



OF *ORANGE COUNTY*

PARTNERS PROGRAM 2019





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 nearly 90 U.S. chapters represent over 24,000 members nationwide. With over 525 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:

<p style="text-align: center;"><u>FINRA Licensed</u></p> <ul style="list-style-type: none"> • 4% have Series 6 • 39% have Series 7 • 30% have Series 63 • 20% have Series 65 • 13% have Series 66 	<p style="text-align: center;"><u>Professional Designations/Education</u></p> <ul style="list-style-type: none"> • 73% have CFP® • 6% have ChFC • 5% have CPA • 3% have CFA • 3% have Ph.D. • 6% have Master’s degree • 3% have JD
<p style="text-align: center;"><u>CA Insurance Licensed</u></p> <ul style="list-style-type: none"> • 43% Life Insurance • 33% Health Insurance • 3% Property Insurance • 26% Fixed Annuity • 28% Variable Annuity 	<p style="text-align: center;"><u>Advisor Registrations</u></p> <ul style="list-style-type: none"> • 42% are SEC Registered RIA • 32% are State Registered • 9% Not Specified

FPAOC Surveyed chapter members attending recent Quarterly Education Meetings to learn more about their broker dealer relationships:

Broker/Dealer Affiliation

Ameriprise Financial Services Inc.	8	Park Avenue Securities LLC	2
AXA Advisors LLC	1	Planmember Securities Corp.	1
Cambridge Investment Research	4	Princor Financial Services Corp.	1
Centaurus Financial, Inc.	1	Prudential Financial Planning Services	1
Cetera Advisor Networks LLC	5	Purshe Kaplan Sterling Investments	1
Cetera Financial Specialists	2	Raymond James Financial Services	3
City National Securities, Inc.	1	Royal Alliance Associates Inc.	1
Client One Securities, LLC	1	SagePoint Financial Inc.	1
Commonwealth Financial Network	8	Securian Financial Services Inc.	2
Crown Capital Securities L.P.	7	Securities America Advisors Inc.	1
Edward Jones	2	Securities America, Inc.	5
Financial Mgmt Network Capital Corp.	4	Shareholders Service Group	2
First Allied Securities Inc.	4	Signator Investors Inc.	3
FSC Securities Corp.	4	Spire Investment Partners LLC	1
Geneos Wealth Management Inc.	3	Stifel Nicolaus & Co. Inc.	1
Girard Securities Inc.	2	Syndicated Capital	1
HD Vest Investment Services	2	TCFG Wealth Management LLC	2
J.P. Morgan	1	TD Ameritrade Institutional	3
Kovack Securities Inc.	1	The Strategic Financial Alliance Inc.	1
Lincoln Financial Advisors Corp.	5	Thrivent Investment Management Inc.	1
Lincoln Financial Securities Corp.	1	TIAA-CREF Advice And Planning	1
LPL Financial LLC	13	UBS Financial Services Inc.	1
Merrill Lynch Pierce Fenner & Smith	2	United Planners Financial Services	4
MML Investors Services LLC	4	Waddell & Reed Financial Advisors	3
Morgan Stanley	4	Wells Fargo Advisors LLC	7
National Planning Corp.	2	Woodbury Financial Services Inc.	2
NEXT Financial Group Inc.	1	Other	13
Northwestern Mutual Investment Serv.	3		
NPB Financial Group	1	Total of Survey Respondents	360
NYLIFE Securities	2	Total with Broker Dealer	164
		No Broker Dealer	196

FPA of Orange County Partners Program

The Partners Program is designed to provide a venue for a select group of industry-leading firms to work closely with our members to gain greater coverage in our Chapter. Partners participate in our Quarterly Education Meetings, bi-weekly Events Bulletin, on our website, and through word of mouth by being associated with one of the strongest FPA chapters in the country. Optional additional partnership opportunities are available for our current partners at Allied Professionals events, NexGen events, Advisors in Transition events, and volunteer appreciation events (which target our most active members).

Please see below for a full list of what we offer at each level:

Annual Partnership Packages

Gold Partnership Benefits: *(limited to 12)*

\$4250

- 10-minute commercial presentation at one Quarterly Meeting during the year (3 Partners per meeting. Link to select meeting/approximate time will be sent to partner upon receipt of signed contract.)
- Attendance as partner/guest at 4 Quarterly Meetings (max 2 reps per meeting)
- Table space provided at Quarterly Meetings for brochures and handouts
- Name displayed prominently at Quarterly Meetings
- Website Listing as Gold Partner with logo and contact information
- One page (8 ½ x 11 max) briefing on products/services to be included in registration packets at meetings
- Ability to submit best speaker suggestions for consideration by Programs Committee for Quarterly Meetings
- Ability to broadcast events in Chapter Event Bulletin

Silver Partnership Benefits: *(limited to 8)*

\$3000

- Attendance as partner/guest at 4 Quarterly Meetings (max 2 reps per meeting)
- Table space provided at Quarterly Meetings for brochures and handouts
- Name displayed prominently at Quarterly Meetings
- Website Listing as Silver Partner with logo and contact information
- One page (8 ½ x 11 max) briefing on products/services to be included in registration packets at meetings
- Ability to submit best speaker suggestions for consideration by Programs Committee for Quarterly Meetings
- Ability to broadcast events in Chapter Event Bulletin

Bronze Partnership Benefits: *(limited to 8 total)*

\$2,000

- Bronze Partners will choose to attend 2 Quarterly Meetings - either February/August or May/November (Partners will choose from available date groups at time of payment.)
- Attendance as partner/guest at 2 Quarterly Meetings – (max 2 reps per meeting)
- Table space provided at selected Quarterly Meetings for brochures and handouts
- Name displayed prominently at Quarterly Meetings
- Website Listing as Bronze Partner with contact information
- One page (8 ½ x 11 max) briefing on products/services to be included in registration packets at meetings
- Ability to submit best speaker suggestions for consideration by Programs Committee for Quarterly Meetings
- Ability to broadcast events in Chapter Event Bulletin

Overview of all three packages for comparison:

Features/Benefits	Bronze	Silver	Gold
Partnership investment	\$2,000	\$3,000	\$4,250
Max # of Partners limited to each level	8	8	12
10-minute commercial presentation at one QEM ^{1,2}			X
Admission for 2 Partners/Guests to 4 QEMs		X	X
Admission for 2 Partners/Guests to 2 QEMs	X		
Display Table space at 4 QEMs		X	X
Display Table space at up to 2 QEMs (February/August or May/November)	X		
Name Displayed prominently at 4 QEMs	X	X	X
FPAOC Member Names and Mailing Addresses ³	X	X	X
1-page (8½ x 11 max) briefing on your products/services in QEM attendee Packets	X	X	X
Website Listing your Partner Level, with logo and contact info	X	X	X
Ability to submit best speaker suggestions for QEM consideration	X	X	X
Partner’s event invitation included in Event Bulletin (on a space-available basis)	X	X	X

¹ QEM = Quarterly Education Meeting.

² Speaking and Meeting dates and times to be determined in conjunction with FPAOC.

³ As allowed by FPA National policies and procedures regarding member privacy.

Additional Partnership Opportunities

Quarterly Meeting Lanyard Partner: *(limited to 1 per QEM)* \$4,500/4 Meetings or \$2,500/2 Meetings (February/May or August/November as available)

- Company Name/Logo printed on name badge lanyards for the sponsored Quarterly Meeting
- Table space provided at each sponsored Quarterly Meeting (Allotted table space will be immediately outside the ballroom near attendee check-in)
- Attendance as partner/guest at each sponsored Quarterly Meetings (max 2 reps per meeting)
- Website listing as Lanyard Partner with logo and contact information
- One page (8 ½ x 11 max) briefing on products/services to be included in registration packets at meetings
- Ability to submit best speaker suggestions for consideration by Programs Committee for Quarterly Meetings
- Ability to broadcast events in Chapter Event Bulletin

Orange County Tax & Financial Forum Partner: *Wednesday, October 23, 2019, at The Pacific Club in Newport Beach*

All partners will receive: Complimentary attendance for one Partner Representative at the event; Prominent exposure to conference attendees; OCTFF website listing with logo and contact info; Opportunity to have one-page briefing on products/services to be included in OCTFF attendee packets; Logo on all marketing material related to the OCTFF; and Company name/logo displayed prominently at Forum. Partner levels include:

- **10-Minute Speaking Spot Plus Table** (Limited to Two - Cost \$1,500 each) - Partner will present a 10-minute commercial presentation plus have a 6-foot table to display materials and interact with event attendees.
- **Marquis Partner** (Limited to One - Cost \$1,500) - Partner will receive top, prominent billing in all marketing and signage, special event signage, plus a 6-foot table to display materials and interact with event attendees.
- **Display Table Partners with 2-Minute Stage Introduction** (Limited to Five - Cost \$1,350 each) - Partner will present a 2-minute introduction from stage and be allotted one 6-foot Partner Table to display materials and interact with event attendees during networking time.
- **Display Table Partners** (Limited to Two - Cost \$1,000 each) - Partner will be allotted one 6-foot Partner Table to display materials and interact with event attendees during networking time.
- **Reception Partner** (Limited to One - Cost \$1,000) - Partner will be allotted 5 minutes for commercial presentation during networking reception with prominent signage at the reception following the event.

Mixer Partner: *Partner with us at one or more of the 2019 mixers in our chapter.
(Limited to one partner per mixer – Cost \$250) All mixer partners will receive:*

- Logo placement on all mixer marketing and advertising
- 5-Minute welcome and introduction to mixer guests
- One complimentary registration to the mixer

Volunteer Appreciation Event Partner: *Partner with us at either our summer or holiday 2019 volunteer appreciation events and get to know our most active members.
(Limited to one partner per event – Cost \$500) The partner will receive:*

- Logo placement on all event invitations
- 5-Minute welcome and introduction to chapter volunteers
- One complimentary registration to the event



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 2019. If Partner is accepted into the program, Partner further agrees to a partnership contract term of January 1st through December 31st, payable by 1/15/2019. Agreement is binding upon execution by authorized signers of Partner and FPAOC and payment of annual dues.

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.

Responsibilities of Partners and FPA of Orange County

Responsibilities of Partners will include:

- Submission of signed application by **December 15, 2018**, and payment of annual participation fee by **January 15, 2019** to assure participation level and opportunity
- 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, handouts, and attendee names
- Provide one-page handout (300 copies) for member meeting packets by deadline 3 weeks prior to meetings (no late shipments)

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:

- Gold Partner \$4250
- Silver Partner \$3000
- Bronze Partner \$2000 February/August -or- May/November
- Lanyard Partner \$4,500/4 -or- \$2,500/2
- Orange County Tax and Financial Forum Partner – Level: _____
- Mixer Partner \$250
- Volunteer Appreciation Partner \$500

Entered into this _____ day of _____, 20_____.

Signed by:

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

PAYMENT INSTRUCTIONS

Please indicate your payment preference and return this signed agreement to the address below by **January 15, 2019**.

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

Check

Please make the check payable to “**FPA of Orange County**” for the appropriate amount per your Partnership level.

Electronic Payment/ Credit Card Payment

Request to 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

Thank you for your Support!

Quarterly Education Meeting Schedule for 2019:

All meetings are held on a **Wednesday**, at the **UCI Student Center Pacific Ballroom**

February 27, 2019

May 8, 2019

August 28, 2019

November 20, 2019