

2022 Partner Opportunities

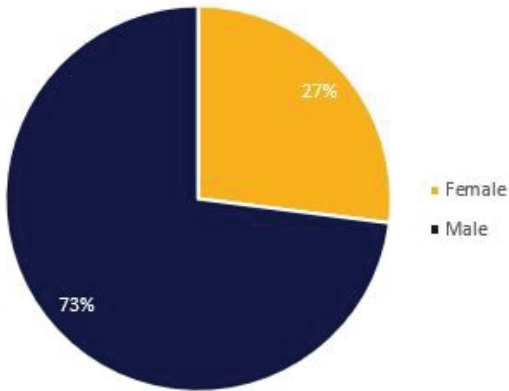
Financial Planning Association
of Orange County



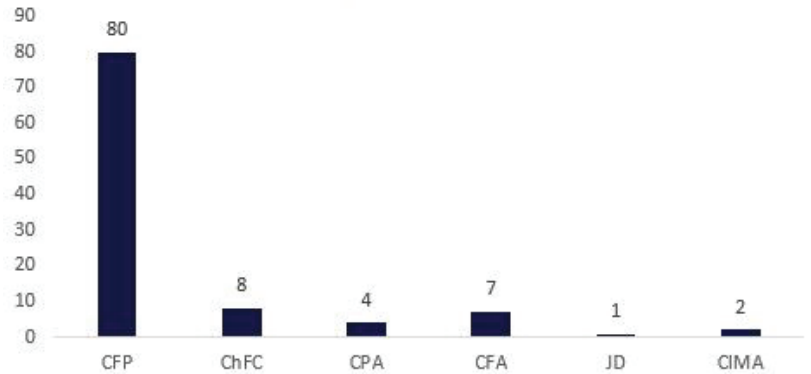
About FPA of Orange County

The Financial Planning Association® (FPA®) is the leadership and advocacy organization that connects those who need, support and deliver financial planning. FPA's 88 U.S. chapters represent over 23,000 members nationwide. With close to 500 members in the local Orange County market alone, FPA is the definitive community of advisors that fosters the value of financial planning and advances the financial planning profession in our area. Here are the demographics for the current membership of our Orange County chapter:

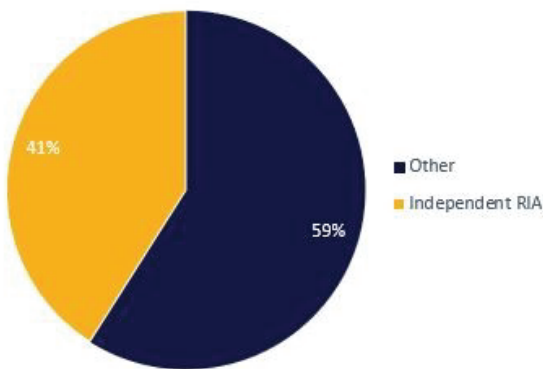
Male 73% Women 27%



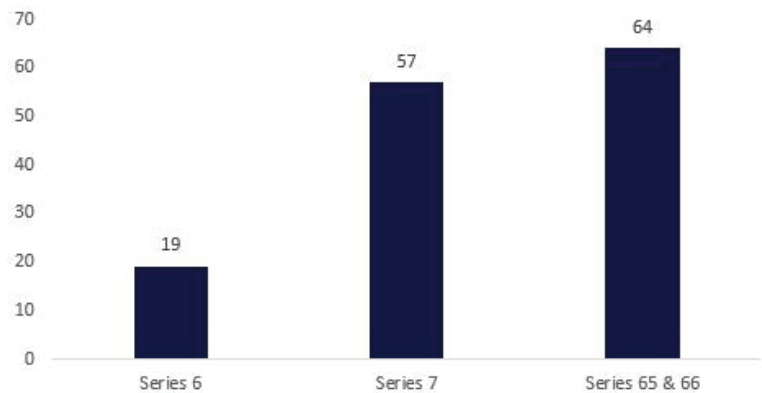
Percentages of Chapter Members with Designations Below



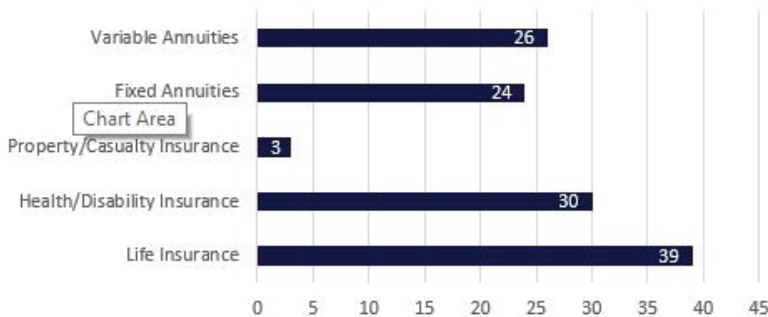
41% Independent RIAs



Percentage of Members with Licenses Below



60% of Chapter Members Have Insurance Licenses - See Below for Percentage Breakdown



Survey of Broker Dealers Represented Within FPA of Orange County

Broker/Dealer Affiliation

Alliance Global Partners	1	Mutual Securities	1
Ameriprise Financial Services Inc.	7	National Planning Corp.	1
Cambridge Investment Research	5	Northwestern Mutual Investment Serv.	2
Centaurus Financial, Inc.	1	NPB Financial Group	1
Cetera Advisor Networks LLC	5	NYLIFE Securities	3
Cetera Financial Specialists	2	OneAmerica Securities, Inc.	1
Chalice Capital Partners LLC	1	Pacific Select Distributors, LLC	2
Client One Securities, LLC	1	Park Avenue Securities LLC	1
Commonwealth Financial Network	5	Planmember Securities Corp.	1
Compak Securities, Inc.	1	Raymond James Financial Services	2
Crown Capital Securities L.P.	4	Royal Alliance Associates Inc.	3
Dunham & Associates Investment Counsel, Inc.	1	Saturna Brokerage Services, Inc	1
Edward Jones	2	Securian Financial Services Inc.	1
Financial Mgmt Network Capital Corp.	7	Securities America, Inc.	5
First Allied Securities Inc.	4	Shareholders Service Group	3
FMN Capital Corporation	1	Sigma Financial Corp.	1
Fortune Financial Services Inc.	1	Signator Investors Inc.	3
FSC Securities Corp.	2	Stifel Nicolaus & Co. Inc.	1
Geneos Wealth Management Inc.	1	Syndicated Capital	1
Girard Securities Inc.	1	TCFG Wealth Management LLC	2
GWN Securities Inc.	1	TD Ameritrade Institutional	13
HD Vest Investment Services	1	The Strategic Financial Alliance Inc.	1
HSBC Securities (USA) Inc.	1	Thrivent Investment Management Inc.	1
Independent Financial Group LLC	1	TIAA-CREF Advice And Planning	1
Kestra Investment Services, LLC	1	United Planners Financial Services	3
Kovack Securities Inc.	2	Waddell & Reed Financial Advisors	5
Lincoln Financial Advisors Corp.	5	Wells Fargo Advisors LLC	7
Lincoln Financial Securities Corp.	1	Woodbury Financial Services Inc.	1
LPL Financial LLC	13	Other	8
Merrill Lynch Pierce Fenner & Smith	2		
MML Investors Services LLC	3	Total of Survey Respondents	354
Money Concepts	1	Total with Broker Dealer	165
Morgan Stanley	4	No Broker Dealer	189

FPA of Orange County (FPAOC) Partner Program

FPAOC partners are true partners of our chapter, especially considering recent times. We know the success of both our members and our partners go hand in hand, and we all benefit from these strong relationships. We want our partners to engage with our members, and we work hard to make sure it can happen.

Partners participate in our many events, in member communications, on our website, and through word of mouth by being associated with one of the strongest FPA chapters in the country.

Note: We plan to transition from virtual meetings to in-person and hybrid meetings during 2022.

Types of FPA of Orange County Partners

One benefit of having to recreate many of our member experiences in 2020 is a new-found creativity and the ability to focus on the goals of each partner to tailor their partnership. For example, we found real power in using video to share new technologies and the latest research with our members. Members discussed what they learned from partners' videos and often shared the links out to their own circles – allowing additional audiences to see our partners' businesses. We also saw partners' own webinars find added success simply from inviting FPAOC members through our Event Bulletin.

Interested in testing a partnership idea that is outside of the norm? Now's the time to try it! You will find basic partner levels below, but if we can expand our offerings to meet your needs, we are happy to discuss additional options. Please reach out.

Quarterly Education Meeting (QEM) Partner

2022 Scheduled Meeting Dates: February 16, May 18, August 17 and November 16

Gold Partner (limit 8)

\$4700

- 10-Minute Presentation to members at one QEM¹
- Event passes for 2 at all 4 QEMs
- Large Company Logo and contact information listed prominently on Partner Webpage
- Display Table or Large Virtual Expo Booth at all 4 QEMs
- Welcome Video (up to 20 sec) added to Company PowerPoint Slide in Rotating Slide Show
- Plus all benefits listed on next page

Silver Partner (limit 10)

\$3325

- Event passes for 2 at all 4 QEMs
- Medium Company Logo and contact information listed on Partner Webpage
- Display Table or Medium Virtual Expo Booth at all 4 QEMs
- Welcome Video (up to 20 sec) added to Company PowerPoint Slide in Rotating Slide Show
- Plus all benefits listed on next page

Bronze Partner (limit 8)

\$2350

- Event passes for 2 at 2 QEMs
- Small Company Logo and contact information listed on Partner Webpage
- Display Table or Small Virtual Expo Booth at 2 QEMs
- Your Company's PowerPoint Slide Added to Rotating Slide Show
- Plus all benefits listed below²

Quarterly Meeting Refreshment Partner

\$1600 In-Person/Call for Virtual

- Event pass for 1 at 1 QEM
- Present a 1-Minute welcome/introduction from stage immediately prior to refreshment break at 1 QEM
- Virtual Option: Present a 1-Minute welcome/introduction, with ability to deliver food/drink to selected members for 1 QEM
- Plus all benefits listed below

ALL Quarterly Education Meeting Partners receive:

- Display Table Space at in-person meetings (approx. 6 ft table with 2 chairs) or Virtual Expo Space at online meetings*
- Include PDF (up to 10 MB) or weblink to attendees in Welcome Email prior to QEMs
- Invitation to post-event happy hour, Cocktails & Conversations
- FPAOC Member Names and list of Meeting Attendees (as allowed by FPA policies regarding member privacy)
- Priority Consideration for Keynote Speaker suggestions for QEMs
- Broadcast your educational events in our chapter Event Bulletin

¹Gold Partners – Partners may reserve their 10-minute presentation date at time of payment.

²Bronze Partners – Presence at 2 Quarterly Education Meetings (February/August or May/November – Partners may choose from available date groups at time of payment.)

*Maximum total number of silver and bronze partners at a meeting not to exceed 16. Number of each level may vary.

Business Solution Partner

\$1000

A new level of partnership for those who want to offer a business or service to FPAOC members

- Logo, website, video link and contact information on FPAOC Partner webpage
- Opportunity to offer special discount for chapter members on Member Discount webpage

Chapter Mixer, NexGen or Advisors in Transition

\$500

Single Event Partnership

- Welcome/Introduction as appropriate for event
- Logo, website, video link and contact information displayed on event website and invitation
- Registration for one representative to attend event
- Lists of FPAOC Member Names and Meeting Attendee Names (as allowed by FPA policies regarding member privacy - e.g., no email addresses or phone numbers)



Letter of Agreement

The undersigned party (“Partner”) hereby applies to become a “Partner of the FPA of Orange County” (“FPAOC”) under the terms of the “Partnership Program” (“Program”) for 2022.

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

Quarterly Meeting Partners: If Partner is accepted into the program, Partner further agrees to a partnership contract term of January 1st through December 31st. Quarterly Meeting Partners are payable immediately. Agreement is binding upon execution by authorized signers of Partner and FPAOC and completed payments.

2022 Quarterly Meetings are scheduled for:

- **February 16, 2022**
- **May 18, 2022**
- **August 17, 2022**
- **November 16, 2022**

Responsibilities of Partners and FPA of Orange County

Responsibilities of Partners will include:

- Submission of signed application and payment of participation fee to assure participation level and opportunity (**Quarterly Meeting Annual Partners must submit applications by January 15, 2022 and submit payment by February 1, 2022.**)
- Active participation in the education of our membership consistent with the goals of FPAOC
- Responding in a timely manner to requests for audio/visual needs, mailings, and meeting registrations for allotted number of representatives

Responsibilities of FPAOC will include:

- Continuation of the highest quality educational programs to attract the best, brightest, and most successful planners in Southern California
- Working with Partners to maximize benefits under guidelines above

Partner agrees to the above terms, and hereby applies for a partnership with the FPAOC as a:

Quarterly Meeting Annual Partner	Additional Chapter Partnerships
<input type="checkbox"/> Gold Partner \$4700	<input type="checkbox"/> Business Solution Partner \$1000
<input type="checkbox"/> Silver Partner \$3325	<input type="checkbox"/> Chapter Mixer, NexGen, or Advisors in Transition Event Partnership \$500
<input type="checkbox"/> Bronze Partner \$2350 - Select One:	
<input type="checkbox"/> Feb./August -or- <input type="checkbox"/> May/November	
<input type="checkbox"/> Refreshment Partner \$1600	

Please return both pages of signed agreement to Admin@FPAOC.org

Questions? Please contact: Scot Shier, Partners Chair • (949) 770-7555 • Partners@FPAOC.org

FPAOC Letter of Agreement – page 2

Date of Agreement: _____

Authorized Signature of Partner

Printed Name

Company Name

Email Address

Address

City State ZIP

Phone Number

Internal/Assistant's Name

Internal/Assistant's Email Address

Internal/Assistant's Phone Number

Signed by (indicates acceptance into program):

Authorized Signature of FPA of Orange County, CA

Printed Name

Please Indicate Payment Preference

Check

Please make the check payable to "FPA of Orange County" for the appropriate amount per your Partnership level. Mail check to:

FPA of Orange County
2549-B Eastbluff Drive #220
Newport Beach, CA 92660-3500

Electronic Payment/ Credit Card Payment

Make payment via our online invoicing system. Please indicate the contact information for the individual who will receive the electronic payment request:

Representative's Name for Electronic Invoice
& Payment

Email Address

Phone Number

Please return both pages of signed agreement to Admin@FPAOC.org

Questions? Please contact: Scot Shier, Partners Chair • (949) 770-7555 • Partners@FPAOC.org