

2012 Partnership Program

Become Our Partner Today! PARTNER BENEFITS

OPPORTUNITIES

You have the opportunity to meet and share your message with attendees at the chapter meetings and social gatherings. It's an excellent time to collect business cards for follow-up marketing.

RECOGNITION

Gain visibility as an FPA of Colorado Partner throughout the year at all FPA events: bi-monthly chapter meetings, the annual Symposium, e-mail blasts, our website, and electronic newsletters

EXPOSURE

Be in front of our membership on a consistent basis. The financial professionals you'll meet through the FPA of Colorado chapter can help you build long-term business relationships. FPA of Colorado members are a highly targeted market for your product or service.

EXHIBIT TABLE

Members are continually looking for information on new products and services to meet their clients' needs. Display your materials at the Chapter meetings to a targeted audience.

EXHIBITOR SPACE

Reserve exhibitor space at our annual all-day Symposium. We anticipate attendance of 200 - 300 members.

2012 Program Schedule

Chapter Meetings: January, March, April, June, July, and November (Second Friday of these months)

Salons: February, May, August, and November

Alumni Breakfast: July 25 (Invitation only)

Annual Symposium: September 6

Financial Planning Day: October 6

Holiday Party: December 4

A Word about our Partnership Philosophy:

In this highly electronic age, advisers receive a tremendous amount of information from the companies who support our industry. Advisers are challenged to cut through the noise to find the right companies and individuals to trust and with whom to form lasting, meaningful partnerships.

Colorado FPA can help you begin building long-term relationships with our members. We limit the number of partners in our chapter in an effort to provide a greater number of opportunities for you to interact with our professional advisers on a consistent basis. The partnerships we offer are always on an annual basis to provide for repeated interaction with our advisers. We do not share our membership list with non-partners and we do not allow companies who are not annual partners to sponsor events. We receive many offers of additional partnership throughout the year, but the answer is always "no". We protect the commitment you have made to our chapter.

Partnership with our chapter can help you and your company become a recognized, trusted member of the financial planning community in Colorado.

I invite you to contact us with any questions you may have regarding our chapter and our opportunities for partnership.

Sincerely,

Andrea L. Blackwelder, CFP

Andrea L. Blackwelder, CFP®
Colorado FPA Partnership Chair, 2012

FPA
FINANCIAL PLANNING
ASSOCIATION
OF COLORADO

The Heart of Financial Planning™

Colorado Chapter Office

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P: 303-450-0515 F: 303-457-7567 E: info@COFPA.org
www.COFPA.org

Contact our Partnership Coordinator to Sign-up!

Carol Lathrop P: 303-450-0515 sponsorship@cofpa.org

2012 Partnership Program

Partnerships are available on a first-come, first-served basis. Availability is limited.

Diamond Level—\$5,000 (limit 3)

As a Diamond Partner, you will receive all **Platinum** and **Gold** partner benefits, plus:

- COFPA annual Symposium attendance for 2 representatives
- Holiday party attendance and recognition
- First right-of-refusal to sponsor additional chapter events as they are announced
- Exclusive sponsorship of 1 chapter meeting with a 10-minute presentation and a display table
- Invitation to attend and recognition at all chapter events
- Logo and contact information prominently displayed in all electronic and print materials
- 2 blast e-mails or mailings to full membership list with your prepared content
- 1 advertisement in 3 issues of monthly electronic bulletin
- Electronic list of Colorado FPA membership (names, mailing addresses, phone)
- Link to Colorado FPA website, on your website

During the year, additional networking opportunities become available for sponsorship. We offer these opportunities first to Diamond level partners.



Platinum Level—\$3,500 (limit 6)

As a **Platinum** Partner, you will receive all **Gold** partner benefits, plus:

- COFPA annual Symposium attendance for 2 representatives
- Shared sponsorship (with 1 other partner) at 1 chapter meeting with a 5-minute presentation and a display table
- Attendee lists of the chapter meeting sponsored
- Link to Colorado FPA website, on your website
- 2 blast e-mails to full membership list with your prepared content
- 1 advertisement in 2 issues of monthly electronic bulletin
- Electronic list of Colorado FPA membership
- Invitation to all Salon Discussion Group meetings (12-16 each year)

Platinum

Gold Level—\$1,750

- COFPA annual Symposium
- Symposium attendance for 2 representatives
- Exhibitor booth with skirted table
- Inclusion as a GOLD partner on website
- Inclusion on printed Symposium-related materials
- Your company name and logo in the Symposium program
- Electronic list of Symposium attendees
- Meals, snacks, and refreshments throughout the event
- Recognition through exhibitor door prizes (if desired)

About the Colorado Chapter of the Financial Planning Association

The FPA of Colorado is one of the largest and strongest chapters in the Association. In recent years, we have made a tremendous commitment to the education and development of our chapter. Many of our members are CFP®'s, ChFC's and CPA's. In 2012, our chapter is focusing on Community, Knowledge, and Advocacy. We are appreciative of the support our partners have made to our Chapter, and we invite you to continue to help us in our effort to create a strong community of financial professionals.

The FPA of Colorado has approximately 550 financial professional members, representing a broad spectrum of specialties including financial planning, broker/dealer services, insurance and annuities, mutual funds, banks/thrifts/trust, law, investment management, and accounting. The entire FPA membership totals nearly 28,000 and continues to grow.

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