



OF MICHIGAN

FPA of Michigan
P.O. Box 476
South Lyon, MI 48178
Tel: (248) 330-7757
Email: info@fpami.com
Web site: www.fpami.com

FPA OF MICHIGAN 2017 CHAPTER PARTNERSHIP OPPORTUNITIES

The Financial Planning Association of Michigan (FPA of Michigan) is one of the nation's largest and most preeminent organizations for financial planning professionals. FPA of Michigan members span the entire State.

FPA of Michigan is among the very elite group of local chapters, having achieved prestigious awards several years in a row, from the Financial Planning Association, one of the largest most active financial advisor groups in the country with over 25,000 members and over 96 active local chapters.

FPA of Michigan chapter events consist of members who are independent CERTIFIED FINANCIAL PLANNER™ certificants and other financial professionals in the Michigan area. Our Chapter event notices go out to more than 500 FPA of Michigan members and over 700 prospective members throughout the region.

When you partner with the FPA of Michigan, your message is reaching out to the financial planning community.

Why Choose FPA of Michigan as Your Chapter Partner?

Top Financial Services Provided

- Retirement Planning - **68%**
- Financial Planning - **64%**
- Investment/Asset Management - **65%**
- Insurance - **49%**

Professional Designations

- CFP® - **78%**
- CPA - **12%**
- ChFC - **10%**
- Other - **12%**

RIA/IAR Type

- 83%** - RIA's/IARs
- 49%** - SEC Registered
- 28%** - State Registered

How to Make the Most of Your Partnership Investment:

- ◆ Attend several chapter events throughout the year to be recognized as a Partner
- ◆ Get to meetings early to network with your target Audience
- ◆ Follow up with members you meet in person for an informational session
- ◆ Post Partner Video to FPA MI website
- ◆ Take advantage of providing articles to be included on the FPA of Michigan website

FPA of Michigan 2017 Events ...

- FPA of Michigan Annual Symposium (140 plus attend this event each year)
- Education Programs in SE Michigan (30 plus attend these events)
 - Lunch & Learns Grand Rapids (15 plus attend these events)
- Social Mixers (25 plus attend these events)

Please refer to the "Calendar of Events" on the FPA of Michigan website (www.fpami.com) for the dates/times/locations of the above events.

To request a partnership application with payment form, please contact:

Mary Medonis,
Chapter Executive
FPA of Michigan
248.330.7757 or info@fpami.com

If you would like to discuss partnership opportunities in greater detail, please contact:

George Barnhart
Tel: 248.794.0090
Email: george@tfg-advisors.com

Tim Wyman, CFP®
Tel: 248.948.7900
Email: timothy.wyman@centerfinplan.com

Doug Gross, CFP®
Tel: 734.944.7556
Email: doug.gross@raymondjames.com



FPA of Michigan
P.O. Box 476
South Lyon, MI 48178
Tel: (248) 330-7757
Fax: (888) 374-0858
Email: info@fpami.com
Web site: www.fpami.com

BENEFITS AT A GLANCE - YEAR 2017

	Gold Partner	Silver Partner	EVENT SPONSORSHIP OPPORTUNITIES	
			Education Meeting Sponsor	Lunch & Learn or Social Mixer Sponsor
NEW: Prompt Payment Discount for payments made before 3/31/17	\$3,500	\$2,500		
Payments made after 3/31/17	\$4,000	\$3,000	\$500	\$300
FPA of Michigan 2017 Annual Symposium				
Preferential speaking opportunity at FPA MI Symposium <i>*Subject matter to be approved by Symposium Committee</i>	•			
Host a Lunch Table at FPA MI Symposium	•			
Preferential exhibit space at FPA MI Symposium	•			
Exhibit space at FPA MI Symposium/	•	•		
Complimentary registration for two representatives at FPA MI Symposium (<i>Does not include hotel accommodations</i>)	•	•		
Board Member Ambassador assigned to each Partner at FPA MI Symposium to help facilitate introductions	•	•		
Acknowledgment on FPA MI Symposium marketing materials	•	•		
Pre/post FPA MI Symposium attendee mailing opportunity - <i>NO Emails</i>	•	•		
Partner-To-Member Contact				
New: Opportunity to offer one webinar to FPA MI members	•			
2 to 3 minute presentation and host table at one Education Meeting or Lunch & Learn (must reserve ahead of time) <i>*Includes attendee list</i>	•			
Exhibit table at one Education Meeting or Lunch & Learn (must reserve ahead of time) <i>* Includes attendee list</i>		•		
Complimentary invitation for one representative and a guest to attend FPA MI events	•	•		
Electronic spreadsheet of membership - <i>NO Emails</i>	•	•		
Website / Email Advertising				
Company name/logo on FPA MI website with link to Partner website	•	•		
Opportunity to add Partner Video link on FPA MI website	•	•		
Membership email blast through FPA MI (Two Gold/One Silver)	•	•		
Approved article posted on FPA MI Website under "Chapter News" (Two Gold/One Silver)	•	•		
EVENT SPONSORSHIP OPPORTUNITIES				
Approved article posted on FPA MI Website under "Chapter News"		•	•	
Acknowledgement on event promotion marketing		•	•	
Approved handout and participation at event registration table		•	•	
Two - three minute "Event Sponsor Spotlight" during event		•	•	
Committee member "ambassador" at event to facilitate introductions		•	•	
Contact list of attendees who attended the event		•	•	