

Partnership Prospectus

FPA GATHER 2026

Every Journey Begins with Belonging.



August 18-20, 2026

Fairmont Dallas

Dallas, Texas

Join Us!



FPA NexGen Gathering is now **FPA GATHER**.

Formerly known as FPA NexGen Gathering, FPA GATHER is the gateway to belonging — the welcoming front door to the financial planning community. It's designed for those seeking connection, inspiration, and a true sense of place within the profession.

FPA GATHER brings together planners of all backgrounds, especially our FPA NexGen community, to connect, share, and lay the foundation for professional growth.

Before confidence and practice can grow, planners need a community to ground and inspire them. FPA GATHER provides that essential starting point — a vibrant network that sparks collaboration, fosters identity, and reminds every attendee: you belong here.

200+

Total Attendance

54%

Financial Planners
Attending

42%

CFP® Professionals
Attending

100%

Enthusiastic, Dynamic
Next-Generation Talent

The Opportunities

	 Platinum Level \$20,000	 Gold Level \$15,000	 Silver Level \$10,000	 Bronze Level \$8,000
Partner Benefits				
Amenity or Event	Choose one Platinum level amenity.	Choose one Gold level amenity.	Choose one Silver level amenity.	Exhibit only.
Preferred placement in the dedicated pre-meeting partner email to attendees	✓			
Company insertion in pre-event e-newsletter (sent by FPA to attendees)	✓			
Flyer in conference mobile app virtual conference bag	✓			
Pre-event attendee list (opt-in only—names, emails, and USPS addresses)	✓			
Post-event attendee list (opt-in only—names, emails, and USPS addresses)	✓	✓	✓	✓
Tabletop exhibit display	✓	✓	✓	✓
Event registrations*	2	2	1	1
Acknowledgement				
Pre-conference: <ul style="list-style-type: none"> Event website Within marketing materials, as appropriate 	✓	✓	✓	✓
On-site: <ul style="list-style-type: none"> Signage Walk-in slides Verbal 'thank you' from podium by FPA leadership Conference mobile app 	✓	✓	✓	✓

*Additional registrations available for purchase.

Platinum Level



Breakfast or Lunch

Enhance the attendee dining experience by sponsoring a meal with branding options like table tents, chair drops, or a gift at each setting. Choose from unique touches like a signature dessert, centerpieces, up-lighting, logo projection, or buffet décor. With only three meal sponsorships available, this is an exclusive way to showcase your brand.



Keynote Speaker Sponsorship

Elevate your brand by underwriting the general sessions, where you'll support outstanding keynote speakers while gaining high-visibility exposure. This opportunity includes an on-stage introduction of two keynote speakers* and acknowledgment of your support by FPA leadership.



Armadillo Meet and Greet

Delight attendees with an up-close encounter featuring Texas's own armadillos. This fun, interactive wildlife experience offers great photo moments and plenty of crowd appeal. As the sponsor, your brand will be highlighted through signage and visibility throughout the activation.



Trucker Hat Patches

Give attendees a chance to customize their own trucker hat with patches that showcase their personality and style. Staff will help participants create their perfect design, and your brand will be featured through sponsorship signage at this popular, hands-on activation.

Gold Level



Breakout Session

Bring joy to attendees with two hours of playtime featuring 5–10 adoptable puppies and adult dogs. As the sponsor, your brand will shine through signage and visibility at this irresistible, high-traffic activation.



Wi-Fi

Maximize your brand exposure by creating and sharing the Wi-Fi password with attendees through eye-catching signage and a full-page ad in the event notebook. This visibility keeps attendees connected and reinforces your brand's presence throughout FPA GATHER.



Opening Reception

Sponsor a opening reception to help attendees kick off their FPA GATHER experience. Branding options include a signature cocktail, custom napkins, signage, and drink tickets. Only one opening reception sponsorship is available, making this a unique opportunity to stand out.



Barbecue Rub Station

Engage attendees with a hands-on experience where they create their own custom barbecue rub to take home. Your brand will be featured prominently through sponsorship signage at this flavorful, crowd-pleasing activation.



Vinyl Spin Art

Invite attendees to create their own vibrant vinyl record artwork using a spin art machine—no artistic skills required. This colorful, hands-on experience draws steady traffic, with your brand featured prominently through sponsorship signage.

Gold Level (cont.)



Leather Stamping

Celebrate a classic Texas tradition as attendees create their own stamped leather keepsakes. This interactive, heritage-inspired activity draws strong engagement, with your brand showcased through prominent sponsorship signage.



Specialty Coffee Station

Fuel attendee connections with a specialty coffee station that draws steady traffic and creates a natural hub for networking. We'll serve high-quality drinks from your branded setup, so your organization makes a memorable impression with every cup.

Silver Level



Recharge Room

Sponsor the Recharge Room to provide attendees with a serene escape for catching up on emails or enjoying quiet conversations. This thoughtfully designed area will feature electrical outlets and prominent signage, ensuring your brand is front and center as participants relax and recharge.



Hydration Station

Keep attendees refreshed and engaged with a co-branded reusable beverage container, selected in partnership with FPA and distributed from your booth. A dedicated water station placed at your exhibit ensures constant foot traffic as attendees stop to hydrate—while carrying your branded bottle throughout the event.



FPA GATHER T-Shirts

Be the first stop for every attendee by handing out the official FPA GATHER t-shirt at your booth. The t-shirt front is the FPA GATHER 2026 logo, and the back is your company logo.



Mobile App

Enhance your brand visibility by guiding attendees through the event and connecting them with you! Your ad will be prominently displayed on the app's splash screen and as a sticky banner on the main screen, ensuring your message reaches attendees every time they engage with the app.



Extend Your Impact

FPA GATHER presents a unique opportunity for you to connect, engage, and leave a lasting impression on the financial planning community. Beyond our core sponsorship packages, we're excited to offer a selection of opportunities to further amplify your brand. These additional options can be combined with an existing package or selected à la carte to best suit your goals!

Snack Breaks | \$7,200

Delight attendees and energize their day by sponsoring a snack break filled with tasty treats. You'll fuel meaningful conversations and connections.

Hotel Key Cards | \$2,600

Make a lasting impression by sponsoring branded hotel key cards that greet attendees whenever they enter their rooms. Your brand will be at the top of their minds throughout the event.

Room Drops* | \$900

Surprise and delight attendees with a personalized touch by sponsoring a hotel room drop. You'll create a memorable moment that keeps your brand front and center.

Whiskey Tasting | \$2,200

Treat attendees to a guided whiskey tasting led by an expert who highlights distinct flavors and distilling styles. Your brand will be featured during this refined, crowd-pleasing experience.

Line Dancing Instructor | \$3,000

Energize attendees with a fun, instructor-led line dancing session that gets everyone on their feet. Your brand will stand out through prominent sponsorship signage during this lively activation.

Bottle Cap Boot Toss Carnival Game | \$1,700

Add some carnival fun with this no-power game staffed for up to three hours. Your brand will be featured on sponsorship signage as attendees step up to play.

Charging Table | \$3,000

Spark engagement at a sponsored charging table where attendees gather to recharge devices—and conversations. Your brand is front and center as connections power up.



Join Us!

Before FPA GATHER 2026, FPA will host a partner webinar highlighting attendee demographics and ideas for effectively engaging attendees.

Let's Talk!

We look forward to having you join us for FPA GATHER 2026 in Dallas! We are here to help you maximize this one-of-a-kind opportunity and position you as a partner in planning for our members!



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