



FPA Chapter Leaders Conference 2025

January 29-31, 2025

Embassy Suites by Hilton Denver Downtown

Denver, Colorado





Join Us!



The FPA Chapter Leaders Conference (CLC) 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.

CLC attendees are regional chapter leaders dedicated to engaging their peers and delivering high-quality content. They 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. This conference provides an exceptional opportunity for networking and exploring avenues for collaboration with local chapters in 2025. You can engage through various activations, connect with fellow leaders, and cultivate mutually beneficial partnerships to amplify our FPA community's impact. Together, we can create an environment where every chapter can thrive and succeed!

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.
One pre-meeting dedicated email sent by FPA to all CLC attendees	✓			
Partner Minute at breakout session (see next page for description)	✓	✓		
Engagement in 1:1 Partner Pairings meetings with chapter leaders (see next page for description)	✓	✓	✓	
Flyer in conference mobile app virtual swag bag	✓	✓	✓	
Pre-meeting attendee list (opt-in only—names and USPS addresses)	✓	✓	✓	
Post-meeting attendee list (opt-in only—names 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.



Partner Activations

Partner Minute



Present for one minute about your organization at a breakout session, followed by an introduction of the session speaker(s). This opportunity is available to partners supporting at the Peak Sponsorship levels (Pikes Peak is not eligible). One session per company. If the FPA planning team deems it appropriate, you may be invited to participate in the session panel.

1:1 Partner Pairings



Participate in FPA's high-speed networking session with attendees. This is your chance to learn about chapter needs, meet chapter leaders, and promote your organization as a potential partner during these sessions. This opportunity is available to partners supporting at one of the sponsor levels (Pikes Peak is not eligible).



Castle Peak



Closing Night Party (non-exclusive)

Join us on the evening of January 30 to celebrate FPA's 25th anniversary and our collective experiences with all attendees! Attendees will enjoy a fun-filled night to wrap up the conference, featuring music, entertainment, delicious food, and drinks. Your generous support will be prominently acknowledged through signage, pre-conference communications, and the conference mobile app. You'll also be able to deliver welcome remarks at the beginning of the festivities. Additional brand recognition opportunities and exclusive sponsorship of the party are available for an additional fee.



Lunch

Support lunch for all attendees on Thursday or Friday. You can place a handout or amenity at each place setting. This opportunity includes the opportunity to speak to lunch attendees for three minutes. Food and beverage enhancements are available at an additional cost. A total of two meals are available. Additional branding opportunities are available.



Chapter Leader Attendance

We invite you to sponsor chapter leaders to attend our conference by covering hotel and registration costs. This support will enable those who may not otherwise be able to attend. As a sponsor, you will have the unique opportunity to meet with the chapter leaders you support and discuss potential engagement strategies for the coming year. Your contribution will help amplify diverse voices and strengthen our network.



Keynote Speaker Sponsorship

Elevate your presence at our conference by sponsoring a keynote speaker! With approval, you can support FPA's selected speaker or propose your own, focused on leadership and professional development. As a sponsor, you'll receive up to three minutes of podium time, allowing you to share your brand message with the audience and introduce our keynote speaker. You'll have the opportunity to provide valuable handouts that will be featured during the sponsored session on the mobile app. Your sponsorship will be recognized on signage. Join us in empowering leaders and creating 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 January 29. 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 January 29. 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. You'll be able to make three minutes of remarks and network with the group throughout the event.



Specialty Coffee Station

Energize attendees by offering specialty coffee drinks from a centrally located kiosk! This prime spot will allow you to engage directly with participants as they prepare for an inspiring day. Your kiosk will serve delicious beverages and foster networking and conversation, making your brand an integral part of their morning routine. Join us in creating a vibrant atmosphere to kick off 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.



Longs Peak



Hosted Dinner Event

Host up to 35 chapter executives (operational decision-makers) of local FPA chapters nationwide for dinner on Thursday night. FPA will manage the invitations and RSVPs per FPA's data protection protocols for all conferences. You are responsible for transportation (if necessary), reserving space at a local restaurant, food, beverages, and other costs associated with hosting the dinner. The chapter executives would be divided according to the number of dinners and alignment with their goals/offerings. FPA will share a list of local restaurants for your consideration. A total of three sponsored dinners are available.



Coffee and Snack Breaks

You can provide attendees with revitalizing pick-me-ups during our snack breaks, such as a delightful selection of savory or sweet treats and accompanying beverages. Transform these moments into a conference highlight, allowing attendees to enjoy a well-deserved pause for a delicious morning refuel or an afternoon boost. With your brand front and center, you'll create a memorable impression that resonates long after the event!



Wi-Fi

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

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.



Pikes Peak



Recharge Zone

You can provide a serene escape for attendees by sponsoring the Recharge Zone—a dedicated space for catching up on emails, taking a break, or enjoying quiet conversations. This thoughtfully designed area will feature comfortable tables, chairs, electrical outlets, and prominent signage. You'll also be able to place your literature in the Recharge Zone, ensuring your brand is front and center as participants relax and recharge. Join us in fostering a supportive environment that enhances the overall conference experience!



Official CLC Notebook

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 as they network and capture important insights.



Mile High Essentials Kit

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, Rocky Mountain Chocolates (in-kind or sponsored), etc.



Sensory Boxes

Keep attendees' hands busy and minds on your content! Sensory boxes may include fidget spinners, Rubik's cubes, brain teasers, and other sensory activities. The box and/or each item can be branded.



Special Gift To Attendees

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



Join Us!

Before FPA Chapter Leaders Conference 2025, 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 2025!

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 Chapter Leaders Conference 2025 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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