



southern california chapter

2021-22 CORPORATE SPONSORSHIP PROGRAM

As a sponsor of the Southern California Chapter of Healthcare Financial Management Association (HFMA-SoCal), you gain exposure by having your organization's logo visible to a select audience of more than 1,000 members from across the industry. Our membership consists of CEOs, CFOs, Revenue Cycle, Patient Financial Services Directors, Network Contracting Executives, and other healthcare finance professionals. The Southern California Chapter sincerely appreciates your interest in sponsoring and/or participating in our Chapter activities for the Chapter year of June 2021 through May 2022.

Please send us a reply email indicating your desired sponsorship level along with contact information, a (jpeg) file of your current logo and a brief current company description as soon as possible. This will help us ensure you are included in all of the necessary publications and allow us to meet all printing deadlines. Once we receive your commitment, we will follow up with an invoice. All payments must be received by May 1, 2021, unless other arrangements have been made with the Sponsorship Chair.

Corporate Sponsorship Matrix June 1, 2021 to May 31, 2022. Table with 5 columns: Corporate Benefit Category / Description, PRESIDENT'S CLUB \$5,000, GOLD CLUB \$4,000, SILVER CLUB \$3,000, BRONZE CLUB \$1,500. Rows include Free Registration, video recording, attendees list, recognition at webinars, corporate sponsor recognition in all major webinars, recognition on website, and sponsorship ribbon.



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## CORPORATE SPONSOR INFORMATION SHEET

**DETAILS OF THE PROGRAM:** The enrollment period will be throughout the chapter year. An email announcement will be sent to all chapter members and vendors listed in the current membership directory. Selected vendors who have expressed an interest in sponsoring past HFMA events will be contacted.

**PAYMENTS:** Once we receive an email from you indicating your sponsorship level the committee will email you an invoice with a link to make your payment. All payments must be received by May1, 2021

## Upcoming Events – (In-person when possible)

Friday, July 16<sup>th</sup>, 2021  
**Summer Symposium  
@ Long Beach Yacht Club**

September TBA 2021  
**In-Person Social Event**

Thursday, October 21<sup>st</sup>, 2021  
**Fall Summit @ MemorialCare**

December 2021  
**Holiday Party**

March 2022  
**Spring Conference**

April 2022  
**SoCal & San Diego Women’s Event**

### **For More Questions or More Information, Contact:**

Brian Guerra, Sponsorship Chair: [sponsorship@hfma-socal.org](mailto:sponsorship@hfma-socal.org)  
Dhara Shah Co-Sponsorship Chair: [dshah@usc.edu](mailto:dshah@usc.edu)

#### \* Regarding Distribution of Provider Registration Coupons & Tax Deduction:

A primary benefit for Sponsors (from past feedback) in our chapter is the opportunity to work and network with Providers at Chapter Events. To encourage expanded Provider participation in our educational programs, we are providing coupons exclusively for Providers as a part of the sponsorship program to attract more attendance. In order to be in compliance with hospital policies regarding acceptance of gifts, the provider registrations coupons can be only used by providers and not members of your sponsoring organization. Also, you cannot assign to a specific provider due to compliance issues so they will be placed in a “pool” for every meeting and recognition will be given to those Business partners who had provider coupons available for that meeting. Obviously, the more coupons that your company had available; the more recognition will be given.

Important: Business partner (non-providers) agrees to not claim these free registration coupons as a tax deduction, as it would violate HFMA National’s 501c6 tax status.

Sponsor registrations can also be utilized as a provider registration only. Provider coupons must be utilized prior to the end of the sponsorship year.