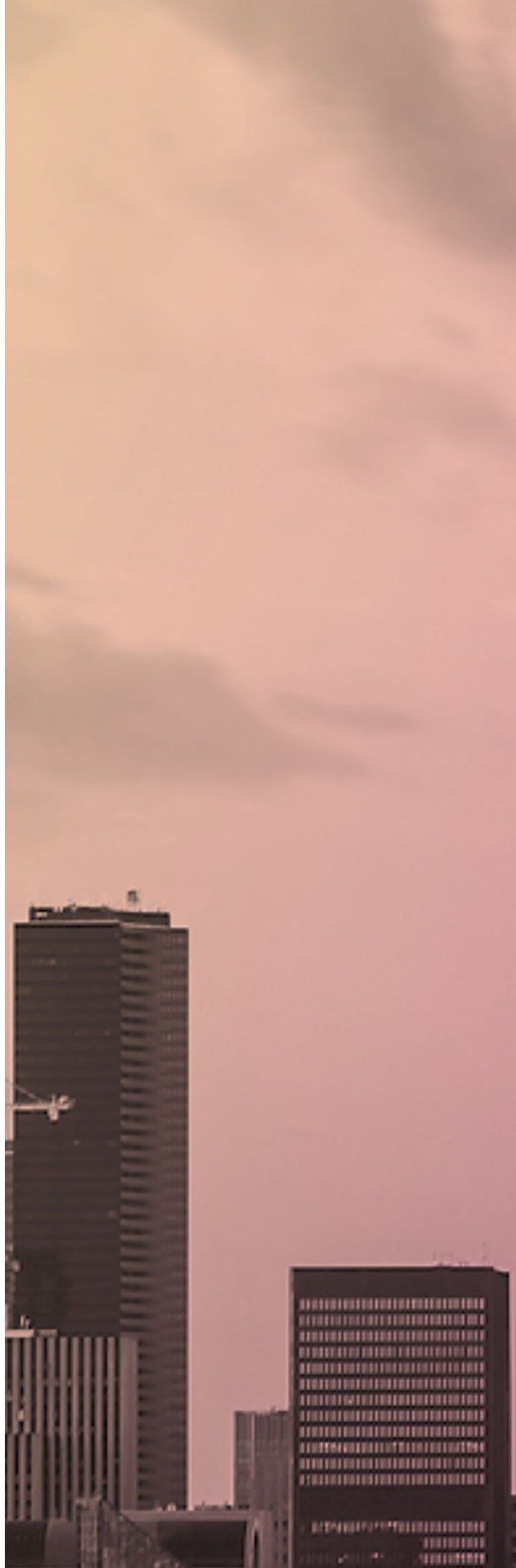


# PARTNER WITH **FPA** OF PUGET SOUND



FINANCIAL  
PLANNING  
ASSOCIATION  

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PUGET SOUND



# GET TO KNOW FPA OF PUGET SOUND

The Financial Planning Association (FPA) is the nation's largest and most preeminent organization for financial planning professionals. There are more than 27,000 members and more than 90 active chapters across the United States.

FPA of Puget Sound is more than 420 members strong and spans Washington State from the Canadian border to Oregon and as far east as the Tri-Cities.

FPA of Puget Sound members are diverse. They work at large brokerage houses, RIAs, and mid-sized firms. Membership also includes many sole proprietors.

You can get involved in a number of ways. Read our brochure and/or email our sponsorship chair at [info@fpapugetsound.org](mailto:info@fpapugetsound.org) for more information.

## AT-A-GLANCE



**27,000+**  
Members Nationwide



**90+**  
Chapters in  
the U.S.



**420+**  
FPA of Puget Sound  
Members



## WHAT IS VALUABLE ABOUT PARTNERING WITH FPA OF PUGET SOUND:

- Put your business front and center
- Gain more exposure with your target market
- Expand brand awareness with a professional audience
- Increase your reach to new clients, customers, and businesses
- Re-enforce current relationships with customers and engage with them on a new platform
- Generate strong leads with leaders and decision-makers



**FINANCIAL  
PLANNING  
ASSOCIATION**  
PUGET SOUND

# FPA OF PUGET SOUND 2021 ANNUAL PARTNERSHIP BENEFITS AT-A-GLANCE

| LEVELS & BENEFITS  | PLATINUM<br>\$4,000 | GOLD<br>\$2,000 | SILVER<br>\$1000 |
|--|---------------------|-----------------|------------------|
| Opportunity to present a one-hour educational program at a standalone event (must qualify for CFP® CE credit, subject to Board approval) | ✓                   | ✓               | ✓                |
| Complimentary passes to Chapter meetings   | 2                   | 1               | 1                |
| Opportunity to have one PDF document distributed at attended Chapter meetings  | ✓                   | ✓               | ✓                |
| Receive a copy of attendee list at each attended Chapter meeting   | ✓                   | ✓               | ✓                |
| Logo displayed in opening slide show at all Chapter meetings   | ✓                   | ✓               |                  |
| Linked logo on the FPA of Puget Sound website  | ✓                   | ✓               |                  |
| Pitch your services at the beginning of each attended Chapter meeting  | 15 min              | 5 min           |                  |
| Linked logo in Chapter meeting emails  | ✓                   | ✓               |                  |
| Linked logo in monthly e-newsletter the FPA NewsFlash  | ✓                   | ✓               |                  |
| Opportunity to provide article(s) in monthly e-newslette, the <i>NewsFlash</i> (content subject to Board approval)                       | 3                   | 1               |                  |
| Opportunity to send one marketing email to the Chapter database per year   | ✓                   |                 |                  |
| One FPA Symposium Virtual Exhibit Booth  | ✓                   |                 |                  |
| Promotion of your firm in Annual Symposium marketing   | ✓                   |                 |                  |

If you would like to discuss partner opportunities in greater detail, please contact the FPA of Puget Sound office at **206-686-4372** or **info@fpapugetsound.org**.

All partnership packages are based on the 2021 calendar year. FPA of Puget Sound reserves the right to require all membership literature, correspondence, and ad submissions to conform to our policies and format regulations.



# FPA OF PUGET SOUND 2021 SYMPOSIUM SPONSORSHIP OPPORTUNITIES

## BASELINE BENEFITS FOR ALL SPONSORSHIP LEVELS & EXHIBITORS

- ✓ Chance to connect with 150+ attendees
- ✓ Access to pre-event attendee list
- ✓ Linked logo on Symposium webpage
- ✓ Access to post-event attendee list
- ✓ Linked logo in Symposium emails
- ✓ Networking during Symposium
- ✓ Mention during Chapter update
- ✓ One complimentary full registration

### VIRTUAL EXHIBIT BOOTH - \$750

#### Feature your company in the Virtual Exhibit Hall

- ✓ One exhibit booth profile in the Exhibit Hall
- ✓ Promotion in emails and on the website
- ✓ Opportunity to mingle online with FPA Symposium attendees
- ✓ One additional complimentary full Symposium registration (totaling two registrations)

*Note: Platinun Annual Sponsors receive a complimentary exhibit booth*

#### EXHIBIT BOOTH PROFILE TO INCLUDE:

- Linked Company Logo
- Comany Description (150 words max)
- Company Contact Information
- Company social media links

#### OPTIONAL BOOTH PROFILE ADD-ONS:

- Link to a downloadable PDF brochure/flyer - \$100
- Embedded Vimeo or YouTube video in profile - \$250 (Link to video provided by exhibitor)

### FEATURED SPONSOR - \$3,000 (ONE AVAILABLE)

- Featured logo on the Symposium webpage
- 5 minutes during opening remarks to introduce yourself and company
- Opportunity to share a sponsor-provided video advertisement during first break (30 seconds max)
- Complimentary virtual exhibit booth
- Recognition in rolling break-time slide show

### KEYNOTE SPONSOR - \$950 (TWO AVAILABLE)

- 3 minutes during general session to introduce yourself, your company, and your offerings
- Linked logo on the Symposium webpage
- Recognition in rolling break-time slide show
- \$250 discount on virtual exhibit booth

### SPEAKER SPONSOR - \$750 (FOUR AVAILABLE)

- 3 minutes to introduce yourself, your company, your session presenter, and topic prior to presentation
- Linked logo on the Symposium webpage
- Recognition in rolling break-time slide show
- \$250 discount on virtual exhibit booth

### LUNCH-ON-US SPONSOR - \$1,750 (TWO AVAILABLE)

- Opportunity to share a sponsor-provided video advertisement before lunch (1 min max)
- Food gift cards electronically distributed to all attendees marketed with your company name
- Recognition in rolling break-time slide show
- \$250 discount on virtual exhibit booth

### COFFEE-ON-US SPONSOR - \$1,000 (TWO AVAILABLE)

- Coffee gift cards electronically distributed to all attendees marketed with your company name
- Recognition in rolling break-time slide show
- \$250 discount on virtual exhibit booth

### VIDEO AD DURING BREAK - \$450 (FOUR AVAILABLE)

- Opportunity to share a sponsor-provided video advertisement during one of the Symposium breaks (30 seconds max)