

8th Annual  
**Women Lead  
HERE Conference**

**EmpowHER**



**Virtual Sponsorship Packet**

**Friday, November 13th, 2020**

**Dear Valued Partners,**

Our 8th Annual Women Lead HERe conference has pivoted to a can't miss, digitally delivered event. We're bringing together the best and brightest speakers and presenters for a day of empowHERment, inspiration and connection.

This year has been like none before and so, our conference will follow suit. At a time when our teams need empowHERment, support and inspiration, we stand together to provide just that. We invite you to join us in building a platform that allows for the delivery and examination of topics that are uniquely relevant to the challenges we face both professionally and personally, individually and collectively.

We are thrilled to announce our virtual sponsorship package that highlights opportunities for involvement and drive value for your organization.

**Sincerely,**

**The 2020 Women Lead HERe Committee**

*AZ HFMA Chapter*  
107 S Southgate Drive Chandler AZ 85226

**[www.azhfma.org/here](http://www.azhfma.org/here)**

# Virtual Sponsorship Opportunities

	<b>Platinum Sponsor \$3750 (One Available)</b>	<b>Gold Sponsor \$3500 * (One Available)</b>	<b>Silver Sponsor \$1500 (One Available)</b>	<b>Bronze Sponsor \$750 (1 available)</b>	<b>Panel Sponsor \$750 (1 available)</b>	<b>Supporting Sponsor \$350 (4 available)</b>
Co-branding as the Presenting Sponsor for the conference. This includes giveaways, social media and event materials.	X					
Logo on front cover of Digital Program as Presenting Sponsor	X					
Premier opportunity to present a digital commercial that highlights your company's alignment with the HERe conference goals and objectives. (Introduces Morning Keynote Speaker)	X					
Logo on Event Registration Page	X	X	X			
QR Code on Attendee Event Card	X	X	X			
Attendee Registration List	X	X	X			
Included Individual Registrations	25	20	10	5	5	2
Custom Social Media Posts on all HERe channels (LinkedIn, Youtube, Instagram)	Three (3)	Two (2)	Two (2)	One (1)	One (1)	
Each attendee will receive a journal with your logo and/or company name custom imprinted on the cover.		X				
Color Ad Space in Digital Event Program	Full Page	Full Page	Full Page	Half Page	Half Page	Quarter Page
Opportunity to introduce session speaker				Closing Keynote	Panel	Breakout Session
Exclusive opportunity to provide swag items for attendee "EmpowHER box"	X	X	X			

\*Chapter Coupons cannot be used on this level of sponsorship.

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# Virtual Sponsorship FAQ's

## **What is the EmpowHER Swag Box?**

Our 2020 conference attendees will receive via US Mail, a custom "swag box" that includes everything they need to maximize their virtual conference experience. Each box will include a pre-conference IT-checklist, an event postcard, a journal and approved marketing material from our Platinum, Gold and Silver Sponsors.

## **How does the QR Code benefit work?**

Each attendee will receive an event postcard in their EmpowHER Swag Box. When the attendee opens the camera application on their phone and points it toward the QR code, they will automatically be directed to the webpage of your choosing.

## **What are the requirements or parameters for the Platinum Sponsorship Commercial?**

This one-of-a-kind benefit provides an opportunity for your organization to showcase alignment with our core pillars - inspire, learn and connect - by demonstrating your organization's culture and core strengths. This 3-5 minute video should demonstrate collaboration, teamwork and leadership. The commercial must be prepared by your organization and provided to the committee for final review at least four weeks prior to the conference.

## **How will associates be able to register under our included registration count?**

Upon receipt of sponsorship dollars, each organization will be provided with a unique promotional code. This code will allow your staff to register via the website at no cost, thanks to your support of our annual event. Alternatively, we can register your guests for you using your code.