

2021 FPA of Georgia Corporate Partnership Opportunities



Change Tomorrows™

www.fpage.org
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(770) 516-8322

Thank you for your support of FPA of Georgia

We are in this together!

It's more important than ever in today's COVID-19 impacted business environment to stay connected. **FPA of Georgia is your gateway and connection to a chapter comprised of over 500 leaders in the Georgia financial planning community.** FPA of Georgia is one of the Financial Planning Association's largest and most active chapters. In fact, FPA of Georgia's reach extends well beyond our 500+ member base, to include over 1000 prospective/upcoming FPA members contacted and promoted to regularly on our sponsors' behalf. FPA of Georgia is being contacted regarding sponsorships more than ever today as firms look for ways to connect with the financial planning community in today's COVID-19 impacted world. Throughout the many challenges faced due to COVID-19 during 2020 our partners supported the Georgia chapter and stepped up by providing timely topics and online opportunities to our members and we could not be more grateful. We thank you for standing by us during challenging times and we value your support in immeasurable ways.

Notable Statistics for 2020

Even through challenging times, and due to aggressive changes made by the Georgia Board of Directors, we have maintained our membership levels. As of 10/01/2020 the Georgia chapter has 513 members. Thanks to many of our partners and our many excellent speakers, as well as the great technology that ZOOM provides, we have been able to host more events than previous years.

Sponsorship Level	2021	Discounted Price When Paid by December 31, 2020
Premier	\$6,500	\$5,850
Platinum	\$4,500	\$4,050
Gold	\$2,500	\$2,250
Silver	\$1,750	\$1,575
Bronze	\$1,250	\$1,125



OUR VISION FOR OUR PARTNERS

To develop a long term professional and mutually profitable relationship with our partners and to create an excellent working relationship between our members and partners.

QUICKFACTS

FPA of Georgia has an average of over 500 financial professional members representing a broad spectrum of specialties including financial planning, broker dealer services, insurance/annuities, mutual funds, banks/thrifts/trust, law, CPA's, investment management, accounting, estate attorneys, and tax specialists. Your promotional activities reach an ideal target audience.

- ✓ 56% of members are over age 40
- ✓ 45% of members have ten+ years of professional experience
- ✓ 69% of members are CFP®'s
- ✓ Top financial services provided:
 - Retirement Planning
 - Financial Planning
 - Investment / Asset Management
 - Estate Planning
- ✓ Long term involvement equals lasting relationships

"FPA OF GEORGIA MEMBERS ARE A HIGHLY TARGETED MARKET FOR YOUR PRODUCT OR SERVICE."

The sponsorship packages offer you an excellent opportunity to be a valued partner of our organization and to reap the rewards of establishing a strong relationship with the premier financial planning organization in the state of Georgia and one of the top FPA chapters in the country.

Where Financial Planning Practitioners Come Together.



Our members are dedicated to elevating each other, and the financial planning profession. The more we grow as practitioners and planners, the better we serve our clients today and meet the needs of our clients tomorrow.

It's more important than ever in today's COVID impacted business environment to stay connected. **FPA of Georgia is your gateway and connection to a chapter comprised of over 500 leaders in the Georgia financial planning community.** FPA of Georgia is one of the Financial Planning Association's largest and most active chapters. Additionally, throughout the challenges faced due to COVID-19 during 2020 our partners supported the Georgia chapter and stepped up by providing timely topics and online opportunities to our members and we could not be more grateful. As our way of saying **THANK YOU** for your unwavering support we are offering exclusive discounts up to a \$500 for those who elect to renew by **December 31, 2020**. We thank you for standing by us during challenging times and we value your support in immeasurable ways.

PARTNER BENEFITS

PERSONAL CONNECTIONS

FPA of Georgia is developing some exciting new avenues to keep our partners connected with our members and personalized virtual meetings. Our regular in-person chapter meetings will resume, along with our special events, as soon as conditions safely allow. In the meantime, we generate enthusiasm in "seeing" each other our regular quarterly meetings and special events.

RECOGNITION

Visibility as an FPA of Georgia partner throughout the year at all chapter events, all communications, and on our website.

EXPOSURE

You are encouraged to attend all FPA of Georgia events where we will proudly introduce you to our membership. The financial professionals you'll meet through the FPA can help you build long-term business relationships. Members are continually looking for information on new products and services to meet their clients' needs.

OPPORTUNITIES

You can meet and share your message with attendees at all chapter events. It's an excellent time to collect LinkedIn contacts for follow-up marketing and potential future business.

Benefits At A Glance	Premier <small>only 1 available</small>	Platinum	Gold	Silver	Bronze
	\$6,500	\$4,500	\$2,500	\$1,750	\$1,250
* New 2021 Benefit Dedicated landing page on FPA of Georgia website to provide content of choice	•	•	•		
* New 2021 Benefit Company logo (with hyperlink) on our FPA of Georgia Partners Page	•	•	•	•	•
FPA of Georgia Sponsor Appreciation Event 15 min. Networking opportunity with the FPA of Georgia Board & Leadership Alumni (Fall 2021)	•	•			
2 min. Partner Spotlight @ an FPA of Georgia chapter meeting	•	•	•	•	•
Present an FPA of Georgia webinar*	•	•			
Sponsor a FPA of Georgia Webinar with 2-minute presentation time**	•	•	•	•	•
Company Logo, contact information, and link to Company website on FPA of Georgia Partnership page	•	•	•	•	•
Promotion Spotlights reaching over 1,500 FPA of Georgia followers on social media (Twitter, Facebook, LinkedIn) affording promotion of an educational event your company is hosting	4	3	2	1	
Educational White Paper hosted on FPA of Georgia website*	•	•			
Company Logo on all Email Blasts reaching over 2,000 FPA of Georgia members and contacts	•	•	•	•	•
Complimentary Webinar Registrations	5	4	3	2	1
Listing of All registrants post Webinars***	•	•	•	•	•
Electronic spreadsheet of members - One-time***	•				
Monthly 2021 Partner Recognition on FPA of Georgia Social Media	•	•	•	•	•
Regional Symposium admission	4	4	3	2	2
Assigned Regional Symposium virtual exhibit hall Zoom room	•	•	•		
Regional Symposium online sponsor raffle	•	•	•		
Sponsor newsletter	•	•	•	•	•

* Topic of Presentation and presentation materials must be approved by FPA of Georgia Partner

** Video must be provided to FPA of Georgia

*** Listing of registrants does not include email addresses

2021 Sponsorship Levels

We want your partnership with FPA of Georgia to be mutually beneficial and your participation in our chapter is the key to success! Get involved by volunteering, attending all the FPA of Georgia events and meetings. We also encourage you to actively participate on committees! The more you put in, the more you'll reap the benefits! Pay by December 31, 2020 and receive a up to a 10% discount

PREMIER LEVEL:\$6,500

- Featured Sponsor on www.fpaga.org home page
- Company Logo, contact information, and link to Company website on FPA of Georgia Partnership page
- Company Logo recognition during all FPA of Georgia webinars
- Company Logo on all weekly Email Blasts reaching over 2,000 FPA of Georgia members and contacts Four
- (4) Company Partner Spotlights reaching over 1,500 FPA of Georgia followers on social media (Twitter, Facebook, LinkedIn) affording promotion of an educational event your company is hosting
- Monthly 2021 overall Partner Recognition on FPA of Georgia Social Media
- Opportunity to present an FPA of Georgia webinar*
- Opportunity to provide an Educational White Paper hosted on FPA of Georgia website www.fpaga.org*
- Opportunity to Sponsor a FPA of Georgia Webinar with 2-minute presentation time**
- Five (5) Complimentary Webinar Registrations
- Listing of all registrants post Webinar***
- Electronic spreadsheet of members - One-time***
- Dedicated page on www.fpaga.org
- Assigned virtual exhibit hall (ZOOM room) at the Reional Symposium
- Opportunity to do an online raffle at the Regional Symposium
- Company Logo, contact information, and link to Company website in FPA of Georgia Sponsor newsletter

PLATINUM LEVEL:\$4,500

- Logo featured on www.fpaga.org
- Company Logo, contact information, and link to Company website on FPA of Georgia Partnership page
- Company Logo recognition during all FPA of Georgia webinars
- Company Logo on all Email Blasts reaching over 2,000 FPA of Georgia members and contacts
- Three (3) Company Partner Spotlights reaching over 1,500 FPA of Georgia followers on social media (Twitter, Facebook, LinkedIn) affording promotion of an educational event your company is hosting
- Monthly 2021 overall Partner Recognition on FPA of Georgia Social Media
- Opportunity to present an FPA of Georgia webinar*
- Opportunity to provide an Educational White Paper hosted on fpaga.org*
- Opportunity to Sponsor a FPA of Georgia Webinar with 2-minute presentation time**
- Four (4) Complimentary Webinar Registrations
- Listing of all registrants post Webinar***
- Electronic spreadsheet of members - One-time***
- Dedicated page on www.fpaga.org
- Opportunity to do an online raffle at the Regional Symposium A
- Assigned virtual exhibit hall (ZOOM room) at the Reional Symposium
- Company Logo, contact information, and link to Company website in FPA of Georgia Sponsor newsletter

GOLD LEVEL:\$2,500

- Logo featured on www.fpaga.org
- Company Logo, contact information, and link to Company website on FPA of Georgia Partnership page
- Company Logo recognition during all FPA of Georgia webinars
- Company Logo on all Email Blasts reaching over 2,000 FPA of Georgia members and contacts
- Two (2) Company Partner Spotlights reaching over 1,500 FPA of Georgia followers on social media (Twitter, Facebook, LinkedIn) affording promotion of an educational event your company is hosting
- Monthly 2021 overall Partner Recognition on FPA of Georgia Social Media
- Opportunity to Sponsor a FPA of Georgia Webinar with 2-minute presentation time**
- Three (3) Complimentary Webinar Registrations
- Listing of all registrants post Webinar***
- Assigned virtual exhibit hall (ZOOM room) at the Reional Symposium
- Opportunity to do an online raffle at the Regional Symposium
- Company Logo, contact information, and link to Company website in FPA of Georgia Sponsor newsletter

SILVER LEVEL: \$1,750

- Logo featured on www.fpaga.org
- Company Logo, contact information, and link to Company website on FPA of Georgia Partnership page
- Company Logo recognition during all FPA of Georgia webinars
- Company Logo on all Email Blasts reaching over 2,000 FPA of Georgia members and contacts
- Two (1) Company Partner Spotlights reaching over 1,500 FPA of Georgia followers on social media (Twitter, Facebook, LinkedIn) affording promotion of an educational event your company is hosting
- Monthly 2021 overall Partner Recognition on FPA of Georgia Social Media
- Opportunity to Sponsor a FPA of Georgia Webinar with 2-minute presentation time**
- Three (2) Complimentary Webinar Registrations
- Listing of all registrants post Webinar***
- Company Logo, contact information, and link to Company website in FPA of Georgia Sponsor newsletter

BRONZE LEVEL: \$1,250

- Logo featured on www.fpaga.org
- Company Logo, contact information, and link to Company website on FPA of Georgia Partnership page
- Company Logo recognition during all FPA of Georgia webinars
- Company Logo on all Email Blasts reaching over 2,000 FPA of Georgia members and contacts
- Monthly 2021 overall Partner Recognition on FPA of Georgia Social Media
- One (1) Complimentary Webinar Registration
- Company Logo, contact information, and link to Company website in FPA of Georgia Sponsor newsletter

PATRON CHAPTER SUPPORTER: \$1,000

- Choice of 2 events

CONTRIBUTING CHAPTER SUPPORTER: \$500

- Choice of 1 event

- Events Include: Quarterly Meetings, Career Day, Advocacy Day, Networking Events, Member Socials, Pro Bono and More!

NEW IN 2021

Corporate Partner Hosted Events on

Primary Goal: Provide our partners with exclusive opportunities and access to our local members and allied professionals.

Premier and Platinum partners will receive a new benefit beginning in 2021.

FPA of Georgia is planning to expand our partner access to our members through sponsor hosted virtual events promoted by FPA of Georgia to our membership on your behalf. FPA of Georgia partner hosted virtual meeting method of contact has proven extremely valuable to those sponsors who have taken advantage of the newly rolled out method of access over the last 6 months. Well-attended partner hosted events promoted by FPA of Georgia provide unparalleled access for personalized messages to our sponsors' target audience.

Dedicated Landing Page on FPA of Georgia Website to Provide Content of Choice

Primary Goal: Provide a virtual platform for partners to promote, advertise, educate, and connect with FPA members.

This new benefit applies to partnership levels Premier, Platinum, and Gold

Each partner will receive a dedicated page on the FPA of Georgia website to promote any material, events, videos, links and advertisements. The content is at the partners discretion. No deadlines apply. The partner will be responsible for sending content to FPA, including any updates upon request. We will inform our members of this new benefit in order to drive interest and traffic to the website pages.

2021 CORPORATE EVENTS

FPA of Georgia events provide exclusive access to financial advisors in the greater Atlanta area. Our events are ideal settings for you to get to know our members, other partners, and allied professional guests. We also host many small group events, drawing on our members combined experience, which are outstanding opportunities to meet and engage our members in a smaller and more personal setting.

- FPA of Georgia Financial Planning Symposium
- FPA of Georgia chapter meetings
- NexGen events
- FPA of Georgia Career Day
- Socials, networking events & happy hours
- Women in Financial Planning
- Diversity & Inclusion
- Pro Bono events
- Advocacy Day



Contact Us

Thank you for considering a partnership with FPA of Georgia.

If you would like to discuss how a partnership with FPA can greatly enhance your access to a vibrant professional organization full of CFP® professionals, you have come to the right place! We would love to discuss our opportunities in greater detail with you. Let's **Change**

Tomorrows™ together. Feel free to reach out any time: (770) 516-8322 or admin@fpaga.org.

We are very appreciative of all you do for us!

All Corporate Partnerships are based on the 2021 calendar year. FPA of Georgia reserves the right to require all literature, correspondence and ad submissions to conform to our policies and format regulations, and may require all sponsor speaker presentations be eligible for quality CE credit, as well as speaker outlines, bios, and handouts be submitted by the requested due date in order to be eligible for a sponsor speaker presentation time for the chapter meetings, the FPA of Georgia Symposium, or other speaking events.



FPA of Georgia

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(770) 516-8322

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www.fpaga.org

Change Tomorrows™

To apply or renew your partnership online for 2021

[CLICK HERE](#)

You will be redirected to a FPA of Georgia Form

Sponsorship Level	2021	Discounted Price When Paid by December 31, 2020
Premier	\$6,500	\$5,850
Platinum	\$4,500	\$4,050
Gold	\$2,500	\$2,250
Silver	\$1,750	\$1,575
Bronze	\$1,250	\$1,125

Returning partners will receive a 10% discount when paid by December 31, 2020

FPA of Georgia Partnership

Complete and submit online. If we do not have a current logo on file for you, please send it in a high resolution format (JPG or GIF high resolution) to FPA of Georgia at: admin@fpaga.org