



## northeast ohio chapter

Dear Healthcare Leader:

Welcome to 2021 and a new sponsorship year! Northeast Ohio and all HFMA chapters in Ohio have transitioned to a full calendar year for corporate sponsorship. We are very excited heading into 2021 and look forward to continued collaboration with our sponsors.

With the release of a vaccine for COVID-19, we are optimistic in person meetings and events will return in 2021. However, based on the lengthy rollout of the vaccine, unknown impact, and restrictions of healthcare organizations, many events through the first half of the year will still be virtual. **As such, we will continue offering both virtual and in-person benefits through 2021, discounted at half of our normal pricing for a full year of sponsorship.**

The Corporate Sponsorship Program is structured to give you exposure to roughly 500 chapter members. The 2021 year may continue looking 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.** As we work through the pandemic fallout, we are committed to providing the exposure and opportunities you have come to expect from Northeast Ohio HFMA.

**Please review the following pages for benefits and important information regarding major sponsorship changes for 2021.** If you would like to take advantage of Corporate Sponsorship, please complete the enclosed fillable form and submit it along with your commitment **by January 29, 2021.** 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 Northeast Ohio Chapter of HFMA.

Sincerely,

Northeast Ohio HFMA President-Elect  
Brianna Ashley  
Net Revenue Associates  
[bashley@net-revenue.com](mailto:bashley@net-revenue.com)

Northeast Ohio HFMA Sponsorship Co-Chair  
Dan Tadiello  
University Hospitals  
[daniel.tadiello@uhhospitals.org](mailto:daniel.tadiello@uhhospitals.org)

Thank you to our 2020 6-month Corporate Sponsors for your support and sticking with us as we navigate this unprecedented time in our world!

**Important update information on next page**



### 2021 Corporate Sponsorship update

- Considering the state of the pandemic, Northeast Ohio HFMA, along with other Ohio chapters, will continue a reduction in sponsorship fees to extend benefits through the 2021 calendar year. Our goal is to keep costs low and provide the most exposure for you and your organization throughout 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 virtually, May 19-21, 2021. If your tier and priority increase due to additional Corporate Sponsorship points, you will receive the higher tier and increased priority.
- As noted for 2021, Northeast Ohio HFMA, along with other Ohio chapters, is moving 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. Due to the pandemic, the State-wide Corporate Sponsorship program is being pushed to 2022.

### 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**.
- New sponsors for the 2021 period will have their tier structure for 2021 All Ohio calculated at 50% of the normal tier calculation.

**Sponsorship levels and benefits on following page**



## northeast ohio chapter

### 2021 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	Email w/company listing	One marketing email w/company link	One marketing email w/company link & one posting on LinkedIn	Two marketing emails w/company link & two postings on LinkedIn
“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>\$375</b>	<b>\$750</b>	<b>\$1,000</b>	<b>\$1,250</b>

### Your 2021 Sponsorship includes the following Calendar of Events\*

Event	Dates	Location
HFMA/AAHAM Super PFS	February 18, 2021	Virtual
Virtual Awards Presentation & Comedy Hour	February 26, 2021	Virtual
Diversity & Inclusion Event	April 15, 2020	Virtual
All Ohio Conference	May 19-21, 2021	Virtual
Hot Topics Event	Summer 2021	TBD
Annual Gala <b>IN-PERSON!</b>	August 21, 2020	Metropolitan @ The 9
Fall Education Event	Fall 2021	TBD

**Corporate Sponsorship fillable form on next page**

*\*List of events subject to change.*



**northeast ohio chapter**

**2021 Corporate Sponsorship Contract**

**APPLICATION & PAYMENT**

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

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

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

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

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

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

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

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

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

**Total Contribution: \$** \_\_\_\_\_

**Payment**

Make check payable to the *Northeast Ohio Chapter of HFMA*.

Please send check to:

Rachel Rychcik  
5227 Edenhurst Rd.  
Lyndhurst, OH 44124

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