

Become a
SPONSOR!



hfma™ san diego-imperial chapter
healthcare financial management association



The San Diego-Imperial Chapter of the Healthcare Financial Management Association is a professional membership organization for individuals in financial management of healthcare institutions and related patient organizations

Chapter Membership

➤ 450 + Members

Chapter Demographics

- Health Systems 37%
- Hospitals & Medical Centers 27%
- HMO & Health Insurance Co 8%
- Consulting Firms 8%
- Medical Group & Mgmt. 6%
- Collections & A/R Recov. 5%
- Legal & Accounting 3%
- Managed Service & Staffing 3%
- Other Professionals 3%

Highly active and growing member base

2019 – 2020 General Sponsorship Opportunities

PLATINUM	at \$3,500
GOLD	at \$2,500
SILVER	at \$1,000
BRONZE	at \$500

General sponsorship runs on a 12-month rolling calendar.



2019 – 2020 Event Sponsorship Opportunities

Event sponsorship provides unique marketing opportunities to supplement our general sponsorship. It is offered on a first come – first serve basis. More information on event packages is provided on the following pages.

2019-2020 GENERAL SPONSORSHIP RATES AND BENEFITS

SPONSORSHIP LEVEL	PLATINUM	GOLD	SILVER	BRONZE
	\$3,500	\$2,500	\$1,000	\$500
Chapter website recognition with introductory paragraph, direct link to sponsor website, and listing in the online chapter sponsor directory	✓	✓	✓	✓
Sponsor logo signage at all chapter events	✓	✓	✓	✓
Sponsor name recognition in chapter's electronic newsletter	✓	✓	✓	✓
Ability to sponsor chapter event gift bags, prize giveaways, and refreshments at all chapter events*	✓	✓	✓	✓
Sponsor Spotlight (250 words) in chapter's electronic newsletter**	✓	✓	✓	
Opportunity to provide one educational webinar***	✓	✓	✓	
One complimentary registration at one chapter education or social event (Excludes the joint Women's Event)	✓	✓	✓	
One chapter webinar sponsor recognition introductory slide	✓	✓		
Tabletop space for marketing materials at all chapter events	✓	✓		
Additional complimentary registration at two chapter educational or social events (Excludes the joint Women's Event)	✓	✓		
Post Attendee Lists for all events – for HFMA attendees only	✓	✓		
2-minute verbal presentation at one of chapter's educational events to introduce sponsor's company	✓			
Booth Space at Fall Chapter Educational Event and marketing material space at other chapter events	✓			
Sponsor Spotlight on chapter's social media platforms: Facebook, Linked-In, Twitter, and website	✓			

* Sponsors are able to gain name recognition by sponsoring gift bags, prize giveaways, and refreshments at chapter events. Sponsored gift bags and prize giveaways may include promotional materials or a recognition card, while refreshments and lunches will offer verbal recognition at the event.

** Sponsor Spotlight will appear in the chapter newsletter on a rotating basis throughout the year, with priority rotation awarded to the higher-level sponsors. Platinum Level Sponsors also receive spotlight on chapter's social media platforms.

*** An educational webinar must be informative in purpose and address an industry need or current issues relevant to the field of healthcare financial management, healthcare finance and regulations. It may not focus solely on the sponsor's company, product, or service.



Sponsor registration and payment
can be completed online



2019-2020 EVENT SPONSORSHIP RATES AND BENEFITS

EVENT SPONSORSHIP	PACKAGE DESCRIPTION	VALUE	No. Available
Summer Series Event 07/25/2019 Lunch Sponsor	Educational half-day event: Behavioral Health theme. Venue: Palomar Hospital Business Office: 120 Craven Rd. San Marcos, CA 92078 Benefits: Visual recognition of sponsor's logo on event materials; verbal recognition, and one marketing material (provided by sponsor) placed with lunch boxes, plus one complimentary registration.	\$500	1
Summer Series Event 08/26/2019 Refreshment Sponsor	Educational half-day event: Homeless Crisis theme. Venue: Scripps, 9896 Genesee Ave. La Jolla, CA 92037 Benefits: Visual recognition of sponsor's logo on event materials; verbal recognition, and one marketing material (provided by sponsor) placed with refreshments, plus one complimentary registration.	\$500	1
Fall Conference 09/20/2019 Event Sponsor	Educational full-day event: Behavioral Health & Current Issues theme. Venue: Courtyard by Marriott, 8651 Spectrum Center Blvd, San Diego, CA 92123 Benefits: Visual recognition of sponsor's logo on event name badges and advertising materials; verbal recognition, event sponsor booth, and 2 free event registrations.	\$1,500	2
Fall Conference 09/20/2019 Breakfast Sponsor	Benefits: Verbal recognition and one marketing material (provided by sponsor) placed with breakfast, plus one complimentary registration.	\$750	1
Fall Conference 09/20/2019 Break Sponsor	Benefits: Verbal recognition and one marketing material (provided by sponsor) placed with refreshments, plus one complimentary registration.	\$500	1
Fall Conference 09/20/2019 Lunch Sponsor	Benefits: Verbal recognition and one marketing material (provided by sponsor) placed with lunch, plus one complimentary registration.	\$750	2
Fall Conference 09/20/2019 Reception Sponsor	Benefits: Verbal recognition and one marketing material (provided by sponsor) placed with afternoon reception refreshments, plus one complimentary registration.	\$750	2
Fall Conference 09/20/2019 Booth Sponsor	Benefits: Table-top booth with four opportunities for booth traffic – in the morning, break, lunch and reception, plus one complimentary registration.	\$500	6
Early Careerist Event 02/2020 Contributing Sponsor	Educational event for early careerists in partnership with local colleges and universities. Venue: San Diego, CA (TBD) Benefits: Visual recognition of sponsor's logo on event advertising materials; verbal recognition, and table space for marketing materials, plus one complimentary registration.	\$500	2
Annual Women's Event 04/24/2020	Professional full-day regional event: Daring theme. Venue: Wilson Creek Winery in Temecula California	TBD	TBD
All Events Gif Bag & Prize Sponsor	Applies to all chapter events Benefits: One marketing material per bag/prize.	\$25	20

Packages are available on a first-come first-serve basis. Package availability is updated online. There is no limit on how many event packages a sponsor may purchase at one time. The table above displays the original number of event packages available. Pre-purchased gift bag & prize sponsorships will be distributed throughout the year. Once an event sponsorship package has been paid for, we will contact you to coordinate the event benefit delivery.



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For more information, please contact **Beata Piehl**, Sponsorship Chair



General Sponsor & Event Sponsor registration and payment
can be completed online

- To **pay with a credit card**, please click on the link above, register at the Cvent site, select your general sponsorship level and/or event packages, and then enter your credit card information.
- To **pay with a check**, please click on the link above, register at the Cvent site, select your general sponsorship level and/or event packages, and then mail the check to:
HFMA San Diego-Imperial Chapter, c/o Fahd Benjalil
1111 Brockton Street, El Cajon, CA 92020

The **San Diego-Imperial Chapter of the Healthcare Financial Management Association** is a professional membership organization for individuals in financial management of healthcare institutions and related patient organizations. HFMA is a membership organization that brings together executives and financial managers from provider organizations, physician practices, and health plan markets to collaborate and address the many financial challenges the US healthcare system faces today. It is an indispensable source for networking, practical tools, and industry news and perspectives. HFMA creates and delivers education, analyses, and tactical guidance to its members through a variety of programs and channels.



Contributions to 501(c)(6) organizations are not deductible as charitable donations for federal income tax purposes. Donations may be deducted as a business expense if they are "ordinary and necessary" in the conduct of the taxpayer's business. Always consult your tax advisor for assistance.