

Corporate relations terminology

Last Modified on 05/15/2026 12:43 pm EDT

Corporate Partners are companies that purchase HBA Corporate Partner packages. These packages are defined and fulfilled by HBA Central and an assigned account manager. Corporate partners may also choose to sponsor events, which is separate from their corporate partner package

Sponsors are companies that purchase sponsorship packages for HBA events or otherwise support events through in-kind donations or cash funding. Sponsorships can exist at the HBA Central, regional or chapter level. When referring to sponsors, please only refer to them as "sponsors" rather than "corporate sponsors," which can be confused with corporate partners.

Key Liaison(s) are main points of contact for all HBA Corporate Partnership matters; ensures that time-sensitive communications go to the correct person(s) within your organization.

Champion(s) are influential individual at your company who champions HBA from behind the scenes.

Executive Sponsor are an executive leader within your company who plays a key role in advancing and sustaining the HBA partnership.

Finance Contact is the person authorized to make payments on the Corporate Partner's account.

Designee Memberships are memberships that are included in your Corporate Partner Package. Key Liaisons are responsible for managing these memberships and distributing the codes to employees. The memberships expire when the Corporate Partnership expires, and upon renewal you will receive a new code in the portal.
