



Sponsorship Program

2017-2018

The Board of Directors of the Indiana Pressler Memorial Chapter HFMA has a Sponsorship Program to encourage and facilitate sponsorship by organizations and individuals. The goals of the Sponsorship Program are:

- Provide greater visibility and appreciation for our Sponsors.
- Provide additional financial resources to support Chapter activities and improve service to Chapter members.
- Define Sponsor participation in Chapter activities.
- Provide preferred opportunities to participate in Chapter activities for Sponsors who make a greater commitment to the Chapter.
- Provide for advance planning for Sponsors and the Chapter for advertising and financial requirements.
- Simplify the financial process for the Chapter and the Sponsor by providing advance payment for certain Chapter activities such as advertising.

To realize the above goals, four levels of participation for Sponsors have been established. The components of the program for each level of participation as well as various terms and conditions of participation for both Sponsors and Non-Sponsors are outlined below. Each Sponsor may only have one logo on the website and one listing in printed materials. If a Sponsor has more than one division, a separate sponsorship must be obtained for each one.

Advertisement and Logo Deadlines

Advertisements should be in high resolution .tif or .jpg with at least 300 dpi

The *Hoosier Times* is published four times during the chapter year. Files must be received by the **20th day of July, October, January and April** to be included in the next published issue. Any advertisements received after this deadline will be held and included in the next scheduled publication. Size of advertising for sponsors depends on the sponsorship level. To verify actual advertisement sizes or for any other questions regarding advertising in the *Hoosier Times*, please contact David Parry at inhoosiertimes@gmail.com.

Please send logos to info@hfma-indiana.org

Sponsorship Listing

A benefit of sponsorship is a listing(s) on the Chapter's Sponsorship Page. Please list your category(ies) on the application form. A list of categories is provided on the registration form at <http://hfma-indiana.org/Sponsorship>

President's Club

- President's Level advertisement in *Hoosier Times* newsletters published (excluding mini issues). Please contact the Newsletter chairperson for the actual size.
- Four (4) free registrations for Chapter educational institutes to be used at Sponsor's discretion (may be used for one- or two-day institutes).
 - The registrations can be donated back to the Chapter to be used for scholarships for providers who need financial help to attend an educational institute.
- Free booth registration at both Winter and Spring Chapter Institutes.
 - Guaranteed Booth with location based on registration date and sponsorship level
- Listing of Sponsor's name, indicating level of sponsorship, in all Chapter newsletters published
- Listing of Sponsor's name, indicating level of sponsorship, in all Chapter program brochures for educational institutes
- Recognition at each educational institute (signage at HFMA Indiana or registration table)
 - Including a powerpoint presentation during opening remarks
- Opportunity to be a full day Event Main Sponsor, at one of three 2 day events
 - Including a 10 minute presentation on your organization at the opening session or networking event
 - We will limit this level to 6 Presidential Sponsors, to add exclusivity and a guarantee of 6 spots for the presentations
- Pre- and post-meeting attendee list from all educational institutes
- Logo on front page of website
- Listing on the Sponsorship page

Gold Level

- Gold Level advertisement in *Hoosier Times* newsletters published (excluding mini issues). Please contact the Newsletter chairperson for the actual size.
- Two (2) free registrations for Chapter educational institutes to be used at Sponsor's discretion (may be used for one- or two-day institutes).
 - The registrations can be donated back to the Chapter to be used for scholarships for providers who need financial help to attend an educational institute.
- Free booth registration at both Winter and Spring Chapter Institutes.
 - Guaranteed Booth with location based on registration date and sponsorship level
- Listing of Sponsor's name, indicating level of sponsorship, in all Chapter newsletters published
- Listing of Sponsor's name, indicating level of sponsorship, in all Chapter program brochures for educational institutes
- Recognition at each educational institute (signage at HFMA Indiana or registration table)
 - Including a powerpoint presentation during opening remarks
- Pre- and post-meeting attendee list from all educational institutes
- Logo on front page of website
- Listing on the Sponsorship page

Silver Level

- Silver Level advertisement in *Hoosier Times* newsletters published (excluding mini issues). Please contact the Newsletter chairperson for the actual size.
- One (1) free registration for a Chapter educational institute to be used at Sponsor's discretion (may be used for one- or two-day institutes)
 - **New Option:** The registrations can be donated back to the Chapter to be used for scholarships for providers who need financial help to attend an educational institute.
- Free booth registration at both Winter and Spring Chapter Institutes.
 - Guaranteed Booth with location based on registration date and sponsorship level
- Listing of Sponsor's name, indicating level of sponsorship, in all Chapter newsletters published
- Listing of Sponsor's name, indicating level of sponsorship, in all Chapter program brochures for educational institutes
- Recognition at each educational institute (signage at HFMA Indiana or registration table)
 - Including a powerpoint presentation during opening remarks
- Pre- and post-meeting attendee list from all educational institutes
- Logo on front page of website
- Listing on the Sponsorship page

Bronze Level

- Bronze Level advertisement in all *Hoosier Times* newsletters published (excluding mini issues). Please contact the Newsletter chairperson for the actual size.
- Free booth registration at choice of Institute (Winter or Spring). If you wish to exhibit at both, there is an additional charge of \$350.00. Booth space is first come, first served and based on availability.
 - Guaranteed Booth with location based on registration date and sponsorship level
- Listing of Sponsor's name, indicating level of sponsorship, in all Chapter newsletters published
- Listing of Sponsor's name, indicating level of sponsorship, in all Chapter program brochures for educational institutes
- Recognition at each educational institute (signage at HFMA Indiana or registration table)
 - Including a powerpoint presentation during opening remarks
- Pre- and post-meeting attendee list from all educational institutes
- Logo on front page of website
- Listing on the Sponsorship page

Additional Options

Special Event Participation

Special Events are defined as (1) special speaker, (2) hospitality suite, (3) break refreshments, (4) entertainment, (5) lunch or dinner, and (6) other events as may be approved by the Board of Directors from time to time. **All expenses associated with the "Special Event" are paid by the Sponsor in addition to its base level sponsor fee.**

Only annual sponsors may sponsor networking or social events.

Non-Annual Sponsors may rent a booth at the Annual Spring Conference for \$1,500.

The following items may be purchased by Sponsors for an additional fee:

- Additional advertisements or greater size or location of advertisement
- Additional registration fees at member rate
- Additional *Hoosier Times* newsletters
- Additional business card advertisements in *Hoosier Times* newsletter

Non-Sponsor Fees

The Sponsorship Program is optional and non-exclusive. The Program offers value to those organizations and persons who wish to become Sponsors, while realizing that not all organizations and persons want to become a Sponsor. Therefore, provisions have been made in this Program for Non-Sponsors as well. The following items may be purchased by non-sponsors for a fee:

- Advertisements in *Hoosier Times* newsletter
- Chapter trade show booth

For additional info, contact Darren Cook at dcook@ar-solutions.biz or visit our website www.hfma-indiana.org

Complete the Sponsorship Form at <http://hfma-indiana.org/Sponsorship>

Current Sponsors, invoices are sent via email the first part of May with a link to pay your renewal fee. You can also login to www.hfma-indiana.org and visit the sponsorship page and click on "edit your member profile" to renew your sponsorship.