



arkansas chapter

419 Natural Resources Drive | Little Rock, AR 72205 | 501-316-1229 | arhfma@arkansashfma.org | arkansashfma.org

May 1, 2021

Welcome to a new year for the Arkansas Chapter of HFMA! We have just ended an unprecedented time for our Chapter this past year. The future looks hopeful that we will get back to our meetings in person starting with our Summer 2021 Conference. Our leadership team for the fiscal year June 1, 2021 – May 31, 2022 has already started planning the success of the New Year. They are Michael Westerfield, President; Vonda Russell, President Elect; Brittiany Loar, Secretary; Melodie Colwell, Treasurer; Senior Board Members, Fred Brantley and Brian Smith; and new Board Members, Bill Munn and Misty Prater. With this great group of volunteers as our chapter leaders, we can expect another successful year!

What makes the Arkansas Chapter so successful? First and foremost, our members. For our members we are able to offer high-quality educational programs, effective communication resources and valuable networking opportunities. Another huge part of our success is due to the support of our **Business Partners (Sponsors)**. They help make our goals attainable, which allow us to provide these wonderful benefits to our membership. If you are an existing **Business Partner (Sponsor)** ... WE APPRECIATE YOUR PAST AND CONTINUED SUPPORT OF OUR CHAPTER, AND WELCOME YOU BACK FOR ANOTHER EXCITING YEAR!!! If you are coming on board as a new **Business Partner (Sponsor)** ... WELCOME ... WE APPRECIATE YOUR INTEREST IN THE SUCCESS OF OUR CHAPTER AND MEMBERS!

For last year Business Partners (Sponsors), we are offering a discount again this year to apply to this coming year sponsorship. Those 2020-2021 sponsors will be receiving that opportunity via a discount code if they accept it. On the pages to follow are the benefits of being a **Business Partner (Sponsor)** of the Arkansas Chapter. We have a new website this year that even better highlights our sponsors and have our social media back up posting weekly with recognition to our sponsors periodically. We constantly strive to recognize our sponsors and search for new ways to promote them to our membership. We have attached a checklist of items we need from you in order for your company to enjoy the full benefit of sponsorship. Please, please take the time to look over the checklist and get us the information we need to ensure you receive your full benefit as a **Corporate Sponsor**.

To be recognized as a **Corporate Sponsor** in the membership directory app, our social media news, our website and signage at our meetings, registration and fees are due no later than **June 30, 2021** so we can start working on all of **these benefits**.

Registration is online for Business Partners. If paying by credit card or check, register online at <https://cvent.me/Nx7nQW>

If paying by check, you still register online and please mail check to Arkansas Chapter HFMA, 419 Natural Resources Drive, Little Rock, AR, 72205. PLEASE REMEMBER: Fees are due with your registration form. A company will not be listed as a Business Partner until both the registration and fees are received. We do sincerely appreciate your understanding and cooperation of this policy.

We look forward to 2020-2021 Meeting Dates:

August 25-27, 2021, Summer Quarterly Conference, Doubletree Hilton (Old Clarion), Hot Springs, AR

October 22, 2021, Fall Quarterly Conference, Crowne Plaza, Little Rock, AR

January 26-28, 2022, MidSouth Institute, Goldstrike Resort & Casino, Tunica, MS

April 20-22, 2022, Spring Annual Conference, Hotel Hot Springs & Spa, Hot Springs, AR

Please check out our website at arkansashfma.org for our additional meetings scheduled. If you have any questions, please feel free to email us.

Sincerely,

Andrew Covington, Chair & Jeremy Jeffery, Co-Chair

Corporate Sponsorship Committee

Arkansas Chapter HFMA

acovington@arksurgicalhospital.com & jljeffery@hotmail.com



arkansas chapter

**Corporate Sponsorship Opportunities
For the Chapter Year June 1, 2021 - May 31, 2022**

| Your Investment | Diamond \$3,000 | Gold \$2,000 | Silver \$1,500 | Bronze \$1,000 |
|---|---------------------------|------------------------|--------------------------|--------------------------|
| General Benefits | | | | |
| <input type="checkbox"/> Top quality education for low price (1/2 price conference fee for business partners) | X | X | X | X |
| <input type="checkbox"/> Name recognition as Business Partner | X | X | X | X |
| <input type="checkbox"/> Networking opportunities with approximately 700 members including virtual when applicable | X | X | X | X |
| Membership Directory | | | | |
| <input type="checkbox"/> Directory will include a list by level of sponsorship of company name with contact | X | X | X | X |
| <input type="checkbox"/> Directory will include a photo ad in membership directory app | X | X | X | |
| <input type="checkbox"/> Directory will include company description of services handout on app | X | X | X | X |
| <input type="checkbox"/> Directory will include link to company website | X | | | |
| Newsletter | | | | |
| <input type="checkbox"/> Newsletter/Blogs/Soc Media will include a list by level of sponsorship of co name | X | X | X | X |
| <input type="checkbox"/> Newsletter/Blogs/Soc Media will include an ad 2 times a year (two newsletters) | X | | | |
| <input type="checkbox"/> Newsletter/Blogs/Soc Media will include company logo | X | X | | |
| <input type="checkbox"/> May submit an educational article for newsletter blogs four per year | X | | | |
| <input type="checkbox"/> May submit an educational article for newsletter blogs twice per year | | X | | |
| <input type="checkbox"/> May submit an educational article for newsletter blogs once per year | | | X | |
| Website | | | | |
| <input type="checkbox"/> Website will have link to sponsor website by company logo | X | | | |
| <input type="checkbox"/> Website will list by company logo | X | X | | |
| <input type="checkbox"/> Website will list by company name | | | X | X |
| <input type="checkbox"/> Website will have company description of services handout | X | X | X | X |
| <input type="checkbox"/> Website will have company logo on home page | X | | | |
| <input type="checkbox"/> Website will have company ad | X | | | |
| Exhibits & Annual Meeting | | | | |
| <input type="checkbox"/> Company will receive introduction, sponsor plaque and/or date plate at Annual mtg | X | X | X | X |
| <input type="checkbox"/> Company may exhibit at Spring & Summer shows for FREE and Fall meeting for \$75 | X | | | |
| <input type="checkbox"/> Company may exhibit at Spring and Summer tradeshow for \$50 | | X | | |
| <input type="checkbox"/> Company may exhibit at Spring and Summer tradeshow for \$100 | | | X | |
| <input type="checkbox"/> Company may exhibit at Spring and Summer tradeshow for \$150 | | | | X |
| Other Recognition | | | | |
| <input type="checkbox"/> Company logo on signage at each meeting | X | X | | |
| <input type="checkbox"/> Company name on signage at each meeting | | | X | X |
| <input type="checkbox"/> Opportunity to sponsor extra/additional networking events (volunteer basis) | X | X | X | X |
| <input type="checkbox"/> Meeting registration agenda will include a list by level sponsorship of company name | X | X | X | X |
| <input type="checkbox"/> Nametag ribbon indicating "Sponsor" at all meetings attended | X | X | X | X |
| <input type="checkbox"/> Plans for more social media recognition | X | X | X | X |
| Meeting Registrations | | | | |
| <input type="checkbox"/> Sponsor to receive <u>annually</u> , meeting registration comps for employees or guests– (Comp use is <u>only</u> for the three Arkansas only meetings up to 3 used per meeting) | 8 | 6 | 4 | 2 |



Business Partner's Checklist

To ensure you receive full benefit of your participation in our Corporate Sponsor Program, the following checklist has been devised by level of sponsorship. Please send together all items appropriate for your level to: arhfma@arkansashfma.org

Thanks for your continued support of our Chapter! We look forward to another great year!!!

Diamond Level:

- ✓ Company ad for the newsletter, website and membership directory app. Ad size 4"X 6". (Color) (jpeg format)
- ✓ Company logo to use on Chapter newsletter, website & signage. (jpeg format)
- ✓ Four educational articles for the newsletter to publish throughout year.
- ✓ 150-word description of company and services to be distributed to members on the website.

Gold Level:

- ✓ Company ad for the membership directory app. Ad size 4"X 6". (Color) (jpeg format)
- ✓ Company logo to use on Chapter newsletter, website & signage. (jpeg format)
- ✓ Two educational articles for the newsletter to publish throughout year.
- ✓ 125-word description of company and services to be distributed to members on the website.

Silver Level:

- ✓ Company ad for the membership directory app. Ad size 4"X 6". (Color) (jpeg format)
- ✓ 100-word description of company and services to be distributed to members on the website.
- ✓ One educational article for the newsletter to publish throughout year.

Bronze Level:

- ✓ 75-word description of company and services to be distributed to members on the website and membership app.

Register online at: <https://cvent.me/Nx7nQW>