



2021 FPA Spring Financial Forum

Wednesday, March 10 – Thursday, March 11

Enjoyed virtually from the office or home!

Sponsorship Opportunities

Dear FPA Allied Members and Industry Colleagues:

The FPA of Oregon & SW Washington invites you to participate in our 2021 FPA Spring Financial Forum, taking place from Wednesday, March 10 through Thursday, March 11, 2021. This exciting event will be hosted virtually on an attractive, user-friendly online platform (Virtual Event Venue).

Our active association champions the value of financial planning and promotes the profession with the CFP® certification as its cornerstone. Our Sponsorship Program is designed to provide high-value opportunities for industry-leading firms to *have access to our members* and gain greater brand awareness for your company and its offerings.

The advantages of being an FPA sponsor are multifaceted and provide tremendous benefits to your company. We've developed the program to provide an **exceptional opportunity for you to showcase your latest products and services to this important and very influential group.**

We expect over 100 attendees throughout the two-day program, most of whom hold the highly regarded CFP® certification. Our program will offer a variety of pertinent educational topics (the always important CE) that attract the **"best of the best"** professionals from small and large firms across the state and region.

Why sponsor? FPA can connect you with individuals and organizations that are at the forefront of financial planning knowledge and expertise, while helping you raise your organization's profile and recognition within the industry. **Expand your network and support existing relationships as an FPA sponsor.**

- Build brand name recognition
- Gain industry-wide exposure
- Network with decision makers
- Provide product education; identify business opportunities
- Build personal connections; enhance relationships
- Achieve public recognition for being involved

Sponsorships put your organization in the spotlight. Sponsors are consistently acknowledged verbally in announcements, conference day materials, and in promotional communications to our members and hundreds of contacts throughout the region.

Don't miss this fantastic opportunity to show your support of the profession and the FPA of Oregon & SW Washington. Please review the enclosed sponsor details and email the FPA office at info@fpa-or.org if you have any questions. **We look forward to "seeing" you in March!**

Partner

Connect

Support

Sponsorship Deadline: Friday, January 8, 2021 – REGISTER ONLINE at fpa-or.org

Annual Package Sponsorship Opportunities

Receive Valuable Benefits All Year Long!

We are proud to offer discounts and enhanced benefits to our members. Members receive discounted pricing!

*Apply for FPA membership with/prior to sponsorship and receive exclusive member benefits

2021 SPONSORSHIP PACKAGE BENEFITS	PLATINUM <i>Best Value & Exposure!</i>	Gold	Silver
FPA Member Investment	\$4,750	\$2,250	\$1,000
Non-Member Investment	\$5,000	\$2,500	\$1,250
SPRING FINANCIAL FORUM (SFF) – March 10-11, 2021			
Virtual Exhibit Space at 2021 Spring Financial Forum (SFF)	✓	✓	
Complimentary Attendee Registration(s) to 2021 Spring Financial Forum (Company Rep or Designee)	✓ ✓ (2)	✓	✓
Complimentary Attendee Registration to ALL 2021 FPA Chapter Programs (Company Rep or Designee)	✓ ✓ (2)		
Recognition as 2021 Level Package Sponsor at all 2021 FPA Programs (verbal announcement and thank you)	✓	✓	✓
Logo (with a direct link to company website) on 2021 SFF invites and pre-conference promotions, website, Virtual Event Venue	✓	✓	
Premier Logo Placement on SFF Virtual Event Venue "Featured Sponsor" Masterpage	✓		
2-3 minutes for live or pre-recorded video introduction during 2021 SFF Opening Ceremonies	✓		
Visibility as Platinum Sponsor at the SFF Opening Keynote Sessions (both days)	✓		
Sponsored swag for Attendees (items provided by sponsor for FPA to deliver to attendee post-conference)	✓	✓	
Prize Sponsor (for drawings/giveaways) - sponsor to provide gift (Fair Market Value \$100; subject to FPA approval)	✓	✓	
1 direct email to all members and contacts (sponsor provide content; sent from FPA with acknowledgment to Platinum Sponsor)	✓		
Full Conference Attendee List (First and Last Name and Company)	✓	✓	
2021 SFF Verbal Highlights/Recognition throughout Conference	✓	✓	✓
2021 SFF Closing Credits Highlight/Recognition	✓		
FPA-administered Social Media Post (content provided by sponsor)	✓		
Company Logo on FPA website with a direct link to website - all year	✓	✓	
Visual recognition day-of conference (sponsor on video during introductions/designated times)	✓		
Post-conference email to all FPA members (attendees AND non)	✓		
Listing in attendee agenda/materials (if received by print date) - distributed to hundreds of members & contacts in region	✓	✓	✓
One-year complimentary membership dues with FPA (National AND local Oregon & SW Washington chapter)	✓		

All benefits listed for FPA apply to FPA of Oregon & SW Washington programs only, except as noted (membership).

INDIVIDUAL SPONSOR OPPORTUNITIES

Some of these opportunities are single sponsorships for the 2021 FPA Spring Financial Forum (SFF) March 10-11, 2021 that *do not include an attendee registration* (but may be purchased separately). There are also two separate opportunities for sponsorship outside of that event, to take place during 2021 (Program or Social sponsor).

FPA Member Price

Non-Member Price

SFF Morning or Afternoon Break

\$750

\$1,000

Several opportunities available (Wednesday and Thursday--select on form)

This is an individual sponsorship as part of the 2021 FPA Spring Financial Forum. Sponsor receives verbal acknowledgement prior to and following the break by Conference Emcee. Sponsor also has the opportunity to address the audience during the sponsored break ("podium" time) or show a 2-3-minute pre-recorded video.

SFF Speaker Sponsorship

\$750

\$1,250

This is an individual sponsorship as part of the 2021 FPA Spring Financial Forum. Sponsor receives live "podium time" at the sponsored presentation--the opportunity to introduce the speaker and address the audience during the sponsored session. There are multiple opportunities for this sponsorship.

SFF Social/Networking Sponsor

\$1,000

\$1,250

This is an individual sponsorship as part of the 2021 FPA Spring Financial Forum. Be in the spotlight at the networking time before/after the 2021 SFF program. Featured opportunity to emcee a game, trivia, or other social activity with participants.

Monthly Program Sponsor

\$1,000

\$1,500

Several opportunities available (throughout year--select preferred month on form)

FPA hosts monthly programs (webinars for the time being) with various keynote speakers and topics. Sponsor receives acknowledgement as Presenting Program Sponsor for that sponsored month (only one per program).

Networking Social/Happy Hour Event

\$2,000

\$2,250

Sponsor will have ability to schedule and host a separate (from our regular calendar) social/networking event that FPA will promote to our members. Event materials, agenda/flow and promotional details will be sponsor's responsibility. FPA reserves the right to approve sponsor's marketing plan prior to promotion.

Interested in a unique sponsorship/offering not listed here?

We want sponsorships to bring value to you/your company and we welcome your ideas!

Email Vicky Danielson, FPA Association Manager, to discuss at vdanielson@fpa-or.org

Ready to sign-up? Don't delay!

Sponsorship Deadline: January 22, 2021

(early sign-ups strongly encouraged!)

Register your sponsorship online at fpa-or.org.

The Fine Print - Sponsorship Requirements & Terms:

- All sponsorships must be paid at time of form submission. All sponsorships are sold on first-come, first-served basis.
- FPA reserves the right to change or eliminate events without advance notice.
- FPA reserves the right to assign sponsorships, if selection is sold out the next available sponsorship(s) will be issued.
- By registering the Sponsorship Agreement to FPA, sponsor understands and agrees to the terms and conditions as listed and is authorized to execute this Sponsorship Agreement on behalf of the company.
- Cancellation policy: Sponsorship cancellations received after form submission will not receive a full or partial refund. All submitted sponsorships are considered payable upon receipt and no exceptions made.

THANK YOU FOR YOUR SUPPORT OF FPA OF OREGON & SW WASHINGTON!