



2017-2018 Corporate Sponsorship Program

The Kentucky Chapter of the Healthcare Financial Management Association (KY HFMA) is successful because of the members who volunteer their time and the support of Corporate Sponsors. Your much needed and greatly appreciated sponsorship support is vital to ensuring that KY HFMA can continue to provide high quality programming to our members at affordable rates.

In return, the KY HFMA Corporate Sponsorship program provides an excellent medium for exposure to our 550+ members. Our membership includes hospital CEOs and CFOs, Revenue Cycle and Patient Accounts Managers, Accounting Professionals, Medical Group Practice Managers, Consultants, Suppliers and other healthcare management professionals. Corporate Sponsorship with KY HFMA provides your company with benefits, recognition, and exposure in a variety of different ways based upon the “Sponsorship Level” selected, as indicated in the chart below:

Sponsorship Benefit Description	Platinum	Gold	Silver	Bronze
Complimentary exhibit space at a KY HFMA Institute (up to 2 individual conference registrations included with each exhibit space)	3	2	1	-
Complimentary membership to KY HFMA (cannot be used toward current membership)	2	1	-	-
Provider coupons contributed to the Provider Scholarship Program*	5	3	1	-
Recognition with sponsorship level identified on printed and digital display boards at registration	Yes	Yes	Yes	Yes
Recognition of sponsorship level identified on KY HFMA website, including a link to your company website	Yes	Yes	Yes	Yes
Recognition during welcoming and closing remarks at ALL KY HFMA Institutes	Yes	Yes	Yes	Yes
Recognition of name and/or logo on Institute announcements	Yes	Yes	Yes	Yes
Opportunity to receive a list of event registrants	Yes	Yes	Yes	Yes
Opportunity to introduce a speaker at a KY HFMA Institute	Yes	Yes	Yes	Yes
First priority on event sponsorships	Yes	Yes	-	-
Complimentary ¼ page advertisement in each quarterly issue of “The Financial Diagnosis”, the KY HFMA Chapter Newsletter	Yes	-	-	-
Complimentary ½ page article in one issue of “The Financial Diagnosis” introducing the company	Yes	-	-	-
Annual Sponsorship Fee	\$4,000	\$3,000	\$2,000	\$1,000



In addition to our corporate sponsorship opportunities, we also have the following sponsorship opportunities available at each of our Institutes:

Sponsorship Opportunity	Description	Available per Institute	Cost per Sponsorship
Vendor Exhibit Booth	Exhibitor Booth includes the following: <ul style="list-style-type: none"> o 2 conference registrations o 6' draped table o 2 chairs Event logistical information, including shipping address, booth set up and tear down times and other details will be provided in advance of event.	15-20	\$500
Keynote Speaker	Sponsor will have the opportunity to introduce the Keynote Speaker and provide a brief overview of their company and services. Sponsor will also be recognized in event promotional materials and in opening remarks by the Chapter President.	1	\$750
Breakfast	Sponsor will be recognized with signage at breakfast buffet location and in opening remarks made by Chapter President.	1-2	\$250
Lunch	Sponsor will be recognized in opening remarks made by Chapter President and will have an opportunity to briefly address attendees at lunch. Approved marketing materials may be placed at attendee tables.	1-2	\$500
Evening Social Event	Sponsor will receive signage recognition at the Social Event and will be recognized in remarks by Chapter President. Sponsor may also provide approved logo materials at the Social Event.	2-3	\$500

The following events are scheduled for the Kentucky Chapter during the 2017-2018 year:

Event	Dates	Location
Summer Institute	July 20, 2017	UL Shelby Campus, Louisville
Fall Institute	October 26, 2017	Embassy Suites, Lexington
Spring Institute	March 2018	Exact Dates and Venue TBD

A corporate sponsorship registration form has been included on the next page. Alternatively, you may register for corporate sponsorship on our website using the following link:

<https://hfmaky.starchapter.com/catalog.php?cat=2>

For questions regarding corporate sponsorship or the other Institute sponsorship opportunities identified above, please contact:

Elaine Fraim, FHFMA
 KY HFMA Sponsorship Co-Chair
 St. Claire Regional Medical Center
 606-783-7651
elaine.fraim@st-claire.org

Brad Willkie
 KY HFMA Sponsorship Co-Chair
 Claim Aid
 800-842-4052 x 115
bwillkie@claimaid.com

KY HFMA thanks you for your investment in our Chapter!

2017-2018 Sponsorship Form

June 1, 2017 through May 31, 2018

Corporate Sponsorship

Sponsor Name

Address

City, State, Zip

Sponsor Representative

Title

Telephone Number (Preferred)

E-mail Address

**Send corporate logo in .jpg or .gif format to
Elaine Fraim at elaine.fraim@st-claire.org**

I would like to support the KY HFMA as a Corporate
Sponsor (select one):

- | | |
|---|---------|
| <input type="checkbox"/> Platinum Sponsor | \$4,000 |
| <input type="checkbox"/> Gold Sponsor | \$3,000 |
| <input type="checkbox"/> Silver Sponsor | \$2,000 |
| <input type="checkbox"/> Bronze Sponsor | \$1,000 |

Institute Sponsorship

In addition to my Corporate Sponsorship, I would like to sponsor the following (please indicate the requested institute – Summer, Fall, Spring):

Description	Fee	Institute
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Total Amount Due: \$_____

Payment

Please make checks payable to KY Chapter HFMA,
and remit to:

HFMA: Kentucky Chapter
P.O. Box 645401
Cincinnati, OH 45264-5401