



OF MICHIGAN

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

## FPA OF MICHIGAN 2018 ANNUAL SYMPOSIUM PARTNERSHIP

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.***

### **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

### **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

### **FPA of Michigan 2018 Events ...**

- FPA of Michigan Annual Symposium  
*November 7 and 8, 2018*
- Education Programs in SE Michigan
  - Lunch & Learns Grand Rapids
  - Networking Events

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

**For more information or to request a partnership application with payment form, please contact:**

Mary Medonis, Chapter Executive  
FPA of Michigan  
248.330.7757 or [info@fpami.com](mailto:info@fpami.com)



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P.O. Box 476  
South Lyon, MI 48178  
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## BENEFITS AT A GLANCE - YEAR 2018

	Gold Partner	Silver Partner	EVENT SPONSORSHIP OPPORTUNITIES	
			Education Meeting Sponsor	Lunch & Learn or Social Mixer Sponsor
<b>NEW: Prompt Payment Discount for payments made before 3/1/18</b>	\$3,500	\$2,500		
Payments made after 3/1/18	\$4,000	\$3,000	\$300	\$200
<b>FPA of Michigan 2018 Annual Symposium - November 7<sup>th</sup> and 8<sup>th</sup></b>				
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>	•	•		
<b>Partner-To-Member Contact</b>				
<b>New: Opportunity to offer one webinar to FPA MI members</b>	•			
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>		•		
<b>Complimentary</b> invitation for one representative and <b>a guest</b> to attend FPA MI events	•	•		
Electronic spreadsheet of membership - <i>NO Emails</i>	•	•		
<b>Website / Email Advertising</b>				
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)	•	•		
<b>EVENT SPONSORSHIP OPPORTUNITIES</b>				
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			•	•