



# OF NORTHEAST OHIO

## 2020 Partnership Opportunities

### Our Mission:

To be the primary organization in our community that promotes financial literacy, increases awareness of financial planning as a profession, and enhances the ability of our members to serve their clients with the fiduciary standard.

### Benefits of Partnering with FPA/NEO:

Our association is supported by a number of exceptional partners like you who help offset the cost of delivering many benefits and member services. You are helping to lead FPA’s message of building the community of the financial planning profession through your commitment to the association, our mission, and our members. Our Platinum, Gold, and Silver packages offer you an excellent opportunity to be a valued partner of our chapter and to reap the rewards of establishing a strong relationship with a premier financial planning organization.

Our chapter has continued to see growth this past year and with nearly 350 financial professional members representing a broad spectrum of experience, education and specialties including financial planning, investment advisory and broker dealer services, as well as insurance & annuities products, banking, and legal accounting services.

#### FPA Membership Longevity

21+ years	17%
15-20 years	13%
10-15 years	15%
5-10 years	11%
> 5 years	43%

#### Professional Designations

CFP®	69%
CPA	12%
ChFC	5%
PFS	4%
JD	2%

### Making the Most of Your Partnership Investment:

- Attend all chapter events (monthly membership events and annual symposium) to network with your target audience and be recognized as a valued supporter of our organization
- Provide potential speakers on technical topics for “CE” accreditation
- Continue to grow your relationships with members through sponsoring social and education events

FPA Northeast Ohio | 1120 Chester Avenue | Suite 470  
 Lauren Smigelski, Chapter Executive | Phone: (216) 298-9095 | [admin@fpa-neo.org](mailto:admin@fpa-neo.org)  
<http://chapters.onefpa.org/northeastohio/>

## 2020 Partnership Benefits At-A-Glance

Benefits	Platinum Partner \$3,500	Gold Partner \$2,500	Silver Partner \$1,500
<b>Monthly Meetings</b> (6-7 per year)			
5-minute presentation at meeting	2 meetings	1 meeting	
Display and distribute your company materials	✓	✓	
Company logo prominently displayed on-screen	✓	✓	✓
Complimentary admission for 2	✓	✓	✓
Attendee list provided on request	✓	✓	✓
<b>Annual Symposium</b> (October 15, 2020)			
Prominent booth location	✓		
Reserved booth space for 2 people	✓	✓	✓
Company logo presented on-screen and listing in program	✓	✓	✓
<b>Opportunity to sponsor breakout session and provide speaker (see below)</b>	✓	✓	✓
Attendee list provided after event	✓	✓	✓
Admission for 2 people to Partnership Appreciation Event with Board of Director's following symposium	✓	✓	✓
<b>Membership Correspondence</b> (email communication sent to list of 1,000+)			
Display of your logo <b>with contact information</b> and link to your company on our chapter website	✓		
One set of membership mailing labels	✓		
Opportunity to send an email to membership list to promote events or services (via FPA NEO)	2 emails	1 email	
Delivery of upcoming programming topics with an opportunity to provide meeting content and speaker(s) (topics, content and speaker(s) to be approved by programming committee)	✓	✓	✓
Copy of membership list & demographic report	✓	✓	✓
Listed in 3 chapter newsletters and opportunity to provide article or ad in each newsletter	✓	✓	✓
Receive all of our chapter announcements via email	✓	✓	✓
Display of your logo link to your company on our chapter website	✓	✓	✓
Complimentary job postings on our chapter website	✓	✓	✓



## Partnership Terms Agreement

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The undersigned party (herein after “Partner”) hereby applies to become a partner of the FPA of Northeast Ohio Chapter (herein after “FPA/NEO”) under the terms of the “Corporate Partnership Program” (herein after “Program”) for the current Partnership year. If Partner is accepted to the Program, Partner further agrees to a partnership contract term of one calendar year, payable upfront.

FPA/NEO strives to develop quality partnership relationships with sponsors who have a long-term interest in supporting the financial planning industry. Partner understands that Program has the ultimate right to refuse acceptance to any party without recourse in its pursuit of that goal.

In recognition of the relationship that the Program seeks to establish with its sponsors, the Program limits the number of Partners in a given year. Furthermore, the qualified Partners shall represent a cross-section of the industry. In most cases, the invitation has been extended to only a few qualified sponsors in each business category.

Benefits will be based on level of Partnership selected by Partner. **All levels of Partnership include exhibit space at the 2020 Fall Symposium which will be held on October 15, 2020.**

### DUE DILIGENCE TERMS & CONDITIONS:

All prospective Partners will be subject to a due diligence review and must currently be and remain in good standing with any and all industry regulating agencies (e.g., FINRA, BBB, etc.).

### *Responsibilities of Partner will include:*

- Payment of annual Partnership fee (based on level selected)
- Active participation in the education of our membership
- Provide logo and contact information
- Provide representation, booth materials and set up at the annual symposium
- Maintain good corporate citizenship and standing

### *Chapter may, at its sole discretion:*

- Accept, deny, non-renew, and/or terminate a Partner
- Accept or decline any Partner speaker offering if it does not meet CFP® continuing education requirements or fit within the chapter’s programming agenda
- Schedule, reschedule, or cancel meeting dates or presentations and will not be responsible for any Partner liabilities, financial or otherwise, arising from such actions
- Change the Partnership fee and/or prompt payment discount at renewal



## Partnership Commitment Form and Payment Information

Please return to [admin@fpa-neo.org](mailto:admin@fpa-neo.org) or fax to 216-696-2582 on or before **deadline of January 31, 2020**.

### Partnership Level:

- Platinum Partner - \$3,500
- Gold Partner - \$2,500
- Silver Partner - \$1,500

### Partnership Add-On:

- Symposium breakout session sponsor - \$1,500  
(limit of three, subject to approval of programming committee)

Partner agrees to the above terms, and hereby applies for a Platinum / Gold / Silver (circle one) Partnership with FPA/NEO on the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.

Signature

Date

Partnering Company Name

Contact Name

Mailing Address, City, State, Zip

Email address

Phone

Website (to be linked to the FPA/NEO website)

Please send an invoice

Charge the credit card below

\*\*If you are a new Partner, or if you are an existing Partner and your company logo has changed, please send your current logo to Lauren Smigelski, Chapter Executive Director at [admin@fpa-neo.org](mailto:admin@fpa-neo.org) in JPG or GIF format.

### Credit Card Information:

Credit Card Number

Exp. Date

Credit Card Billing Address, City, State, Zip

**Thank you for your participation in our Partnership Program! We look forward to working with you!**

