

Dear Healthcare Leader:

Healthcare organizations and healthcare finance is in the most challenging and unique time most of us have seen over the course of our lives. As such, it is more important now than ever for collaboration to meet this challenging time. In Finance and Revenue Cycle, **we have the honor of being able to help deliver affordable access to the best first-world care, technological innovation, and pave the way for advancements that improve health for issues like COVID-19.**

Specifically, as we enter this new chapter year, we are more prepared than ever to meet the ever-changing needs of our organizations and members by putting our Corporate Sponsors at the forefront of education and innovation. **You are an industry leading resource** that provides incredible value to our members, **could be a key to how organizations “reopen” from the pandemic, and may have a substantial impact on how healthcare is delivered in this new era. You are also the backbone that has helped make our chapter one of the best in the country.**

**The Corporate Sponsorship Program is structured to give you exposure to roughly 700-chapter members.** The 2020-2021 year may look a lot different than years past, but we are working hard to help bring Corporate sponsors the same or greater value through **promotion at virtual events, speaking and education opportunities, webinar and virtual education banners, electronic ads, etc.** In this time of social distancing and virtual meetings, we are committed to make sure you receive the exposure and opportunities you have come to expect from Southwestern Ohio HFMA.

**Please review the following pages for benefits and important information regarding major sponsorship changes for the rest of 2020.** If you are not an existing sponsor (2019-2020) and would like to take advantage of Corporate Sponsorship, please complete the enclosed fillable form and submit it along with your commitment **by August 31, 2020.** Also, please provide your Corporate logo for inclusion in publications, signage, and electronic communications.

Should you have any questions or need additional information, please feel free to call or email. Thank you for your support of The Southwestern Ohio Chapter of HFMA.

Sincerely,

Chapter President  
Robert Half  
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Sommer Bockerstette  
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Thank you to our 2019-2020 Corporate Sponsors for your support and sticking with us as we navigate this unprecedented time in our world!

### Platinum Sponsors



### Gold Sponsors



audit • tax • consulting • wealth management



### Silver Sponsors



## **COVID-19 UPDATE: 2020 6-month Sponsorship and 2021 Corporate Sponsorship plans**

- Considering COVID-19, Southwestern Ohio HFMA, along with other Ohio chapters, is drastically reducing sponsorship fees to extend benefits through the rest of the 2020 calendar year. Our goal is to keep costs low and provide the most virtual exposure for you and your organization throughout the rest of this calendar year.
- For 2019-2020 sponsors, Southwestern Ohio HFMA will honor your Corporate Sponsorship benefits from 2020 spring events that were cancelled or postponed due to COVID-19, now being held in spring 2021.
- For All-Ohio sponsors that held a tier and priority due to Ohio HFMA Corporate Sponsorship, the Sponsorship Committee will honor your tier for the rescheduled event, being held May 19-21, 2021, at the Renaissance Westerville Columbus. If your tier and priority increase due to additional Corporate Sponsorship points, you will receive the higher tier and increased priority.
- For 2021, Southwestern Ohio HFMA, along with other Ohio chapters, will move to a calendar year Corporate Sponsorship structure. Collectively, all Ohio chapters have collaborated to bring benefits and costs in line for consistency across the state. In 2021, we will also introduce an All-State Corporate Sponsorship offering for access and benefits across all 4 chapters throughout Ohio.

### **Sponsorship points toward 2021 All-Ohio**

Sponsorship points are accumulated by level of sponsorship and number of chapters supported to determine tiered discount, exhibit and sponsorship priority.

Examples:

- If a gold level sponsor earns 3 points per chapter it supports, sponsoring 3 chapters at the same level would earn them 9 points
- Sponsorship points determine level of discount to exhibit and priority for sponsorship registration.
- Corporate Sponsors who registered for the 2020 All Ohio Conference will maintain their tier and priority structure or qualify for a new tier and priority structure based on sponsorship renewal points, whichever is greater, for the rescheduled 2021 All Ohio Conference.

**Sponsorship levels and benefits on following page**

## 2020 6-month Sponsorship Levels and Benefits

Featuring exclusive recognition at all virtual meetings, events, & priority discounts for the  
2021 All Ohio Conference

Sponsorship Benefit	Sponsorship Level			
	Bronze	Silver	Gold	Platinum
Recognition of Sponsors at Webinars, Virtual, & Live Meetings (as permitted)	√	√	√	√
Listed in Sponsor Slideshow at Chapter Meetings (Virtual & Live (as permitted))	√	√	√	√
Logo & Site Link on Chapter Website	√	√	√	√
Electronic or Social Media Content to Chapter Members	Newsletter listing	1/4-page ad	1/2-page ad, 1 email, 1 SM	Full ad, 1 profile, 2 e-mails, 1 SM
“Banner” or Video Recognition on Chapter Website Homepage				√
Free Registrations for Chapter Meetings (if applicable)		1 @ each	2 @ each	3 @ each
Free Registrations for Provider Registrants (if applicable)	1	2	3	4
Featured Intro, Commercial, or Video at Chapter Meetings (Virtual or Live (as permitted))		1 (no video)	2 (no video)	3
Listing of All Attendees from Chapter Meetings	√	√	√	√
Virtual Recognition at Break or During Presentation				√
Promotional Material Distributed Before or After Virtual Meeting				√
Priority Preference of Sponsorship Opportunities	Fourth	Third	Second	First
Priority Preference of Speaking and Educational Content Opportunities	Fourth	Third	Second	First
Job Postings on Chapter Website	√	√	√	√
<b>Past 2019 – 2020 Sponsor</b>	<b>FREE</b>	<b>FREE</b>	<b>FREE</b>	<b>FREE</b>
<b>NEW Sponsor</b>	<b>\$313</b>	<b>\$563</b>	<b>\$813</b>	<b>\$1,063</b>

**Your 6 Month Sponsorship Includes the Following Calendar of Events**

Event	Dates	Location
Director & Officer Installation	Wed, May 20, 2020 4-6pm	Zoom Meeting
Fundraiser Networking Event	Fall 2020	GoToMeeting
Region 6 Webinar Series: <ul style="list-style-type: none"> <li>• Everything but the Kitchen Sink Regulatory Review</li> <li>• Final Rule on Hospital Price Transparency</li> <li>• TBD</li> </ul>	July 22 @ 12-1pm EST July 29 @ 12-1pm EST Will continue 2x/moths in 2020	GoToWebinar
Mini-LTC	TBD	GoToMeeting
New Member Reception	TBD	GoToWebinar
Fall: Accounting/Auditing/Finance Update	TBD – Half Day	GoToWebinar
Annual Awards & Reception	Fri, Dec 11 <sup>th</sup> 8am – Noon	TBD

**Save-the-Date for **Next** Sponsorship Year**

Event	Dates	Location
March Madness Networking	March 2021	O'Bryans
Women in Leadership	April 2021	TBD
Spring: Accounting/Auditing/Finance Update	<i>TBD – Half day</i>	<i>TBD: GoToWebinar</i>
All-Ohio Conference (2 ½ days)	Wed, May 19 – Fri, May 21, 2021	The Renaissance Westerville, OH
Education Road Show (TBD)	TBD	TBD

**Corporate Sponsorship fillable form on next page**

## **2019-2020 Corporate Sponsorship Contract**

### **APPLICATION & PAYMENT**

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Main Contact:** \_\_\_\_\_

**Contact Phone:** \_\_\_\_\_

**Contact Email:** \_\_\_\_\_

**Alternate Contact:** \_\_\_\_\_

**Alt Contact Phone:** \_\_\_\_\_

**Alt Contact Email:** \_\_\_\_\_

**Sponsorship Level:** \_\_\_\_\_

**Thank you for your continued support and involvement in the Southwestern Ohio Chapter of HFMA.**