

Sponsorship Update

Alan Newberg, FHFMA, Sponsorship Committee Co-Chair

Value – in mathematical terms can be described as benefit minus cost. From people we come in contact with every day we hear: “I got my monies worth”, “It was worth what I paid”, and “It was worth every penny.”

The AZ HFMA sponsorship committee – led this year by Matt Cox – is focused on providing our sponsors value. Our committee is committed to constantly looking for creative sponsorship opportunities that will provide our vendor partners with maximum exposure, great “bang” for their buck, and alternatives that will be positively received by provider membership.

AZ HFMA sponsorship committee is currently gearing up for the Fall Conference. This year’s conference slogan, Catch the Wave of Change, will be conveyed with a beach theme. (I’m sure there will be an ugly Hawaiian shirt or two in the mix!) Exhibitor and Sponsor brochures were sent out in early July.

Two popular programs are returning for this fall.

Thursday Night Group Dinner

Thursday night group dinner was launched last fall in Tucson with attendees and sponsors coming together to share a meal and a lively evening of entertainment that included “Dueling Pianos” and a fiercely competitive karaoke competition. The spring conference included a Thursday evening “Murder Mystery Dinner Theater”. This fall’s entertainment will focus on the islands as part of the beach theme and a good time will be had by all. Two sponsorship opportunities are available to host the event.

“2-fer”

Starting with the Spring Conference we offered another exciting and innovative sponsorship option we like to call the “2-fer”, a bundled approach to annual sponsorship allowing for bulk purchasing with a discount – kind of like marketing Costco – but different. Vendors who commit to sponsoring both Spring and Fall Conferences receive a 10% discount for both events, and help the chapter with future planning. A win-win. Twelve sponsors purchased “2-fer” events in the spring. More are available this fall for the 2015 fall and 2016 spring conferences.

To our vendor partners – thank you. Without your support, AZ HFMA could not provide such wonderful programming and networking value to our members. And to our provider members – thank you for networking with exhibitors and sponsors at events such as our fall conference, and being open to learn about their services and offerings. Together we all make AZ HFMA a strong value-added organization.

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