

# CALL THE RIGHT PLAYS IN **HEALTHCARE** **SPONSORSHIPS**

Thinking about sponsoring a face-to-face healthcare conference? To make sponsoring a little easier, we've compiled effective strategies and best practices to help improve your overall success.

Sponsorships have grown into lucrative business opportunities in industries from sports and entertainment to hospitality, healthcare and transportation. Think about the PGA Tour and its million-dollar golf sponsorships. Or the signature brands clamoring for title sponsor placements and strategic partnerships that launch them into orbit with instant visibility.

Before we jump into effective sponsorship strategies, let's define terminology and provide context.

### Q: What are sponsorships?

**A:** Think of sponsorships as collaborations and partnership agreements. Sponsors provide financial support for special events like MGMA Conferences. In return, sponsors gain high visibility through exclusive advertising placements, social media shoutouts and promotions that highlight brands.

### Q: Why do they matter?

**A:** Unlike regular advertising campaigns, sponsorships carry significantly more weight. Why? Because sponsors gain access to the host organization's network. The MGMA network is comprised of highly targeted healthcare professionals including MGMA Members, non-members and corporate partners.

## DEFINE VALUE AND ESTABLISH GOALS

Sponsorships provide exceptional value in many ways. Sponsorships help small businesses reach a highly specialized target audience that's oftentimes unfamiliar with their brand. Second, lead generation. Sponsors are introduced to a captive audience that needs qualified vendors to solve their most pressing problems.

### SPONSOR TIP

During events, sponsors can capture more leads by having a well-articulated elevator pitch that sums up their product's problem-solving superpowers. Keep it concise yet informative.

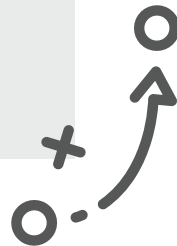
To maximize sponsorship success and measure results, develop an information gathering strategy to establish some benchmark data.

- Establish a budget
- Define sponsorship goals by category (sales, brand reach, social media channels, website)
  - Track: Revenue and sales, social mentions, likes, shares, comments, engagement, unique visits
- Define how to track progress in each category over a specified timeframe
- Compare investment to overall sales performance across all specified channels

Ask our sales team about the value of MGMA sponsorships to decide if sponsorship is right for you.



*MGMA Conferences have allowed us to meet our target market where they are. Our relationship with MGMA is long standing because of that. — Greenway Health*



## UNIQUE NETWORKING OPPORTUNITIES

To gain even more value, we highly encourage sponsors to take advantage of all networking opportunities that only take place at live events.

- **Meet influencers** – Networking to improve brand awareness and expand reach
- **Build relationships with decision makers** – Networking to improve lead generation
- **Meet industry leaders and new colleagues** – Networking that broadens your knowledge base



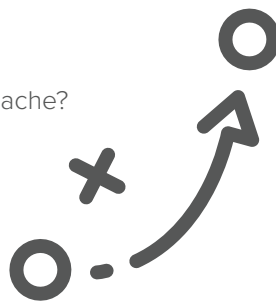
### SPONSORSHIP ELIGIBILITY

- MGMA Members and non-members
- Corporate Sponsors

## FIND A SPOT-ON SPONSORSHIP MATCH

Countless organizations offer sponsorship opportunities. But how would you know which ones are a good fit? Before investing your sponsorship dollars, determine if they match your needs. Answer these questions to help make informed decisions about top match picks.

- What are the goals and mission of the host organization? Does it align with yours?
- Who are the partners and members in their network? The audience?
- Does this audience translate into viable prospects? How does it resemble your target audience?
- Is it an opportunity for entry into new markets?
- Could your products and services solve their daily headache?




## BOOST BUSINESS DEVELOPMENT WITH QUALITY LEADS

Let's face it. The sales team always wants or needs a new leads list brimming with hungry prospects. When business development is the No. 1 goal, it's easier to find customers when they're mingling in one place, like MGMA conferences — exclusive industry events focused on solving medical practice professionals' pain points.

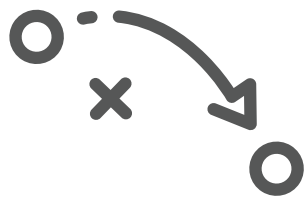
Where would you find this many highly targeted prospective clients under one roof? As an MGMA Sponsor, our attendees translate into future leads. MGMA has a stake in helping sponsors reach their goals and maximize success. We will always provide ongoing support throughout the planning process.

When sponsors partner with MGMA, it means we value their reputation. Strategic partnerships like this create a built-in level of trust that's extended to you by the audience. Compared to a cold call, face-to-face events offer sponsors three unique benefits.

1. Speeds up relationship building
2. Generates qualified leads that shorten the sales cycle
3. Improves closing ratios

 *The insight and the way MGMA support their vendors helps us align our products and services to meet attendee needs. — Nuance Communications* 





## SIZE UP SPONSORSHIP ASSETS AND PACKAGES

### Expand brand visibility and lead opportunities

Space the promotional assets out at various intervals — before, during and post event.

- Plan pre-event display ads and direct mail based on editorial deadlines
- Post social media messaging 4 to 6 weeks before event
- Assign staff members/interns social media event coverage tasks

Here are examples of assets that create layers of audience engagement and continuously keep sponsored brands in the spotlight. Think about ways to integrate messaging across different channels with these assets.

- **Sponsored Content** – Pre-event coverage increases brand awareness
  - Event newsletter, email and magazine placements

**MGMA Event Newsletter produces  
70% average click-to-open rate**

*Source: Spring Prospectus*

- **Sponsored Lunch** – Meal area signage and meal box sponsor messaging provides high visibility for brands
- **Digital Display Ad** – Increases brand visibility and reach, leads with QR codes
- **Event Signage** – Increases brand exposure and creates deeper connection to the event and relationship with host
  - Embedded QR Codes increase engagement
- **Charging Stations and Networking Hubs** – Increase brand reach and connect attendees to interactive experiences. Brand linked with positive experiences, like relaxation or networking with colleagues
- **Sponsored Speaking Engagement** – Builds trust and positions sponsor as industry leader

To find out more about sponsoring an MGMA event, contact us today.

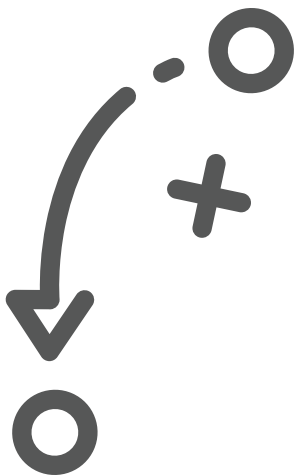
## SPONSOR TIP

Having company logos plastered on event signage instantly builds trust, brand visibility and recognition. Sustain the momentum by layering additional touchpoints with assets that engage the audience across multiple channels.



**MGMA**

© 2023 MGMA. All rights reserved.



## LEARN MORE

### SOURCES

[Deloitte-Sponsoring Sports-Use Case](#)

[Investopia- What are sponsorships?](#)

[PGA Tour -Become a Partner \(among other sports sponsorship articles\)](#)

[Elevent- Case Study on Sponsorships](#)

[Harvard Business Review-Steps for Successful Sponsorship](#)

[Definitive Guide to Marketing Sponsorships \(With Examples\) | Indeed.com](#)

