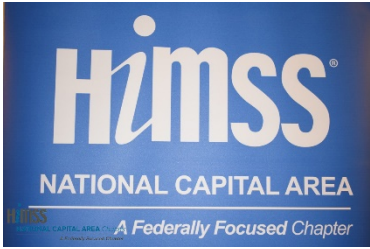




Sponsorship Opportunities

2020-2021



Welcome & Instructions

Welcome!

The HIMSS NCA Chapter, proudly acknowledged as the only “federally focused chapter” has a unique position with HIMSS and in broader DC area. The chapter hosts monthly educational and community outreach sessions, and until the pandemic these were in person. All our sponsorships are being delivered virtually until it is safe to return to our face to face format. Federal employees, military, and students attend our events for free, to include receptions and networking opportunities. The chapter also sponsors a highly regarded mentorship program, identifies internships, provides scholarships and also conducts a significant charity support program. We offer a limited number of sponsorships annually to support the chapter.

Please reach out if you have any questions,

Regards,

Janet Webb

Sponsorship Chair, HIMSS NCA

Sponsor Instructions:

To become a sponsor, please visit complete the online application:

<http://nca.himsschapter.org/2020-2021-Sponsorship-Program>

Upon successful payment of invoice the sponsor will receive a call from the sponsorship chair.

Sponsorship Opportunities

Healthcare Information Technology (HIT) is playing an ever-expanding role in the transformation of healthcare delivery, and HIMSS is leading the way. As an internationally respected voice, HIMSS teams with organizations like yours to advance your business success – and drive continued progress for the healthcare IT industry worldwide. HIMSS brings you exclusive, year-round opportunities to spark innovation...to make a difference... and to bring healthcare IT to the next generation of effectiveness.

The HIMSS National Capital Area (NCA) Chapter is federally focused bringing together high impact industry and government leaders for our educational and community programs. Sponsorship opportunities offer several complementary messaging and networking venues.

HIMSS NCA offers the following sponsorship options:

Sponsorship Level	Cost
Corporate Sponsor	\$12,000
Corporate Sponsor (Pandemic Period)	\$6,000
Corporate Amenity Sponsor	\$12,000
Educational Session (Program Sponsor)	<ul style="list-style-type: none">• Monument - \$5,000• Metro - \$2,500• Small Business Sponsor - \$500*• Webinar Sponsor - \$500*
Scholarship Sponsor	\$6,500
Charity Sponsor	\$6,500
Mentor Program Sponsor	\$6,500

****Due to COVID-19, all current programs are planned as virtual****

The HIMSS NCA will be monitoring all local CDC guidelines and local orders and hope to be able to go back to face-to-face programs in 2021

* Sponsorship level not available during the Pandemic Programming Period

Corporate Sponsor - \$12,000



Recognized as a Corporate Sponsor for the entire program year Guide and represent one of the year's monthly education sessions.

The sponsor may select the featured month (based on the topic presented that month)

Other benefits:

- 10 event passes for the featured educational session
- 3-minute marketing presentation at the featured educational session
- Handout marketing materials to attendees at featured educational session
- 3 event passes for all remaining education events
- Recognition from the podium at each event
- Corporate logo displayed at each event
- Introduction to the speakers post each event
- Advertisement on HIMSS-NCA Website during the entire year
- 501(c)6 contribution receipt on complete payment

HIMSS NCA will feature the sponsor in all advertising and marketing associated with the year's monthly events; this includes all e-mails distributed to prospective registrants and follow-up e-mails to attendees. HIMSS NCA will feature the sponsor's advertisement on the Chapter homepage for the program year.

Our corporate sponsorship program requires that a HIMSS NCA representative liaison with the sponsor to support advertising and marketing efforts for the activities during their featured month. This includes promotional communications from the Chapter for member recruitment from the sponsor's organization and network, as well as to support other community activities such as mentoring, volunteer engagement, and program development.

Corporate Sponsor - \$12,000

Pandemic Programming Period



Recognized as a Corporate Sponsor for the entire program year Guide and represent one of the year's virtual or in-person monthly education sessions.

The sponsor may select the featured month (based on the topic presented that month)

Other benefits:

- 3-minute marketing presentation at the beginning of the featured educational session
- Loading of the marketing presentation onto the HIMSS NCA website for future viewing
- Email marketing materials to attendees as part of the marketing for the featured educational session
- 3 event passes for each in-person education event that might occur during the year
- Corporate logo displayed at bottom of the webinar
- Virtual introduction to the speakers post each event
- Advertisement on HIMSS-NCA Website during the entire year
- An opportunity to help with planning and/or moderation of the webinar
- 501(c)6 contribution receipt on complete payment

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Corporate Amenity Sponsor - \$12,000

We will offer 2 Food & Beverage Sponsorships, to defray the growing costs associated with our delicious food options and continuing to offer free drink tickets for our attendees.

- 3 designated free attendees per event for each education event
- Recognition from the podium at each event
- Corporate logo displayed on a big screen projection
- Corporate logo included in the program handout
- Corporate logo on Placard in front of Food Tables and the Bar
- Booth display to demo products and services at 3 events
- 3-minute podium presentation at a chosen event (may not conflict with other sponsors' presentations)
- Advertisement on HIMSS NCA website during entire year
- Corporate table drapes on serving tables
- 501(c)6 contribution receipt on complete payment



Educational Program Session Sponsor:

Educational Session **Monument Sponsor** - \$5,000

- 3 minute marketing presentation at session
- 5 event passes for the educational session
- Recognition at the podium during introduction
- Corporate logo displayed
- Personal introduction to the speakers post event
- Handout marketing materials to attendees
- Advertisement on HIMSS NCA Website during the month leading up to the event

Educational Session **Metro Sponsor** - \$2,500

- 2 event passes for the educational session.
- Recognition at the podium
- Corporate logo displayed
- Seating at Speakers' Tables
- Handout marketing materials to attendees
- Advertisement on HIMSS NCA Website during the month leading up to the event

* All sponsors receive a 501(c)6 contribution payment receipt

Educational Session **Small Business Sponsor** (<100 employees) - \$500 (Maximum two per month)

- 2 event passes for the education session
- Recognition at the podium
- Corporate logo displayed on a big screen projection
- Handout marketing materials to attendees

Educational Session (**Webinar**) Sponsor - \$500

- Recognition at webinar Logo on Screen
- Corporate logo on marketing materials such as announcements and website
- Digital marketing materials to attendees (1 flyer) during the event



Educational Program Session Sponsor (*Pandemic Programming Period*)

Educational Session **Monument Sponsor** - \$5,000

- 3 minute marketing presentation at webinar
- 5 event passes for a future in-person educational session
- Recognition at the webinar introduction
- Corporate logo displayed during webinar
- Personal email introduction to the speakers post event
- Email marketing materials to attendees during pre-webinar marketing period
- Advertisement on HIMSS NCA Website during the month leading up to the event

Educational Session **Metro Sponsor** - \$2,500

- 2 event passes for a future in-person educational session.
- Recognition at the webinar introduction
- Corporate logo displayed during webinar
- Email marketing materials to attendees during pre-webinar marketing period
- Advertisement on HIMSS NCA Website during the month leading up to the event
- 501(c)6 contribution receipt on complete payment



Scholarship Sponsor - \$6,500

Health IT-related degree program scholarships equaling up to \$6500. This may be a combination of students enrolled in an Associate degree program; Bachelor degree program; or a Graduate degree program.

- Up to 10 event passes for the scholarship announcement event
- Participation in all scholarship selection activities
- Participation in scholarship award announcements and hosting of students at event
- Recognition at the podium
- Corporate logo displayed
- Corporate logo included in all scholarship-related marketing
- 501(c)6 contribution receipt on complete payment



Charity Sponsor - \$6,500



This program is unique in that the donations support a health IT related project in support of a medical-related non-profit. These health IT projects help the non-profit(s) to further their mission(s) and improve the outcomes of their program beneficiaries. Capital area health leadership recognition for this work will align with the missions of many firms.

- Up to 10 event passes for the Charity announcement event
- Full participation in all charity selection activities
- Full participation in charity award announcements and hosting of charity guests
- Recognition at the podium
- Corporate logo displayed
- 501(c)6 contribution receipt on complete payment

Ugly Sweater (Holiday) Event Sponsor

This is a great opportunity to celebrate & show appreciation of our membership, volunteers and spread our HIMSS NCA cheer. In the spirit of the Holiday Season, this event will support Toys for Tots and be a great networking event for the HIMSS NCA Community.



Large Event Sponsor - \$3,000

- Up to ten (10) Raffle Event Tickets.
- Brief opportunity for Expression of Support as Part of Acknowledgement.
- Recognition during announcements.
- Corporate logo included in all web announcements, and e-mails for this event.

Small Event Sponsor – \$1,000 (multiple)

- Five (5) Raffle Event Tickets
- Recognition during announcements.
- Corporate logo included in all web announcements, and e-mails for this event.

Large Gift Sponsor - \$500 (multiple)

Small Gift Sponsor – \$250 (multiple)



501(c)6 contribution receipt on complete payment

Thank you!

*Please contact us should you have
any questions*

HIMSS NATIONAL CAPITAL AREA CHAPTER

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