



southwestern ohio chapter

Dear Healthcare Leader:

Welcome to 2022 and a new sponsorship year! Healthcare organizations and healthcare finance continue to be in a unique and challenging time that most of us have never seen over the course of our lives. Specifically, as we enter this new chapter year, we are prepared more 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.

The Corporate Sponsorship Program is structured to give you exposure to roughly 7,000-chapter members. 2021 presented unprecedented challenges to HFMA. **Discounted sponsorship tiers, promotion at virtual events, speaking and education opportunities, virtual education banners, and electronic ads** demonstrated our commitment to make sure you received the exposure and opportunities you have come to expect from Southwestern Ohio HFMA. In 2022, we aim to bring you the same commitment, with an added benefit level. An executive tier has been added to the 2022 benefit package to provide **exclusive access to enterprise members** .

Please review the following pages for benefits and important information regarding sponsorship for the 2022 calendar year. If you would like to take advantage of Corporate Sponsorship, please submit your commitment [ONLINE](#) **by January 31, 2022.**

Sincerely,

Chapter President

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Sponsorship Chair

Sommer Bockerstette
St. Elizabeth Healthcare
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Sponsorship Co-Chair

Bryan Gordon
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2022 Calendar of Events		
Event	Dates	Location
Winter/Spring Education	February	TBD
March Madness Networking	March	TBD
Women in Leadership	April	TBD
Region 6 Conference	May 18 th - May 20 th	Kalahari Resorts, Sandusky, OH
Executive Sponsorship Membership Events	June	TBD
Fall Conference	October	TBD
Annual Awards	December	TBD

New 2022 Benefit – Exclusive All Access Membership Pass

Enterprise memberships are leveraged by hospitals, health systems and business partners seeking cost-effective education programs and industry resources to increase staff engagement and optimize business performance. This exclusive access allows corporate sponsors to **connect with enterprise members via the planning, hosting, and participation in enterprise only events**. Please note that this sponsorship tier has limited availability.



Region 6 Conference – Corporate Sponsorship Points

Sponsorship points are accumulated by level of sponsorship and number of chapters supported to determine exhibit and sponsorship priority. Region 6 Chapters participating in the regional conference include Southwest Ohio, Central Ohio, Northeast Ohio, Northwest Ohio, and Michigan.

Priority access (based on top sponsorship points) to register for Region 6 Sponsorships will occur from:

Priority One: first three weeks of registration

3-4 Chapters Sponsored: first two weeks

More than one chapter sponsored: third week

Priority Two: end of priority one through January 31st

1 chapter sponsored

2022 Sponsorship Points		
Tier	Points Per Chapter	Total Points Allowed
Bronze	1	5
Silver	2	10
Gold	3	15
Platinum	4	20
Executive	5	25

Example Points

If a gold level sponsor earns 3 points per chapter it supports, sponsoring 3 chapters at the same level would earn them 9 points. Chapters with the highest corporate sponsorship points get first access to the Region 6 Conference Exhibition and Sponsorship Items.



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2022 Southwestern Ohio Sponsorship Levels & Benefits

Sponsorship Benefit	Sponsorship Level				
	Bronze	Silver	Gold	Platinum	Executive (limited availability)
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		1/4-page ad	1/2-page ad 1 email 1 SM	Full ad 1 profile 2 e-emails 1 SM	Full ad 1 profile 2 e-emails 1 SM
“Banner” or Video Recognition on Chapter Website Homepage				√	√
Free Registrations for Chapter Meetings (if applicable)		1 @ each	2 @ each	3 @ each	3 @ each
Free Registrations for Provider Registrants (if applicable)		2	3	4	4
Featured Intro, Commercial, or Video at Chapter Meetings (Virtual or Live (as permitted))		1 (no video)	2 (no video)	3	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		Third	Second	First	First
Priority Preference of Speaking and Educational Content Opportunities		Third	Second	First	First
Job Postings on Chapter Website		√	√	√	√
Exclusive All Access Membership Pass					√
2022 Base Rate	\$1,000	\$1,750	\$2,250	\$3,750	\$5,000
2022 Discounted Rate	\$750	\$1,312	\$1,687	\$2,812	\$5,000



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2022 Southwestern Ohio Sponsorship Application

Please email Sommer Bockerstette the following application, payment method & company description:

Business Name	
Business Contact (name, phone, email)	
Business Description	
Sponsorship Level	
Payment Method (check, credit card)	
Expected Payment Date	

Check Payment Information:

Payable to Southwestern Ohio Chapter of HFMA

Arvind Joshi

Attn: SWO HFMA

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Mason, OH 45040