



**FINANCIAL  
PLANNING  
ASSOCIATION**  
MICHIGAN

FPA of Michigan  
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## PARTNER BENEFITS AT A GLANCE – YEAR 2022

	LEADING PARTNER	CONNECTING PARTNER	COMMUNITY PARTNER
	<b>*\$5,000</b>	<b>*\$3,000</b>	<b>*\$1,500</b>
	<b>Limited to 4</b>	<b>Limited to 8</b>	<b>Limited to 15</b>
	<b>*NOTE: 10% Discount if Partnership fee paid by February 28, 2022</b>		

### FPA OF MICHIGAN 2022 SYMPOSIUM

**Dates: September 22<sup>nd</sup> and 23<sup>rd</sup>**

**Location: L.V. Eberhard Center in Downtown Grand Rapids, Michigan**

Provide speaker for a session at our 2022 Symposium (this also includes a 10 minute speaking opportunity to promote your company). <b>Note:</b> Speaker/Subject matter to be approved by Symposium Committee	√		
Five minute speaking opportunity to promote your company		√	
Preferential exhibit space (with six foot table) in Symposium high traffic area	√	√	
Exhibit space (with six foot table) in Symposium exhibit hall			√
Host a lunch table at the Symposium	√	√	
Complimentary Symposium registration for Partner representative(s). <b>Note:</b> Additional symposium registration for Partner representatives can be purchased. The cost will be calculated to cover meals/breaks.	3 Total	2 Total	1 Total
Complimentary Symposium registration to be shared with advisor clients.	4 Total	2 Total	1 Total
Board Member Ambassador assigned to help with personal introductions.	√	√	
Pre/post FPA MI Symposium attendee mailing opportunity – <i>NO Emails</i>	√	√	√

### PARTNER-TO-MEMBER CONTACT

Host Virtual Event – content/speaker to be provided by Partner	2 events per year	1 event per year	
Complimentary registration for FPA of Michigan education events (can be shared with advisor clients). <b>Note:</b> Excludes special events such as Annual Student Success Golf Outing, Women & Finance Knowledge Circle “How to Survive a Scramble”, etc.	3 events per year	2 events per year	1 event per year
Electronic spreadsheet of membership – <i>NO Emails</i>	√	√	√

### WEBSITE / EMAIL ADVERTISING

Company name/logo on FPA MI website with link to Partner website	√	√	√
Company page on website with content for page to be provided by Partner (i.e., examples of content would be event invitations, white papers, etc.)	√	√	
Membership email blast (to be sent through FPA of Michigan email platform)	3 per year	2 per year	1 per year
Shout-out on FPA MI Social Media Platforms (posted/created by FPA of Michigan)	√	√	

**Disclaimer: It is the sincere intention of the FPA of Michigan to hold our 2022 Symposium in person, however the health and well-being of our members and partners is of paramount priority. Given the unprecedented uncertainties which the COVID pandemic continues to cause, we reserve the right to make adjustments to the Symposium as needed in order to balance the attendees’ safety while achieving the event’s educational goals. Based upon changing circumstances and/or community health guidance we reserve the right for the event to be held virtually and to retain partnership contributions. Our best efforts will be made to accommodate our partnership commitment’s virtually in such an event.**