



**FINANCIAL
PLANNING
ASSOCIATION**
MICHIGAN

FPA of Michigan
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PARTNER BENEFITS AT A GLANCE - YEAR 2021

	Platinum Partner	Gold Partner	Silver Partner
Annual Partnership Fee	\$4,500 (limit 4)	\$3,500 (limit 10)	\$1,500 (limit 12)

FPA of Michigan 2021 Symposium Four Virtual Mini-Symposiums (1/2 day event)

Platinum Partner Acknowledgement at one virtual mini-symposium	•		
Provide speaker at one virtual mini-symposium <i>*Subject matter to be approved by Symposium Committee</i> <i>*No guaranty on which location, but will take requests into consideration</i>	•		
Up to one minute commercial (pre-recorded message)	At 4 mini-symposiums	At 2 mini-symposiums	At 1 mini-symposium
Shout out thanking for partnership	At each symposium	At each symposium	At each symposium
Complimentary registration for each mini-symposium (can be shared with advisor clients)	5	3	2
Acknowledgment on FPA of Michigan Symposium marketing materials	•	•	•
Pre/post FPA MI Symposium attendee mailing opportunity - <i>NO Emails</i>	•	•	•

Partner-To-Member Contact

Host Virtual Event (Study group, networking session or education session (excluding mini-symposiums))	3 events	2 events	1 event
Complimentary registration for each FPA of Michigan event (can be shared with advisor clients)	5	3	2
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 (to be sent through FPA of Michigan)	4	3	1
Approved article posted on FPA MI Website	2	1	1
Shout-out on FPA MI Social Media Platforms (posted/created by FPA of Michigan)	6	4	2

NOTE:

Platinum Partners (limit 4) • Gold Partners (limit 10) • Silver Partners (limit 12)