

## Corporate Partnerships

### *Specific Responsibilities*

- Promotes the Financial Planning Association and chapter mission and purpose.
- Attends monthly board meetings, chapter meetings and chapter activities.
- Has primary responsibility for securing platinum and gold partners for FPA Austin so that the organization has enough money to fund its programs and operations.
- Be willing to meet with potential corporate partners and learn about the potential partners' business and motivations (face-to-face meetings or phone calls is the best way to achieve success)
- Develops a corporate partner committee to assist in delivering benefits and following up on potential leads
- Develops ongoing benefits for sponsorship. Update the Partner Package
- Works closely with Chapter Executive when onboarding new Partner
- Develops and coordinates recognition and appreciation programs for corporate partners and works with the board to achieve these goals (ie Partner-Board assignment for introductions to members)
- Works with Partners throughout the year to ensure that they are meeting their goals with the chapter
- Plans the Partner Social with the Chapter Executive
- Maintains communication with other FPA chapters to benchmark corporate sponsorship activities and share ideas.
- Provides ready-to-go content to Chapter Executive for website, invites, surveys and newsletter