



The Heart of Financial Planning™

2010 PARTNER PROGRAM

The FPA® of Colorado is extending an opportunity to have you and your organization participate in our society's PARTNER program for **2010**. Those who supported the Financial Planning Association™ of Colorado in 2009 had a chance to enjoy networking with our membership of over 600 throughout the year. Their energetic contributions to our organization were well received by our members and they were able to set themselves and their organization apart in the minds of our membership.

The mission of the FPA® of Colorado Partner Program is to: 1) Benefit the membership through education and product knowledge, and 2) Create a greater awareness of the supportive relationship our partners wish to have with our society's members. We believe both were accomplished in 2009.

The 2010 New Year brings an expanded chance to share our resources and we invite you to participate in our program this year. There will be two partners per meeting unless otherwise noted. Each partner will be a provider of different products and/or services. In addition, The FPA® of Colorado is now able to link you and your organization to our web site!

We will begin showcasing our 2010 partners at our January meeting and in the meeting announcements. FPA® meetings are the 2nd Friday of the month **unless otherwise noted**. The web site is updated as soon as all forms are completed.

We will accept e-mail confirmation of your intentions on a first come first serve basis. We have our two elite partnership levels with additional benefits, so you will want to act quickly.

If you have any questions, please feel free to contact Carol Lathrop at **303-450-0515** or e-mail at sponsorship@cofpa.org.

Thank you for your support.

Sincerely,

FPA® of Colorado Partnership Committee

Cameron Morgan, MBA, Committee Chair, 303.690.5070, x8231,
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Carol Lathrop, CMP, Partner Coordinator, 303.450.0515, sponsorship@cofpa.org

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2010 MONTHLY and ANNUAL PARTNER PROGRAM

Two ELITE partner levels are available for 2010.

There is a **DIAMOND** Level Partnership. This level is limited to **TWO partners**. This is an **Annual** partnership and includes the following additional benefits:

- Exclusive partnership at a monthly (chapter) meeting with a **10** minute presentation to the attendees - first choice of the available months.
- Top billing at the 2010 FPA® of Colorado Symposium with all the benefits of the highest partner level.
- A full-page ad prominently placed in the annual on-line membership directory.
- A logo in monthly newsletters with a notation of partner level.
- Feature article on the web site/monthly bulletin (approved by the partnership committee).
- One blast e-mail to the attendees of the monthly meeting that you sponsored and sent via the Management Company (approved by the partnership committee).
- Two blast e-mails to our approximately 625 Colorado FPA® members via the Management Company (approved by the partnership committee).
- Two representatives can attend unlimited monthly meetings free of charge.
- Top billing at other programs that the FPA® may have during the year unless sponsored by another organization.

Annual fee for this partner level is \$5000.00. (Paid in full by February 28, 2010)

Limited to two partners.

There is a **PLATINUM** Level Partnership. This level is limited to **4-8 partners**. This is an **Annual** partnership and includes the following additional benefits:

- Sponsorship at a monthly (chapter) meeting-choice of the available months.
- Great positioning at the 2010 FPA® of Colorado Symposium with all the benefits of the second-highest partner level.
- A half-page ad prominently placed in the on-line annual membership directory.
- A logo in the newsletters with a notation of partner level.
- Featured article in one of the newsletters (approved by the partnership committee).
- One blast e-mail to the attendees of the monthly meeting that you sponsored and sent via the Management Company (approved by the partnership committee).

- One blast e-mail to our approximately 625 Colorado FPA® members sent via the Management Company (approved by the partnership committee).
- One company representative can attend unlimited monthly meetings free of charge.

Annual fee for this partner level is \$3500.00. (Paid in full by February 28, 2010)

Limited to 4-8 partners.

These benefits are for all partner levels, DIAMOND, PLATINUM, and MONTHLY. (Symposium Partnership is sent out separately for all partner levels; **DIAMOND** and **PLATINUM** will have top Symposium positions due to their organizational sponsorships.)

Monthly (Chapter) benefits for ALL Partners except where noted:

1. **You will give a 5-minute presentation (10 min for Diamond) and hand out information on your company at one of our monthly meetings.** This will provide members and prospective members information on your products and services, as well as your company's philosophy on economic and financial trends. As in the past, you will be allowed to set up an information table for your products and/or services. If you were a speaker/presenter at a meeting, your partnership would be assigned a different monthly meeting.
2. **Exposure to FPA® members, prospective members and student members on a consistent basis.** You will be able to attend all other meetings, which we encourage, at the **member cost** (monthly partners; Diamond/Platinum FREE). This will allow you additional chances to network with our group on an ongoing basis in order to build ongoing relationships.
3. **All partner levels** will receive the entire FPA® member list, including names, addresses and telephone numbers via e-mail by **April**. You will also receive via e-mail a list of attendees at the meeting you sponsor. In addition, you will be given access to the members only area of the website and the membership directory.
4. You will be permitted to place a company ad in our on-line member directory (4.25 inches-wide X 3.25 inches -high). (Diamond-4.25 "wide x 7.25" high) Deadline for the Directory ads is **April**.
5. Additionally, all partners can place a company logo (3.25 inches wide X 3.25 inches high) in our **monthly meeting bulletin**.
6. **All partners will be able to connect your firm's web page** to the FPA® of Colorado web site. This is an outstanding opportunity to showcase your firm's services and continually keep our members updated on current information on existing or new products that your firm may be offering. A Company logo (1.5 inches high X 2 inches wide) and URL address will be needed for this benefit.
7. **All partners** are invited to attend our annual Holiday party at no cost. It is our time to say **Thank You** to you, our partners.

The fee for the monthly partner program will be \$1,100.00 with a \$100.00 discount provided if the fee is received before January 30, 2010.

*After receiving a commitment from you and your company as a partner, additional forms including exhibitor agreements and invoice will be e-mailed to you.

Thanks again for your support of the FPA® of Colorado Partner Program!