

*Partnership Prospectus*

# FPA LEAD 2026

**Community. Connection. Content. Collaboration. Celebration.**



**February 5-6, 2026**  
**Hilton Denver City Center**  
**Denver, Colorado**

# Join Us!



## FPA Chapter Leaders Conference is now **FPA LEAD**.

It's a new name that reflects our commitment to elevating our volunteer leaders—and elevating their impact.

At FPA LEAD 2026, we will continue the proud tradition of bringing chapter leaders and executives together to connect and collaborate, while sharpening our collective focus on driving a meaningful impact in our local communities and across the profession.

FPA LEAD 2026 is a premier training and networking event tailored for volunteer chapter leaders, including elected board members and chapter executives (local chapter staff) for FPA's 70+ chapters, who provide the FPA local experience. This invitation-only gathering provides a unique platform to enhance leadership skills and exchange vital resources essential for successfully managing FPA chapter organizations.

Attendees seek valuable guidance on crafting impactful educational programs, facilitating engaging in-person meetings, managing chapter operations, and effectively managing volunteers while balancing their businesses and personal commitments!

We invite our partners to go beyond conventional product and technical expertise offerings. You can engage through various activations, connect with fellow leaders, and cultivate mutually beneficial partnerships to amplify our FPA community's impact.

## 175

Total Attendance

## 100

Financial Planners/  
Chapter Leaders

## 25+

Chapter Executives/  
Professional Staff

## 50+

FPA Chapters  
Represented

Chapter leader roles represented: President-elect, Membership Director, Pro Bono, Advisory Council Representative, Advocacy Director, Treasurer, NexGen Director, Program Director, among others

# The Opportunities



**Castle Peak**  
\$20,000



**Grays Peak**  
\$15,000



**Longs Peak**  
\$10,000



**Pikes Peak**  
\$8,000

Partner Benefits				
Amenity or Event	Choose one Castle Peak level amenity.	Choose one Grays Peak level amenity.	Choose one Longs Peak level amenity.	Choose one Pikes Peak level amenity.
Preferred placement in the dedicated pre-meeting partner email to attendees	✓			
"One Big Idea" Lunch presentation (see next page for description)	✓	✓		
Flyer in conference mobile app virtual swag bag	✓	✓	✓	
Pre-meeting attendee list (opt-in only—names, emails, and USPS addresses)	✓	✓	✓	
Post-meeting 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"> <li>Event website</li> <li>Within marketing materials, as appropriate</li> </ul>	✓	✓	✓	✓
On-site: <ul style="list-style-type: none"> <li>Signage</li> <li>Walk-in slides</li> <li>Verbal 'thank you' from podium by FPA leadership</li> <li>Conference mobile app</li> </ul>	✓	✓	✓	✓

\*Additional registrations available for purchase.

# Partner Activation



## Partner “One Big Idea” Lunch

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Take the stage during a special lunch session on February 4 to share “one big idea” with attendees. Each partner will have five minutes to deliver a TED-style talk offering practical ideas chapters can take home, whether it’s on technology, leadership, program development, or another area of your expertise. This is your chance to position your organization as a thought leader and make a lasting impact on FPA chapters nationwide.

Opportunity is reserved exclusively for Castle Peak and Grays Peak partners only.



# Castle Peak



## Closing Night Party (non-exclusive)

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Help wrap up the conference with a night of fun, featuring music, entertainment, food, and drinks. As a sponsor, you'll be recognized in signage, pre-conference promotions, and the mobile app, plus you'll deliver welcome remarks to kick off the festivities. Exclusive sponsorship and added brand exposure are also available.



## Meal Sponsorship

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Support a meal for all attendees during the conference. You can place a handout or amenity at each place setting. This includes the opportunity to speak to lunch attendees for three minutes. Food and beverage enhancements are available at an additional cost. A total of three meals are available, and include additional branding.



## Chapter Leader Attendance

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Support chapter leaders who may not otherwise be able to attend by covering their hotel and registration costs. You'll have the opportunity to meet with the leaders you sponsor, build relationships, and strengthen FPA's nationwide network.



## Keynote Speaker Sponsorship

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Showcase your brand by supporting FPA's selected speaker or proposing your own. You'll get podium time to share your message, be featured in the app, and receive signage recognition—all while inspiring leaders and making a lasting impact.





# Grays Peak



## President's Reception

Engage with chapter executives, select FPA chapter leaders, and the FPA Board of Directors during an exclusive reception on February 4. You can provide up to two minutes of remarks and network throughout the event.



## Chapter Executive Dinner

Join up to 35 chapter executives (operational decision-makers) of local FPA chapters nationwide for dinner on February 4. Two of your representatives can network throughout the event and provide informational literature or giveaways. This opportunity includes presenting to the group for up to three minutes.



## Chapter Executive Lunch

Join up to 35 chapter executives (operational decision-makers) of local FPA chapters nationwide for lunch before the conference's kickoff on February 4. You'll be able to make three minutes of remarks and network with the group throughout the event.



## Specialty Coffee Station

Fuel attendees with specialty coffee from a central kiosk while connecting directly with participants. Your brand will be part of their morning routine, sparking conversations and setting an energetic tone for the day.



## Massage Station

Provide a moment of relaxation during a busy meeting. The experience includes a massage team for the event. You can provide a giveaway such as stress balls, mini massagers, or cold gel packs.



## 360 Photo Booth

Put your brand at the center of the fun as attendees create shareable, high-energy videos. Your logo will be featured on the booth and in every video, giving you lasting visibility and a prime spot for attendee engagement.



# Longs Peak



## Hosted Dinner Event

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Connect directly with up to 20 chapter leaders by sponsoring a private dinner. FPA will manage invitations and RSVPs, while you provide the venue, food, and drinks. Three exclusive dinners are available, giving you a unique opportunity to build relationships and align with chapter goals.



## Coffee and Snack Breaks

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You can provide attendees with revitalizing pick-me-ups during our snack breaks, such as a selection of treats and accompanying beverages. Allow attendees to enjoy a well-deserved pause for a delicious morning refuel or an afternoon boost. Opportunity includes additional branding for sponsoring partners.



## Wi-Fi

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You can sponsor the conference Wi-Fi to keep attendees connected! Your company name will serve as the unique Wi-Fi password, ensuring easy access for all participants.



## Mobile App

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The go-to for all onsite communications, help participants navigate the event, and connect with each other – and you – through the conference mobile app! Your ad is displayed on the menu screen and in the agenda, speakers, and attendee listing pages.



## Official CLC Notebook

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Provide attendees with a place to take notes and gather contacts. The notebook will be co-branded and include a two-page ad promoting your company, allowing you to showcase your offerings and engage attendees directly. This sponsorship enhances their conference experience and keeps your brand top-of-mind.



## Hotel Key Cards

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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.



# Pikes Peak



## Recharge Room

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Give attendees a quiet space to relax, catch up on work, or recharge devices. The room will feature a relaxing setting with seating for up to 25 attendees, charging stations, and your brand on signage and materials—keeping you front and center.



## Mile High Essentials Kit

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Attendees will be encouraged to visit multiple company booths to create their high-altitude Colorado survival kit. Pikes Peak-level companies that opt-in will hand out one item from FPA for the kit. Items may include lotion, sunblock, chapstick, electrolytes, ginger chews, energy bars, water bottles, etc.



## Sensory Boxes

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Keep attendees' hands busy and minds on your content! Sensory boxes may include fidget spinners, Rubik's cubes, brain teasers, and other sensory activities. Your brand will be recognized alongside the sensory items.



## Special Gift To Attendees

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Welcome attendees with a locally sourced gift to commemorate their experience. FPA conference branding and your company logo are included.



## Charging Power Banks

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Fuel connections on the go with sponsored charging power banks that keep attendees energized throughout the event. Your brand travels with them as they recharge anywhere during the conference.



A purple target icon with a white bullseye and a small purple arrow hitting the center.

# Extend Your Impact

FPA Lead 2026 presents a unique opportunity for you to connect, engage, and leave a lasting impression on the FPA community. Beyond our core sponsorship packages, we're excited to offer a selection of opportunities to further amplify your brand.

Whether you're looking to tailor your sponsorship experience or enhance your visibility, these additional options can be combined with an existing package or selected à la carte to best suit your goals. Let's explore these exciting ways to make your mark!

## Room Drops\* | \$2,400

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.

## Front Desk Handouts\* | \$1,100

Welcome attendees with branded welcome bags at the front desk, putting your message directly in their hands as they check-in.

## Charging Locker | \$3,000

Keep attendees powered up and connected with a sponsored charging locker that showcases your brand while giving them peace of mind. Your logo shines as they recharge and reengage.

## 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.

**Do you have other ideas that aren't listed?  
Let's explore how to make your ideas a reality!**

\*Price does not include the item to be distributed.



# Join Us!

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

## Expand Your Engagement!

Stay in front of chapter leaders for all of 2026!

Additional engagements may include:

- Post-event email
- Inclusion in Chapter Leader Focus newsletter
- Content on the FPA Learning Center
- Content on the Chapter Resource Center
- White papers and thought leadership content
- Engagement in year-round education
- Engagement with chapter-specific communities on FPA Connect

\$2,500 and up, depending on the engagement.

## Let's Talk!

We look forward to having you join us for FPA LEAD 2026 in Denver! To explore how you can get unparalleled access to FPA's network of chapters and volunteer leaders, reach out. We are here to help you maximize this one-of-a-kind opportunity.



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