



OF ORANGE COUNTY

# PARTNERS PROGRAM 2020



## 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 88 U.S. chapters represent over 23,000 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"> <li>• 4% have Series 6</li> <li>• 39% have Series 7</li> <li>• 31% have Series 63</li> <li>• 20% have Series 65</li> <li>• 13% have Series 66</li> </ul>	<p style="text-align: center;"><u>Professional Designations/Education</u></p> <ul style="list-style-type: none"> <li>• 73% have CFP®</li> <li>• 6% have ChFC</li> <li>• 5% have CPA</li> <li>• 3% have CFA</li> <li>• 3% have JD</li> </ul>
<p style="text-align: center;"><u>CA Insurance Licensed</u></p> <ul style="list-style-type: none"> <li>• 42% Life Insurance</li> <li>• 32% Health Insurance</li> <li>• 3% Property Insurance</li> <li>• 26% Fixed Annuity</li> <li>• 28% Variable Annuity</li> </ul>	<p style="text-align: center;"><u>Advisor Registrations</u></p> <ul style="list-style-type: none"> <li>• 42% are SEC Registered RIA</li> <li>• 32% are State Registered</li> <li>• 8% Not Specified</li> </ul>

## Broker Dealer Affiliation:

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

<b>Broker Dealer Affiliation</b>			
Ameriprise Financial Services Inc.	8	Northwestern Mutual Investment Serv.	2
AXA Advisors LLC	1	NYLIFE Securities	5
Cambridge Investment Research	4	Park Avenue Securities LLC	1
Centaurus Financial, Inc.	2	Planmember Securities Corp.	1
Cetera Advisor Networks LLC	3	Prudential Financial Planning Services	1
Cetera Financial Specialists	2	Raymond James Financial Services	2
Chalice Capital Partners LLC	2	Royal Alliance Associates Inc.	1
Client One Securities, LLC	1	Securian Financial Services Inc.	2
CPS Financial Services	1	Securities America Advisors Inc.	1
Commonwealth Financial Network	4	Securities America, Inc.	6
Crown Capital Securities L.P.	4	Shareholders Service Group	2
D.A. Davidson & Co.	2	Sigma Financial Corp.	1
Edward Jones	2	Securities America, Inc.	6
Financial Mgmt Network Capital Corp.	4	Shareholders Service Group	2
FSC Securities Corp.	2	Sigma Financial Corp.	1
Geneos Wealth Management Inc.	1	TCFG Wealth Management LLC	2
HD Vest Investment Services	1	TD Ameritrade Institutional	8
HSBC Securities (USA) Inc.	1	The Strategic Financial Alliance Inc.	1
Independent Financial Group LLC	2	Thrivent Investment Management Inc.	1
JKR Co, Inc.	1	TIAA-CREF Advice and Planning	1
J.P. Morgan	1	UBS Financial Services Inc.	1
Kovack Securities Inc.	1	United Planners Financial Services	2
Lincoln Financial Advisors Corp.	5	Waddell & Reed Financial Advisors	4
Lincoln Financial Securities Corp.	1	Wells Fargo Advisors LLC	6
Lincoln Investment Planning Inc.	5	Woodbury Financial Services Inc.	1
LPL Financial LLC	13	Other	17
Merrill Lynch Pierce Fenner & Smith	2		
MML Investors Services LLC	2	<b>Total of Survey Respondents</b>	<b>306</b>
Money Concepts	1	<b>Total with Broker Dealer</b>	<b>148</b>
Morgan Stanley	1	<b>No Broker Dealer</b>	<b>158</b>

## 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 our annual Orange County Tax & Financial Forum, chapter mixers, 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:

### Quarterly Meeting Annual Partnership Packages

**Gold Partnership Benefits:** *(limited to 8)* \$4475

- 10-minute commercial presentation at one Quarterly Meeting during the year (2 Partners per meeting. Link to select meeting/approximate time will be sent to partner upon receipt of signed contract.)
- Complimentary attendance at all 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
- Option of a single page (8 ½ x 11 max) briefing on products/services to be included in attendee packets at meetings or a single PDF emailed to attendees prior to the 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 10\*)* \$3150

- Complimentary attendance at all 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
- Option of a single page (8 ½ x 11 max) briefing on products/services to be included in attendee packets at meetings or a single PDF emailed to attendees prior to the 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 12\*)*

\$2250

- 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.)
- Complimentary attendance at the 2 selected 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
- Option of a single page (8 ½ x 11 max) briefing on products/services to be included in attendee packets at meetings or a single PDF emailed to attendees prior to the 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 Quarterly Meeting Annual Partnership Packages for comparison:**

Features/Benefits	Bronze	Silver	Gold
Partnership investment	\$2250	\$3150	\$4475
Max # of Partners limited to each level*	12	10	8
10-minute commercial presentation at one QEM <sup>1,2</sup>			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 Meeting Attendee Names <sup>3</sup>	X	X	X
1-page (8½ x 11 max) briefing on your products/services in QEM attendee Packets -or- a single PDF emailed prior to meeting	X	X	X
Website Listing with logo and contact info (by partner level)	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

<sup>1</sup> QEM = Quarterly Education Meeting.

<sup>2</sup> Speaking and Meeting dates and times to be determined in conjunction with FPAOC.

<sup>3</sup> As allowed by FPA National policies and procedures regarding member privacy.

\*Maximum total number of silver and bronze partners at a meeting not to exceed 16. Number of each level may vary.

## Additional Quarterly Meeting Partnership Opportunities

### **Quarterly Meeting Refreshment Partner:** *(limited to 1 per QEM)* \$1600 per meeting

- One-minute welcome/introduction from stage immediately prior to refreshment break
- Complimentary attendance at all 4 Quarterly Meetings (max 2 reps per meeting)
- Table space provided at selected Quarterly Meeting for brochures and handouts
- Name displayed prominently at Quarterly Meeting
- Website Listing as Partner with contact information
- Option of a single page (8 ½ x 11 max) briefing on products/services to be included in attendee packets at meetings or a single PDF emailed to attendees prior to the meetings
- Ability to submit best speaker suggestions for consideration by Programs Committee for Quarterly Meetings
- Ability to broadcast events in Chapter Event Bulletin

### **Quarterly Meeting Lanyard Partner:** *(limited to 1 per QEM)* \$1000 per meeting

- Company Name/Logo printed on name badge lanyards for the sponsored Quarterly Meeting
- Complimentary attendance at all 4 Quarterly Meetings (max 2 reps per meeting)
- Website listing as Partner with logo and contact information
- Option of a single page (8 ½ x 11 max) briefing on products/services to be included in attendee packets at meetings or a single PDF emailed to attendees prior to the 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 and Financial Forum Partnership Packages

*Tuesday, October 20, 2020, at The Pacific Club in Newport Beach*

Partner levels include:

**Marquis Partner: (Limited to One) \$2000**

- Partner will receive top, prominent billing in all marketing and signage
- Complimentary attendance for one Partner Representative at the event
- Table space to display materials and interact with event attendees
- Orange County Tax and Financial Forum 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

**10-Minute Speaking Spot Plus Table (Limited to Two) \$2000**

- Partner will present a 10-minute commercial presentation
- Complimentary attendance for one Partner Representative at the event
- Table space to display materials and interact with event attendees
- Orange County Tax and Financial Forum 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

**Display Table Partners with 2-Minute Introduction (Limited to Five) \$1500**

- Partner will present a 2-minute introduction from stage
- Complimentary attendance for one Partner Representative at the event
- Table space to display materials and interact with event attendees
- Orange County Tax and Financial Forum 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

**Display Table Partners (Limited to Two) \$1250**

- Complimentary attendance for one Partner Representative at the event
- Table space to display materials and interact with event attendees
- Orange County Tax and Financial Forum 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

**Reception Partner (Limited to One) \$1,000**

- Partner will be allotted 5 minutes for commercial presentation during networking reception with prominent signage at the reception following the event
- Complimentary attendance for one Partner Representative at the event
- Orange County Tax and Financial Forum 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

**Breakfast Partner (Limited to One) \$500**

- Partner will be acknowledged from stage and have prominent signage in breakfast area
- Complimentary attendance for one Partner Representative at the event
- Orange County Tax and Financial Forum 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

**Lunch Partner (Limited to One) \$750**

- Partner will be acknowledged from stage and have prominent signage in lunch area
- Complimentary attendance for one Partner Representative at the event
- Orange County Tax and Financial Forum 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



**Dessert Partner (Limited to One)**

\$300

- Partner will be acknowledged from stage and have prominent signage in dessert area
- Complimentary attendance for one Partner Representative at the event
- Orange County Tax and Financial Forum 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

**Additional Chapter Partner Opportunities**

*If you are interested in something not listed, please contact us. We would be happy to discuss other options.*

**Mixer Partner:** *Partner with us at one or more of the 2020 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 2020 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 2020. If Partner is accepted into the program, Partner further agrees to a partnership contract term of January 1<sup>st</sup> through December 31<sup>st</sup>. Quarterly Meeting Partners are payable by 1/15/2020. Agreement is binding upon execution by authorized signers of Partner and FPAOC and completed payments.

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 and payment of participation fee to assure participation level and opportunity **(Quarterly Meeting Annual Partners must submit applications by December 15, 2019 and submit payment by January 15, 2020.)**
- 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

**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:

Quarterly Meeting Annual Partner	OC Tax & Financial Forum Partner	Additional Opportunities
<input type="checkbox"/> Gold Partner \$4475 <input type="checkbox"/> Silver Partner \$3150 <input type="checkbox"/> Bronze Partner \$2250 - <i>Circle One</i> : February/August -or- May/November <input type="checkbox"/> Refreshment Partner \$1600 <input type="checkbox"/> Lanyard Partner \$1000	<input type="checkbox"/> Marquis Partner \$2000 <input type="checkbox"/> Speaking Partner (10 Minutes) \$2000 <input type="checkbox"/> Display Table Partner w/ Intro (2 Min) \$1500 <input type="checkbox"/> Display Table Partner \$1250 <input type="checkbox"/> Wine Reception Partner \$1000 <input type="checkbox"/> Breakfast Partner \$500 <input type="checkbox"/> Lunch Partner \$750 <input type="checkbox"/> Dessert Partner \$300	<input type="checkbox"/> Mixer Partner \$250 <input type="checkbox"/> 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, 2020**.

**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!***

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### Quarterly Education Meeting Schedule for 2020:

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

**February 12, 2020**

**May 13, 2020**

**August TBD, 2020**

**November 4, 2020**