

FPA of Oregon & SW Washington

2022 Partnership Program



FINANCIAL
PLANNING
ASSOCIATION

OREGON &
S.W. WASHINGTON

FPA Signature Events (*in-person!*): March 9 | May 25 | August 24 | November 16

Exhibit & Sponsorship Opportunities

FPA connects you with the right people and firms who are at the forefront of financial planning, while also raising your profile and recognition within the industry.

The FPA of Oregon & SW Washington is one of the most active chapters in the country by providing consistently high-quality professional development, continuing education (CE), and networking opportunities on a local level to our almost 300 members. We expect approximately 100 participants at each 2022 FPA Signature Event and have built in dedicated time for you to reconnect on an individual level.

By becoming a 2022 FPA Partner, you will:

- » **Boost your business revenue by connecting with key leaders and decision-makers**
- » **Engage with new CFP®s & increase your contact list**
- » **Strengthen relationships by showing your support**
- » **Personally spread awareness about your company in real-time, in-person**

Our 2022 FPA Signature Events offer a variety of timely CE that attracts the best of the best planners from small and large firms across the state and region. There will be multiple topics presented by fantastic speakers at each meeting, which will bring in a diverse audience of planners and advisors.

Why become a partner? We'll be IN-PERSON! It's more important than ever for FPA to provide face-to-face interactions to help you re-connect and expand your network on a personal level.

- Build brand name recognition
- Gain industry-wide exposure
- Network with decision-makers
- Provide product education and build personal connections
- Identify opportunities for your company; enhance relationships
- Achieve public recognition for making a difference

Sponsorships highlight your organization directly to your target audience. Don't miss this fantastic marketing opportunity!

Spread the word! We encourage you to share your participation in our programs and invite a colleague who may benefit from our offerings. Know a planner who is not involved with FPA? Show them value by inviting them to attend one of our Signature Events!

Please review the sponsor information and contact the FPA office if you have any questions. **We look forward to seeing you at our 2022 Signature Events!**

Partner

Connect

Support

Register to Sponsor by Friday, December 31, 2021 – REGISTER ONLINE at fpa-or.org

Partner Package Sponsors are our premiere supporters who receive the most splash and opportunities to be in front of our members throughout the year.

2022 Annual Partner Package Sponsorships	Platinum	Gold	Silver
Annual Investment	\$5,000	\$2,500	\$1,000
FPA Quarterly Signature Events - included per package selection			
Exhibit Tabletop at 2022 Spring Financial Forum (SFF) on March 9	√	√	√
Exhibit Tabletop at 2022 May CE Symposium (May 25)	√	√	
Exhibit Tabletop at 2022 Summer CE Social (Aug 24)	√	√	√
Exhibit Tabletop at 2022 Fall CE Summit (Nov 16)	√		
Complimentary Registration to Each Sponsored Event (per package)	2 reps	1 rep	1 rep
Enhanced Benefits for each sponsored event			
Dedicated webpage on FPA chapter website for one year (with your own custom link/URL; sponsor provides content) - new and very valuable benefit!	√		
5-minute speaking/podium time during 2022 sponsored event	√	√	
FPA member list (all members including non-attendees; name and company)	√		
1 direct email sent by FPA (sponsor provides content; must be educational)	√		
FPA-administered Social Media Post (content submitted by sponsor)	√	√	
Verbal and Printed Recognition as 2022 Package Sponsor at all 2022 FPA Events	√	√	√
Your company logo (with a direct link) included on FPA-administered event promotions (email blasts)	√	√	√
One complimentary Job Posting on FPA chapter's Job Board (in 2022)	√	√	√
Full Conference Attendee List (First and Last Name and Company)	√	√	√
Your company logo with link added to Sponsor Page on FPA chapter site , with rep name and contact info	√	√	√
Board President/Emcee's Verbal Recognition throughout sponsored event	√	√	√
Opportunity to provide a Prize (for drawings/giveaways) - sponsor provides gift	√	√	√
Option to provide "swag" to attendees (provided by sponsor; item added to registration packets)	√	√	√

BENEFITS FOR ALL PARTNER PACKAGE SPONSORS: Each package sponsor receives verbal acknowledgement in pre-event invites and promotions by the Board President/Emcee in day-of announcements, on-site materials, and post-event materials. **Want to be listed in our attendee brochure for the most value? Register to sponsor early so your support will be added to the printed and/or digital distributed to hundreds of members and contacts.**

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

EXHIBIT AT OUR 2022 SIGNATURE EVENTS

WHEN CAN I EXHIBIT? Exhibit tabletops are available for each 2022 quarterly Signature Event - held on March 9, May 25, August 24, and November 1. The exhibit area will be open throughout each event in a high-traffic area. We will offer dedicated exhibit times to increase exposure time with attendees.

Exhibit Fees (per event):

- Spring Financial Forum (March 9): \$750
- May CE Symposium: \$500
- August Summer Social: \$300
- November CE Summit: \$500

WHAT IS INCLUDED IN THE EXHIBIT REGISTRATION? Your exhibit includes one skirted 6' exhibit table with a chair, an ID sign and access to power. Each exhibiting company includes one complimentary exhibitor representative. Registered exhibitors are provided all meals and break on the registered exhibit days. Additional company representatives may register and pay separately as an attendee.

Please note: Exhibits are available to any company interested in getting in front of FPA members. Each "Package" Sponsor receives exhibit benefits as part of their sponsorship, but companies may elect to exhibit only at each event.

INDIVIDUAL "Ala Carte" SPONSORSHIPS

	<u>FPA Member Price</u>	<u>Non-Member Price</u>
Break Sponsor	\$500	\$750
<i>Be the one who keeps the coffee pots full/refreshments provided! Available for any Signature Event.</i>		
Speaker Gift Sponsor	\$300	\$500
<i>Provide gift of your choice that lasts beyond the event. Available for any Signature Event.</i>		
Speaker Sponsor	\$1,000	\$1,250
<i>Attach your name to one of our headliners. Available for any Signature Event.</i>		
Name Badge Sponsor	\$500	\$750
<i>Put your company logo on something everyone looks at. Available for any Signature Event.</i>		
Badge Lanyard Sponsor	\$500	\$750
<i>Put your company logo on the cord that everyone wears. Available for any Signature Event.</i>		
Breakfast Buffet Sponsor	\$1,000	\$1,250
<i>Be recognized for suppling the sustenance! Available for any Signature Event except the Summer Social.</i>		
Reception & Drink Ticket Sponsor	\$1,500	\$2,250
<i>Get acknowledgement for providing appetizers and beverages! Available at the Spring Financial Forum on March 9 only.</i>		

Interested in a unique sponsorship 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

Don't delay! Register to Sponsor by December 31, 2021 for the best visibility.

The Fine Print - Sponsorship Requirements & Terms:

- All sponsorships must be paid at time of form submission and are sold on first-come, first-served basis.
- FPA reserves the right to change or eliminate events without advance notice and will assign all exhibits and sponsorships,
- Cancellation policy: Because of the immediate benefits of 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.