA-RI Chapter, at admin@ma-ri-hfma.org. Of course, feel free to contact me directly as well at President@MA-RI-HFMA.org.

The HFMA membership greatly appreciates your support. Thank you!

Sincerely,
Annamarie Monks, CHFP
2021-2022 President, HFMA Massachusetts-Rhode Island Chapter