



Dear Prospective Sponsor:

The Southern Illinois Chapter of the Healthcare Financial Management Association (HFMA) started a new fiscal year on June 1, 2018. We are seeking out and encouraging your support of our Chapter as a corporate sponsor. We have a very strong Chapter, with very active and team minded individuals. With your support we can continue to provide quality speakers, resulting in better education sessions for our members and others attending our educational offerings. We have identified initiatives this year to increase provider participation and add value to sponsors' investment in the chapter.

As a Chapter sponsor you also will enjoy these benefits:

- We will provide an avenue of greater visibility and appreciation for our Sponsors
- Your help will provide additional financial resources to support Chapter activities and improve services to Chapter members
- We will acknowledge our Sponsor participation in Chapter activities
- HFMA National's theme this year is "Imagine Tomorrow." We want to ensure that we make your company's sponsorship dollars count, and will work hard to provide you with various opportunities to meet with our members and be a visible presence in the Southern Illinois Chapter.
- **New for 2018/2019 chapter year!** Opportunity to sponsor individual chapter meetings providing those sponsors the benefit of sitting in and displaying promotional materials during chapter meeting general sessions.
- **New for 2018/2019 chapter year!** Sponsors will have the opportunity to offer chapter meeting coupons to provider chapter members as a way to encourage provider attendance while providing targeted exposure to chapter sponsors.

Our Chapter has identified various ways a potential Sponsor can decide to help. We have outlined the terms and conditions of each type of participation in this letter. If you need further information, please contact Shirley Mason at (314) 435-3377 or by email at Shirley.Mason@wakeassoc.com.

And again, on behalf of my colleagues in the Southern Illinois Chapter of HFMA, thank you for your participation and support!

Sincerely, Shirley Mason, HFMA Southern Illinois President

Sponsorship Committee Members for 2018/2019 chapter year:

Jennifer Durham

Director Patient Financial Services
Harrisburg Medical Center

Barbara Johnson

Clinical Revenue Specialist
Regional Revenue Integrity – Illinois SSM Health

Shirley Mason

Wakefield & Associates
Regional Sales Manager



<attachments>

Southern Illinois HFMA Chapter Sponsorship Opportunities

Platinum Sponsorship: \$2,000.00

- One full page recognition in all 4 Chapter newsletters
- Recognition as a Platinum Sponsor in each Chapter newsletter
- Recognition as a Platinum Sponsor in each meeting program
- Recognition on greeting board or lunch power point
- Five paid attendances to any regular local Chapter meetings for the fiscal year of sponsorship. (May be used by your company or shared with your clients or other providers to encourage chapter growth.)
- Link on the Chapter web page
- List of meeting attendees
- Opportunity to introduce speakers at Chapter meetings
- Opportunity to distribute company literature and promotional items at registration area. (Prior notice requested to ensure adequate table space.)
- Display booth at vendor fair at no extra charge
- Opportunity to sponsor individual chapter meetings providing those sponsors the benefit of sitting in and displaying promotional materials during chapter meeting general sessions for no charge.

Gold Sponsorship: \$1,500.00

- One half page recognition in all 4 Chapter newsletters
- Recognition as a Gold Sponsor in each Chapter newsletter
- Recognition as a Gold Sponsor in each meeting program
- Recognition on greeting board or lunch power point
- Four paid attendances to any regular local Chapter meetings for the fiscal year of sponsorship. (May be used by your company or shared with your clients or other providers to encourage chapter growth.)
- Link on the Chapter web page
- List of meeting attendees
- Opportunity to introduce speakers at Chapter meetings
- Opportunity to distribute company literature and promotional items at registration area. (Prior notice requested to ensure adequate table space.)
- Display booth at vendor fair for an additional contribution of \$150.00
- Opportunity to sponsor individual chapter meetings providing those sponsors the benefit of sitting in and displaying promotional materials during chapter meeting general sessions for an additional contribution of \$150.

Silver Sponsorship: \$1,250.00

- One quarter page recognition in all 4 Chapter newsletters
- Recognition as a Silver Sponsor in each Chapter Newsletter
- Recognition as a Silver Sponsor in each meeting program
- Recognition on greeting board or lunch power point
- Two paid attendances to any regular local Chapter meetings for the fiscal year of sponsorship. (May be used by your company or shared with your clients or other providers to encourage chapter growth.)
- Link on the Chapter web page
- List of meeting attendees
- Opportunity to introduce speakers at Chapter meetings
- Opportunity to distribute company literature and promotional items at registration area.

(Prior notice requested to ensure adequate table space.)

- Display booth at vendor fair for an additional contribution of \$250.00
- Opportunity to sponsor individual chapter meetings providing those sponsors the benefit of sitting in and displaying promotional materials during chapter meeting general sessions for an additional contribution of \$250.

Bronze Sponsorship: \$750.00

- One business card recognition in all 4 Chapter newsletters
- Recognition as a Bronze Sponsor in each Chapter newsletter
- Recognition as a Bronze Sponsor in each meeting program
- Recognition on greeting board or lunch power point
- One paid attendance to any regular local Chapter meetings for the fiscal year of sponsorship. (May be used by your company or shared with your clients or other providers to encourage chapter growth.)
- Link on the Chapter web page
- List of meeting attendees
- Opportunity to introduce speakers at Chapter meetings
- Opportunity to distribute company literature and promotional items at registration area. (Prior notice requested to ensure adequate table space.)
- Display booth at vendor fair for an additional contribution of \$350.00
- Opportunity to sponsor individual chapter meetings providing those sponsors the benefit of sitting in and displaying promotional materials during chapter meeting general sessions for an additional contribution of \$350.

Newsletter Sponsor:

- Full page recognition: **\$150.00** per newsletter
- Half page recognition: **\$100.00** per newsletter
- Quarter page recognition: **\$75.00** per newsletter
- Business card recognition: **\$50.00** per newsletter

Website Sponsor: \$250.00

Including Link

IMPORTANT: In order for the Chapter to administer sponsorship benefits appropriately, sponsorships must be paid in full by August 30th, 2018. Only those companies whose sponsorships are paid in full by that date will have their company logo displayed in the newsletter, website, program brochures, and meeting sponsorship acknowledgement signs.

COUPONS: Coupons can be used or given away by the sponsor to whomever they choose, perhaps to someone whose employer may not otherwise be financially able to send its employees. However, meeting coupons are only valid for the below listed meeting dates (not to be used for joint conferences) and are redeemable for one day only (i.e. two coupons are required for both meeting days for the October meeting).

Meeting Dates:

August 16, 2018	Hilton Regency Center, O'Fallon, IL
October 25 and 26, 2018	Hilton Regency Center, O'Fallon, IL
February Physician Collaboration with MGMA	TBD
March 28, 2019	Southern Illinois Healthcare offices, Carbondale, IL

Newsletter Deadlines:

July 25, 2018	December 15, 2018
September 15, 2018	March 15, 2019

2018-2019 Sponsorship Response Form

Healthcare Financial Management Association

Southern Illinois Chapter

Yes, I am interested in being a sponsor for Southern Illinois HFMA at the level indicated below:

- Platinum Sponsor \$2,000
- Gold Sponsor \$1,500
- Silver Sponsor \$1,250
- Bronze Sponsor \$750
- Newsletter Sponsor
 - Full Page Recognition \$150 per newsletter
 - Half Page Recognition \$100 per newsletter
 - Quarter Page Recognition \$75 per newsletter
 - Business Card Recognition \$50 per newsletter
- Website Sponsor \$250

Name _____

Title _____

Organization _____

Address _____

Phone _____ Fax _____

Email _____

Form of Payment

Check

Credit Card (MC/Visa)

Account # _____

Expiration Date _____

Verification # on Back of Card _____

Name on Card _____

Billing Address _____

Mail, Fax or Email to: _____

Jon Waitukaitis

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