

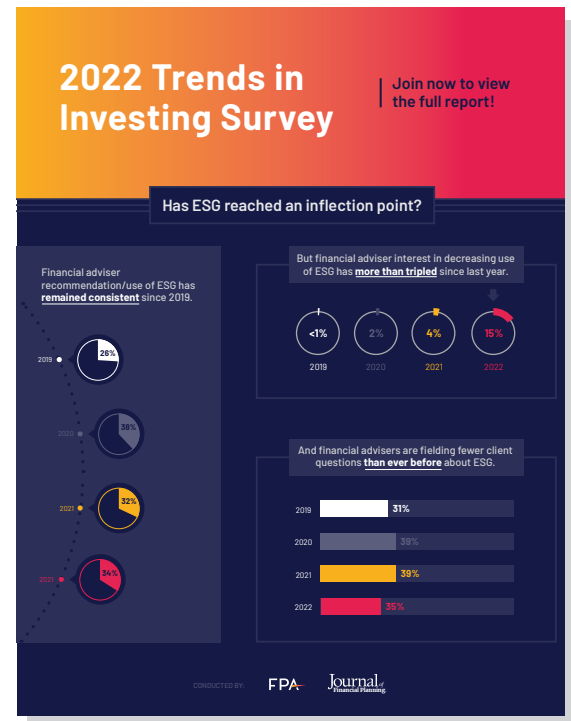
## Trends in Investing

\$20,000+

Trends in Investing is a *Journal of Financial Planning*-led annual research project illuminating advisers' perceptions of industry trends, strategies, challenges, and unmet needs. This research provides a deep look into investment usage and trends and has ample opportunity for partners use the research results.

FPA and the partner will determine focus of survey and FPA will draft questions. The partner will have the opportunity to provide feedback and FPA will compile, and analyze the results. Research findings are released to FPA members, media and the broader community by FPA and the partner. The partner will be acknowledged in the associated public relations campaign. The Trends in Investing package is customizable and at a minimum will include:

- Logo aligned with the project on materials, website, and reports
- Public relations opportunities through FPA channels
- Access to FPA member insights
- Recognition as a partner on all content stemming from the research



## Custom Research

**\$50,000+**

Partner with FPA to create, customize, and deploy a research project, analyze the results, and distribute the findings. This highly impactful approach provides marquee level branding and positioning to the partner for up to one year. Custom research packages will at a minimum include:

- Brand alignment on all related materials, website, and reports
- Integration with an FPA conference in 2023
- Virtual presentation/webinar for the FPA member community
- Public relations materials shared through the partner and FPA channels
- Access to FPA member insights
- Recognition as a partner on all content stemming from the research

## Surveys

**\$15,000**

Interested in taking the pulse of the FPA member community? Pose questions to FPA members on topics relevant to the profession and your business. Each survey opportunity includes project management, question development and review, partner branding, distribution via one email blast, two Weekly Wrap emails, and one posting on the FPA Connect member forum. All content is subject to FPA review and approval. The partner will receive raw survey data and is responsible for analyzing results. There is limited inventory, so book as soon as possible!

