

INDIANA PRESSLER MEMORIAL CHAPTER OF HFMA

Sponsorship Program

Approved: May 31, 2004
Revised: August 2008
May 1, 2007

INTRODUCTION:

The Board of Directors of the Chapter determined that it is in the best interest of the Chapter for the Board to encourage and facilitate sponsorship by organizations and individuals. To realize this objective, the Board identified the following goals for the Sponsorship Program.

- 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 greater rights 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, financial requirements, etc.
- Simplify the financial process for the Chapter and the sponsor by providing advance payment for certain Chapter activities such as advertising, etc.

The Board established this Program to be "optional" and not exclusive. The Board believed that the program offers value to those organizations and persons who wish to become sponsors. The Board also realizes that all organizations and persons will not wish to become a sponsor and therefore provision has been made in this program for both sponsors and non-sponsors.

To realize the above goals, the Board established four (4) levels of participation for sponsors. 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 on the following pages.

LEVELS OF PARTICIPATION:

The benefits associated with each of the four(4) levels participation are outlined below:

I changed the order to start with highest level.

PRESIDENT'S CLUB

- ½ page advertisement in *Hoosier Times* newsletters published (excluding mini issues)
- Four (4) free registration certificates for Chapter educational institutes to be used at Sponsor's discretion (may be used for multi-day institutes)
- Free booth reservation at annual Chapter trade show
 - Guaranteed Booth and choice of location, based on level of sponsorship
- One (1) golf hole sign with Sponsor's name at annual Chapter golf outing
- 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 registration table)
- Gift recognizing sponsorship, presented at the spring vendor show
- Banner Ad on front page of web-site
- President's Message (special recognition from the President either in the directory or on the web)
- Web Ad with Higher frequency on frame ads (50%)
- Free foursome for golf outing
- Certificate to be a Main Sponsor and greeter at the registration table at one educational institute
- Listing in the Electronic Market Place (unlimited categories)

GOLD

- Quarter page (1/4) advertisement in *Hoosier Times* newsletters published (excluding mini issues)
- Two (2) free registration certificates for Chapter educational institutes to be used at Sponsor's discretion (may be used for multi-day institutes)
- Discounted price of \$100 for booth reservation at annual Chapter trade show
 - Guaranteed Booth and choice of location, based upon level of sponsorship
- One (1) golf hole sign with Sponsor's name at annual Chapter golf outing
- 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 registration table)
- Certificate of Appreciation
- Ad on front page of web-site
- Web Ad with Frequency of frame ads (30%)
- Two (2) free golf outing participants for golf outing
- Listing in the Electronic Market Place (unlimited categories)

SILVER

- Quarter page (1/8) advertisement in *Hoosier Times* newsletters published (excluding mini issues)
- One (1) free registration certificate for a Chapter educational institute to be used at Sponsor's discretion (may be used for multi-day institutes)
- Discounted price of \$200 for booth reservation at annual Chapter trade show
 - Guaranteed Booth and choice of location, based upon level of sponsorship
- One (1) golf hole sign with Sponsor's name at annual Chapter golf outing
- 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 registration table)
- Ad on front page of web-site
- Web Ad with Frequency of frame ads (15%)
- One (1) free golf outing participant for golf outing
- Listing in the Electronic Market Place (unlimited categories)

BRONZE

- 1/16 of a page advertisement in all *Hoosier Times* newsletters published (excluding mini issues)
- One (1) golf hole sign with Sponsor's name at annual Chapter golf outing
- Discounted price of \$300 for booth reservation at annual Chapter trade show
 - Guaranteed Booth and choice of location, based upon level of sponsorship
- 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 registration table)
- Ad on front page of web-site
- Web Ad with Frequency of frame ads (5%)
- Listing in the Electronic Market Place (unlimited categories)

SPECIAL EVENTS DEFINITION:

Special Events are defined as (1) special speaker, (2) hospitality suite, (3) social event, (4) break refreshments, (5) entertainment, (6) lunch or dinner, (7) special receptions, and (8) other events as may be approved by the Board of Directors from time to time. All expenses associated with "Special Events" are paid by the sponsor in addition to its base level sponsor fee.

~~Anyone may sponsor a special event; however, if a Non Sponsor wishes to sponsor a special event, then a special annual fee must be paid in addition to the expenses associated with the special event (See "Non Sponsor Fees" section below).~~ Don't recall that there has ever been a special fee charged. If so, what is it? Delete this section?

SOLICITATION OF SPONSORS:

Sponsors will be solicited by members of the Sponsorship Committee.

COMMITTEE RESPONSIBILITY:

The Sponsorship Committee will be responsible for ensuring that sponsors receive all of the benefits to which they are entitled during their sponsorship period. This Committee will serve as the monitor and coordinator for the Program.

SPONSORSHIP COMMITMENT PERIOD:

Sponsors may sign up for their "annual" commitment at the beginning of any calendar quarter.

FEES FOR SPONSOR LEVELS (as of June 1, 2008):

Bronze	\$ 1,000
Silver	\$1,800
Gold	\$2,750
President's Club	\$4,500

Payment of fees is due prior to the beginning of first quarter of the sponsor's commitment.

Fees for sponsors who sign-up after the first quarter of the Chapter year (June 1-August 31) will be prorated over a ~~12-month~~ quarterly period.

SPONSOR FEE OPTIONS:

The following items may be purchased by Sponsors for an additional fee per the approved Price List:
(Need price list)

- Chapter trade show booth
- Additional advertisements or greater size or location of advertisement
- Additional registration fees at Member rate
- Additional newsletters
- Additional membership directories
- Additional business card advertisements in newsletters

NON-SPONSOR FEES:

The following items may be purchased by Non-Sponsors for a fee per the approved Price List:
(where's the price list – needs to be attached)

- Right to sponsor unlimited special events for a non-Sponsor for a one-year (1) period beginning at any calendar quarter
- Advertisements in newsletters
- Membership directories
- Newsletters
- Chapter trade show booth
- Registration fees based on membership status
- ~~Chapter mailing labels for attendees at a Chapter educational institute~~ *We don't provide to sponsors; shouldn't provide to non-sponsors.*