



Eastern Michigan Chapter

2011-2012 OFFICERS

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June 2011

Dear _____:

The Eastern Michigan Chapter of HFMA has long been an essential resource for development of healthcare finance professionals in Michigan. During the past program year the Chapter was very successful in providing excellent educational and networking opportunities to its members which included:

- Offering over 143 hours of educational programming with topics including Medicare and Blue Cross updates, Healthcare Reform Implications, Electronic Medical Record, CFO Current Issues, Leadership Margin & Balance just to name a few.
- Bi-monthly publication of the Chapter's electronic newsletter, *HealthCents*, which contains technical articles and inside information on Chapter activities.
- Specialized committees such as; Managed Care, Insurance & Reimbursement, Financial Analysis Decision Support, Revenue Cycle and Financial Accounting & Reporting. These committees give members a platform to discuss current issues with other professionals in their specific area of interest.

In order to sustain and enhance the quality and depth of the Chapter's seminars and educational tools, we rely on support from organizations like yours. Although we know all healthcare organizations face tight budgets, we need your commitment to HFMA if we are to continue to provide high-quality affordable education in local venues.

The Chapter offers four sponsorship packages, with varying levels of commitment and benefits to the sponsor. The Platinum level sponsorship is set-up so \$1000 of the funds from this package will help support the Fall Conference and you will receive recognition during the event and vendor table. The added benefits of the Platinum sponsorship is described on the enclosed summary, along with information on the other packages and opportunities for contributing to the development of healthcare financial leaders in Michigan.

A Chapter representative will be contacting you in the near future to discuss the sponsorship opportunities. **We ask for your commitment by August 1, 2011** to enable the Chapter to plan its 2011-12 programs.

We look forward to working with you this year.

Sincerely,

Michael J. Berryman
Sponsorship Committee
Ideas4yourbiz@hotmail.com

Mark A. McIntosh,
President
Eastern Michigan Chapter
(313) 874-9525

2011-12 HFMA EMC SPONSORSHIP OPPORTUNITIES SPONSOR APPLICATION

I am proud to be an Eastern Michigan Chapter Sponsor and Supporter:

- | | | |
|--------------------------|----------------------|----------|
| <input type="checkbox"/> | Platinum Sponsorship | \$ 3,000 |
| <input type="checkbox"/> | Gold Sponsorship | \$ 1,500 |
| <input type="checkbox"/> | Silver Sponsorship | \$ 1,000 |
| <input type="checkbox"/> | Bronze Sponsorship | \$ 500 |

I am pleased to sponsor a 2011-12 Member Meeting:

- | | | |
|--------------------------|-----------------|--------|
| <input type="checkbox"/> | Reception/meal | \$ 300 |
| <input type="checkbox"/> | Program speaker | \$ 500 |

I am pleased to sponsor a 2011-12 Committee Meeting:

- | | | |
|--------------------------|-----------------|--------|
| <input type="checkbox"/> | Program speaker | \$ 150 |
|--------------------------|-----------------|--------|

I am pleased to sponsor the annual June 2012 Golf Outing:

- | | | |
|--------------------------|---|----------|
| <input type="checkbox"/> | Prize donation | \$ TBD |
| <input type="checkbox"/> | Golf hole basic sponsorship (random 1 of 18 holes) | \$ 200 |
| <input type="checkbox"/> | Golf hole sponsorship (select a specific hole) | \$ 300 |
| <input type="checkbox"/> | Hole in one sponsorship | \$ 300 |
| <input type="checkbox"/> | Gold tee sponsorship (one foursome plus basic hole sponsorship) | \$ 750 |
| <input type="checkbox"/> | 19 th Hole sponsorship | \$ 500 |
| <input type="checkbox"/> | Lunch sponsorship | \$ 750 |
| <input type="checkbox"/> | Beverage cart sponsorship (2 sponsorships available) | \$ 750 |
| <input type="checkbox"/> | Dinner sponsorship | \$ 1,500 |

I am pleased to be a sponsor for the Membership Directory (Hard Copy):

- | | | |
|--------------------------|---|----------|
| <input type="checkbox"/> | Full, half and quarter page (see rate information attached) | \$ _____ |
|--------------------------|---|----------|

I am pleased to be a sponsor for the website or HealthCents Newsletter:

- | | | |
|--------------------------|---|----------|
| <input type="checkbox"/> | HealthCents: Half page, quarter page, eighth page (see rate information attached) | \$ _____ |
| <input type="checkbox"/> | Website www.hfmaemc.org: Half page, quarter page (see rate information attached) | \$ _____ |

Company _____ Primary Contact _____

Street Address _____ Title _____

City _____ Phone _____

Email: _____

Authorized Signature _____ Date _____

Make Check Payable to: HFMA - Eastern Michigan Chapter and Mail to:

Susan Stokes
 Administrative Assistant
 Eastern Michigan Chapter
 13064 Burningwood Dr.
 Washington Twp., MI 48094
 Phone: 586-786-9532
 Email: susan-stokes@comcast.net

**Deadline for the 2011-12 Annual Sponsorship Program: August 1, 2011
 (For Platinum, Gold, Silver and Bronze Levels)**

Annual Sponsorship Benefits

The Eastern Michigan Chapter is seeking business and individual sponsorship to support the Chapter's educational and development activities. Platinum, Gold, Silver, and Bronze sponsorships include the following benefits:

Sponsorship Level	Platinum	Gold	Silver	Bronze
Payment	\$3,000	\$1,500	\$1,000	\$500
Total Value	\$4,000+	\$2,100+	\$1,250+	\$800+
Acknowledgement/profile in one newsletter	1/2 Page	1/2 Page	1/4 Page	No
Acknowledgement/profile in annual Membership Directory	Full Page	Full Page	1/2 Page	1/4 Page
Name recognition in each newsletter and membership program meeting brochure	Yes	Yes	Yes	Yes
Option for discounted advertisements in Program brochures	Yes	Yes	Yes	Yes
Complimentary registration for one individual at an Eastern Michigan chapter educational program	Season pass (five programs)	Season pass (five programs)	Two Programs	One Program
Complimentary registration for Annual Golf Outing	2	2	2	No
One hole sign at annual golf outing	Specific hole selection	Specific hole selection	Basic hole sponsorship	Basic hole sponsorship
Fall Conference – Listing in Conference Newsletter	Yes	No	No	No
Fall Conference – Signage and announcement recognition at one Breakout session	Yes	No	No	No
Fall Conference vendor/display table	Yes	No	No	No
Sponsor ribbons for name badges for attendees at educational programs	Yes	Yes	Yes	Yes
Recognition during opening or closing remarks at all chapter events	Yes	Yes	Yes	Yes
Sponsorship display board at all chapter events	Yes	Yes	Yes	Yes
Option to display materials at member meetings	Yes	Yes	Yes	Yes

Other sponsorship opportunities are available. Please see the Sponsor/Exhibitor Application.

For additional opportunities to sponsor the annual Fall Conference, please contact Debby Sieradzki at 586-292-6446

Advertising Opportunities

The Eastern Michigan Chapter offers advertising in the Newsletter, Membership Directory, Member Meeting Program Brochures, and at the Golf Outing, and on the Web Site, www.hfmaemc.org, at the following rates:

Publication	Ad Size	Gold / Platinum Sponsor	Silver Sponsor	Bronze Sponsor	Non-Sponsor
Newsletter Rates: Per Issue/All Five Issues	Half Page	One Included	\$150/\$450	\$150/\$450	\$150/\$450
	Quarter Page	\$75/\$225	Included	\$75/\$225	\$75/\$225
	1/8 Page	\$50/\$150	\$50/\$150	\$50/\$150	\$50/\$150
	Name Listed	Included	Included	Included	N/A
	Job Listings	Included	Included	Included	N/A
Web Page & Links www.hfmaemc.org	Half Page (4x5)	\$400/Year	\$400/Year	\$400/Year	\$100/Mo.
	Quarter Page	\$200/Year	\$200/Year	\$200/Year	\$50/Mo.
Member Educational Brochure (per program cost)	Half Page	\$100	\$100	\$100	\$125
	Quarter Page	\$75	\$75	\$75	\$100
	Name Listed	Included	Included	Included	N/A
Membership Directory (Hard Copy)	Full Page	Included			\$750
	Half Page		Included		\$500
	Quarter Page			Included	\$250
Golf Outing (per hole)	Signage per Hole	Included (specific hole)	Included (basic hole)	Included (basic hole)	\$200 basic \$300 specific