

women lead

here.

2017 ANNUAL CONFERENCE

Friday, November 3rd 2017

Wrigley
MANSION

“RISING STRONG”

Brene Brown’s book will serve as our central conference theme, guiding speakers and attendees. Throughout the day we will be inspired by stories of those who have fallen and risen strong, and learn how to ‘reckon and rumble’ in our own lives and author the ending of our story through ‘revolution’. Join us as we connect one another to extend and strengthen our networks and bonds.

2017 Sponsorship Opportunities

The Arizona chapter of the Healthcare Financial Management Association (HFMA) is pleased to introduce its 2017 Sponsorship Program for the 5th annual, award-winning **Women Lead HRE** conference. By choosing to become a sponsor partner, your organization will receive benefits designed to maximize exposure and provide a forum for development of women leaders within your organization.

If you are interested in becoming a sponsor partner, it's never been easier (or more beneficial). Committee members are available to assist with questions, and our simple online registration is one click away. Please note that some levels of sponsorship are limited in number, and payment in full 90 days prior to the event is required to secure your spot.

If you have any questions regarding the enclosed information, please contact Sponsorship Leads Kaleigh Stetler and Caitlyn O'Brien.

Thank you for your consideration. See you on November 3rd as we transform the way we live, love, parent and lead.

Sincerely,



Samantha Brodt
2017 HRE Event Chair

About HFMA and HRE

HFMA is the premier membership organization serving healthcare CFO's and finance professionals, as well as leaders in health plans, physician practices and supporting organizations. As a 501c3 non-profit, the Arizona HFMA chapter and its members are committed to finding the best ways to deliver value in healthcare. Visit www.azhfma.org for additional information.

The **HRE** initiative is an effort that aims to inspire not only women but men invested in the professional development of women leaders. While the **HRE** program grew from healthcare roots, today's events span far beyond the healthcare arena. Attendees include leaders from healthcare, entrepreneurs, philanthropic organizations, and the general business sector. The Arizona HFMA chapter has been a nationwide leader in the development of curriculum and events designed to inspire, learn and connect. Visit www.hfma.org/here for links to featured articles, blogs, and other content.

www.facebook.com/ArizonaHRE/

www.linkedin.com/groups/13522239

SPONSORSHIP PARTNER PROGRAM	PLATINUM Presenting Sponsor \$5,500	GOLD Event Sponsor \$1,950	SILVER Bookmark Sponsor \$1,650	BRONZE Table Sponsor \$1,200	HERE Supporter \$500 (or in-kind)
Co-branding as the sole Presenting Sponsor for the conference, including conference giveaways, advertising, social media and materials	✓				
Logo on front cover of event program as Presenting Sponsor	✓				
A special speaking opportunity to highlight your company's alignment with the HERE conference goals and objectives	✓				
50% discount and first option on additional sponsorship of 2017-2018 HERE events (Speaker Series, Networking Events, etc.)	✓				
Registration list of attendees provided two weeks prior to the event	✓	✓	✓		
Reserved table of ten (10) seats, assuring your selected invitees will be at your table	✓			✓	
Sponsorship ribbon on name badge, acknowledging your valued support of HERE	✓	✓	✓		
Signage and recognition at the event	✓	✓	✓		✓
Customized HERE social media posts (Facebook group, LinkedIn group and Twitter account) ahead of event	Three (3)	Two (2)			
Logo in event program, advertising, social media and conference materials	✓	✓	✓		
Complimentary registrations with prime seating for use by your organization or client guests		Two (2)	One (1)		
30% discount on registration for up to two (2) additional attendees	✓	✓	✓	✓	✓
Specially designed custom bookmark placed in each attendee's theme-aligned book			✓		
Logo prominently displayed at table	✓			✓	
Color ad space in the event program	Full page	Full page	Half page	Half page	Quarter page

A-LA-CARTE OPTIONS

Limit 1 Sponsor per option

Looking for additional ways to partner? Each of the a la carte options below will provide your organization with additional recognition in event program, prominent display of your logo on special signage, as well as recognition at the event as a valued sponsor.

Parking: specially designed valet ticket with your logo/message	\$750
Breakfast: signage and logo-imprinted napkins	\$1,500
Coffee Bar: signage displayed throughout the day for maximum visibility	\$500
Luncheon: speaking opportunity during lunch	\$2,500
Dessert: signage and logo-imprinted napkins	\$500
Happy Hour: one drink ticket per attendee	\$1,500

What To Expect From the Conference

Format: The **HERe** Conference is a full-day event featuring dynamic keynote speakers, transformational breakout sessions, and integrated networking opportunities throughout the day. Set in unique venues and sustained with delicious meals, the **HERe** conference is an award-winning conference rooted in the pillars of Inspire, Learn and Connect.

Attendance: Our conference has grown in attendance, quality and substance year over year since its inception in 2013. In 2016, there were 192 attendees, providing the highest satisfaction levels thus far. 99% rated the overall conference as “Excellent” or “Above Average”.

Demographic: The conference is predominantly female (98%) with ages ranging from 20 to undisclosed 80’s. 53% indicated that they are in executive, managerial or leadership roles within their organization. 100% are in leadership roles within their lives.

Why Become a HERe Sponsor Partner?

Our sponsors commit their resources for a variety of reasons. You will benefit by:

- Getting your company’s messaging and brand in front of 200 of the most influential women in Arizona
- Empowering your organization’s female leaders and improving your company’s performance by sending a delegation
- Connecting with clients and prospects in an extraordinary setting in the most meaningful ways

**{ The most difficult thing is the decision to act.
The rest is merely tenacity. }**
Amelia Earhart, aviation pioneer

Act now. Simply visit www.azhfma.org and select the 11/3 **HERe Conference to signal your intent to sponsor and reserve your spot.**

If you have additional questions about the value of **HERe** sponsorship or for assistance with registration, please contact the Sponsorship Committee Leads:

- Kaleigh Stetler: (602) 626-5662 or Kaleigh.Stetler@Adreima.com
- Caitlyn O’Brien: (480) 254-2428 or caobrien9@gmail.com