

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

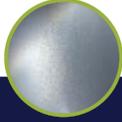
42%

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

Elevate the attendee dining experience by sponsoring a meal and providing your own branded touches, such as table tents, chair drops, or a gift at each setting. Make your sponsorship even more memorable with unique enhancements, available for an additional charge, such as a signature dessert, elegant centerpieces, up-lighting, logo projection, or buffet décor. With only three meal sponsorships available, this is a rare chance to showcase your brand in a highly visible, impactful way.



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 & Greet and Race

Delight attendees with an up-to-4-hour Armadillo Activation featuring Texas's own armadillos. This fun, interactive wildlife experience offers excellent photo opportunities and attracts a steady crowd during race windows. As the sponsor, your brand will be highlighted through signage and be visible throughout the activation, creating a memorable and engaging experience for attendees.



Trucker Hat Patches

Give attendees a fun, hands-on experience with a 3-hour Trucker Hat Activation, where they can customize their own hats with patches that showcase their personality and style. Staff will help participants create their perfect design, and your brand will be prominently featured through sponsorship signage at this popular, highly engaging activation.

Gold Level



Breakout Session

Sponsor a 60-minute breakout session and position your organization as a thought leader within the profession. This opportunity lets you share insights, show your expertise, and provide resources to an audience eager to learn and engage. The session includes time for live audience Q&A, creating an interactive environment, and encouraging deeper conversation. One additional conference registration is included for your session speaker, and all content is subject to review and approval by the FPA GATHER Task Force. This exclusive opportunity is limited to three partners.



Wi-Fi

Sponsor the event Wi-Fi and help keep attendees connected throughout FPA GATHER. The Wi-Fi password, subject to approval, will be shared in attendee communications leading up to the event, within the mobile app, and through onsite signage, ensuring consistent brand exposure at key engagement points.



Opening Reception

Sponsor the opening reception and help attendees kick off their FPA GATHER experience. Branding options include signage and drink tickets, with additional enhancements such as a signature cocktail and custom napkins available at an extra cost. With only one opening reception sponsorship available, this is a unique and highly visible opportunity to showcase your brand.



Barbecue Rub Station

Engage attendees with a hands-on 3-hour Custom Barbecue Rub Activation, where they can create their own signature rub to take home. Your brand will be prominently featured through sponsorship signage, ensuring visibility at this flavorful, crowd-pleasing experience.



Vinyl Spin Art

Invite attendees to a 2-hour Spin Art Activation where they can create their own vibrant vinyl record artwork, no artistic skills required. This colorful, hands-on experience draws steady traffic while prominently featuring your brand through sponsorship signage, creating a fun and memorable way to engage with attendees.

Gold Level (cont.)



Leather Stamping

Celebrate a classic Texas tradition with a up-to-3-hour Stamped Leather Activation, where attendees can create their own keepsakes. This interactive, heritage-inspired experience draws strong engagement, with your brand prominently showcased through sponsorship signage throughout the activation.



Specialty Coffee Station

Fuel attendee connections with a up-to-4-hour Specialty Coffee Station, a natural hub for networking that draws steady traffic. High-quality drinks help your organization make a lasting impression with every cup. We can add an extra day of coffee service and branding enhancements at an additional cost, subject to vendor availability, giving you more ways to showcase your brand throughout the event. This is a highly visible and engaging opportunity you shouldn't miss.

Silver Level



Recharge Room

Sponsor the Recharge Room to provide attendees with a serene space to relax, catch up on emails, or enjoy quiet conversations. This thoughtfully designed area will feature signage with your brand, convenient device charging, and refreshing flavored water, creating a comfortable room for participants to step away and relax.



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

Maximize your brand visibility and connect with attendees throughout the event! Your banner image will be prominently featured on the app's main menu pane and on the agenda, speakers, and attendee listing pages. This ensures your brand is seen every time attendees engage with the app, keeping your message front and center throughout the conference.

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* | \$3,000

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 | \$11,500

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.

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

Add some carnival fun with this no-power game staffed for up to two 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!



800-322-4237



strategicpartnerships@onefpa.org