



Eastern Michigan Chapter

#### 2018-2019 OFFICERS

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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, including:

- Offering almost 10,000 hours of educational programming to our chapter members and guests with topics including Medicare and Blue Cross updates, Healthcare Reform Implications, Electronic Medical Record, CFO Current Issues, Leadership Margin & Balance and Cybersecurity just to name a few.
- Publication of the Chapter's electronic News Blasts, which contains technical articles and inside information on Chapter activities. These News Blasts will be issued on a more frequent basis than our previous newsletter.
- Specialized committees such as Insurance & Reimbursement, Revenue Cycle, Financial Accounting & Reporting and Business Intelligence. 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. With the Platinum level sponsorship, \$1,500 of your sponsorship supports the Fall Conference, and you receive recognition during the event and your choice of a vendor display table or complimentary registrations to the conference. The attached sponsorship summary describes the benefits of all the chapter sponsorship opportunities for contributing to the development of healthcare financial leaders in Michigan. The form also includes an opportunity for a vendor booth at our Fall Conference for \$850.

The Chapter is also offering our vendors and partners an opportunity to sponsor new member scholarships, either as part of their overall support of the chapter or as a new sponsorship. These scholarships are targeted towards early careerists, those new to the healthcare industry or other individuals committed to becoming active members working towards the continued success of the Chapter.

A Chapter representative will be contacting you in the near future to discuss the sponsorship opportunities. **We ask for your commitment by August 1, 2018** to enable the Chapter to plan its 2018-19 programs.

We look forward to working with you this year.

Sincerely,

Donna Kopinski, FHFMA, CPA  
Sponsorship Chair  
Eastern Michigan Chapter  
[donna.kopinski@comcast.net](mailto:donna.kopinski@comcast.net)

Nancy Rocker, FHFMA  
President  
Eastern Michigan Chapter  
[rockern@outlook.com](mailto:rockern@outlook.com)

## 2018-19 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 proud to be an Eastern Michigan Chapter Fall Conference Vendor October 29 & 30, 2018:**

- |                          |   |        |
|--------------------------|---|--------|
| <input type="checkbox"/> | Vendor Booth – includes 2 registrations and a 6ft. display table at the Inn at St. John In Plymouth, MI | \$ 850 |
|--------------------------|---|--------|

**I am pleased to sponsor a 2018-19 Member Meeting:**

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

**I am pleased to sponsor a 2018-19 Committee Meeting:**

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

**I am pleased to sponsor a 2018-19 Networking Social Event**

- |                          |  |        |
|--------------------------|--|--------|
| <input type="checkbox"/> | e.g. Dave & Buster’s event or some other event mutually agreed to by the chapter and sponsor | \$ TBD |
|--------------------------|--|--------|

**I am pleased to sponsor the annual July 2019 Golf Outing:**

- |                          |   |          |
|--------------------------|---|----------|
| <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 <sup>th</sup> 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 |
| <input type="checkbox"/> | Prize donation  | \$ TBD   |

**I am pleased to sponsor 2018-19 New Member Scholarships:**

New Member scholarships will be advertised to all Chapter members via a News Blast.

- |                          |                               |          |
|--------------------------|-------------------------------|----------|
| <input type="checkbox"/> | One membership scholarship    | \$ 300   |
| <input type="checkbox"/> | Three membership scholarships | \$ 1,000 |
| <input type="checkbox"/> | Five membership scholarships  | \$ 1,500 |

**I am pleased to be a sponsor for the website or News Blasts:**

- |                          |  |          |
|--------------------------|--|----------|
| <input type="checkbox"/> | Routine News Blasts: Banner on one or all blasts (see rate information attached) | \$ _____ |
| <input type="checkbox"/> | Website www.hfmaemc.com: Half page, quarter page (see rate information attached) | \$ _____ |

Primary Contact \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_ Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Email: \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

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

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

**Deadline for the 2018-19 Annual Sponsorship Program: August 1, 2018  
 (For Platinum, Gold, Silver and Bronze Levels and Fall Conference Vendor Booth)**

## 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	<b>\$3,000</b>	<b>\$1,500</b>	<b>\$1,000</b>	<b>\$500</b>
Total Value	\$4,000+	\$2,100+	\$1,250+	\$800+
Acknowledgement/profile in one news blast	Yes	Yes	Yes	No
Name recognition in each new blast 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 (currently four programs)	Season pass (currently four 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 on Conference Agenda	Yes	No	No	No
Fall Conference – Signage and announcement recognition at one General Session	Yes	No	No	No
Fall Conference vendor/display table <b>OR three</b> (3) conference registrations <b>OR</b> sponsorship recognition for one of the following: Keynote Speaker Wednesday Lunch Wednesday Evening Reception Thursday Lunch	Yes	No	No	No
Recognition during opening or closing remarks at all chapter events	Yes	Yes	Yes	Yes
Sponsorship PowerPoint display at all Member Meetings	Yes	Yes	Yes	Yes
Option to display materials at member meetings	Yes	Yes	Yes	Yes

## Advertising Opportunities

The Eastern Michigan Chapter offers advertising in the News Blasts, Member Meeting Program Brochures, at the Golf Outing, and on the Website, [www.hfmaemc.com](http://www.hfmaemc.com), at the following rates:

<b>Publication</b>	<b>Ad Size</b>	<b>Gold / Platinum Sponsor</b>	<b>Silver Sponsor</b>	<b>Bronze Sponsor</b>	<b>Non-Sponsor</b>
<b>News Blast Rates: Per News Blast/All Routine News Blasts</b>	Banner Name Listed Job Listings	Included Included Included	Included Included Included	Included Included Included	\$50/\$450 N/A N/A
<b>Web Page &amp; Links</b> <a href="http://www.hfmaemc.com">www.hfmaemc.com</a>	Half Page (4x5) Quarter Page	\$400/Year \$200/Year	\$400/Year \$200/Year	\$400/Year \$200/Year	\$100/Mo. \$50/Mo.
<b>Member Educational Brochure (per program cost)</b>	Half Page Quarter Page Name Listed	\$100 \$75 Included	\$100 \$75 Included	\$100 \$75 Included	\$125 \$100 N/A