



FPA Retreat 2025

April 28-30, 2025

Hilton Chicago Oak Brook Resort

Chicago, Illinois





Join Us!



FPA Retreat 2025: Reflection. Resilience. Revolution.

FPA Retreat 2025 offers partners an unparalleled opportunity to connect with a dedicated community of financial planning professionals. This annual event, which has been held for over 40 years and focuses on more advanced topics and concepts, brings together planners from all backgrounds. With an expected total attendance of 250, it provides a platform for meaningful engagement and brand visibility.

As attendees pause to reflect on their personal and professional journeys, your sponsorship will position your brand as a key player in fostering their growth and success. By supporting Retreat, you'll align your company with the event's core focus on reflection, resilience, and revolution and how financial planners can achieve new levels of success—for their businesses and clients.

The event will focus on providing actionable insights and adaptive strategies, creating an ideal environment for partners to showcase their commitment to advancing the profession. Join us for this unique gathering to elevate your brand, engage with the profession's leaders, and contribute to the evolution of financial planning.

250

Total Attendance

180

Financial Planners

70%

CFP® Professionals

30%

Firm Owners



The Opportunities

			
Platinum Level \$20,000	Gold Level \$17,000	Silver Level \$14,000	Bronze Level \$8,500

Partner Benefits						
Amenity or Event	Choose one Platinum level amenity.	Choose one Gold level amenity.	Choose one Silver level amenity.	Exhibit only.		
One pre-meeting dedicated email sent by FPA to all Retreat attendees	✓					
Company insertion in pre-event e-newsletter (sent by FPA to attendees)	✓				✓	
Flyer in conference mobile app virtual conference bag	✓				✓	✓
Company-specific push notification through conference app	✓				✓	✓
Pre-event attendee list (opt-in only—names and USPS addresses)	✓				✓	✓
Post-event 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.



Platinum Level



Closing Night Party (non-exclusive)

Celebrate FPA's 25th anniversary with us on the evening of April 30 as we celebrate our shared experiences! This festive wrap-up to the event will feature live music, entertainment, and a delectable array of food and drinks. Your generous support will be recognized through prominent signage, pre-event communications, and the Retreat mobile app. You'll also be able to deliver brief welcome remarks to kick off the party. Explore additional brand recognition opportunities and exclusive sponsorship options for the party to enhance your company's presence at this fun closing party.



Breakfast, Lunch, or Dinner

Enhance the attendee dining experience by sponsoring a meal with branding options like table tents, chair drops, or a gift at each setting. Choose from unique touches like a signature dessert, centerpieces, up-lighting, logo projection, or buffet décor. With only seven meal sponsorships available, this is an exclusive way to showcase your brand.



Graphic Artist

Sponsor our talented graphic artist at FPA Retreat and creatively showcase your brand! As the artist creatively captures the essence of the event in real-time, attendees will see your commitment. Your brand will be prominently featured alongside the artwork, ensuring a lasting impression.



Keynote Speaker Sponsorship

Elevate your brand by underwriting the general sessions, where you'll support outstanding keynote speakers while gaining high-visibility exposure. This opportunity includes an on-stage introduction of two keynote speakers, a special mention of your company, and acknowledgment of your support by FPA leadership. Your brand will shine through multiple on-site branding touchpoints. All remarks will be pre-approved by FPA to ensure alignment with the event's tone and message.



Gold Level



Breakout Session

Showcase your thought leadership with a 75-minute breakout session, where you can engage attendees through a format of your choice—panel, debate, fireside chat, or presentation. FPA will seek CE credit for approved sessions, adding value to your content. With only six exclusive slots available, this is a unique opportunity to connect with financial planning professionals and position your expertise in front of an engaged audience. FPA will review all content to ensure alignment with event standards.



Goofy Golf

This crowd-favorite event brings attendees together for a playful mix of putt-putt, fast-paced games, and team challenges that encourage networking through friendly competition. It's a perfect opportunity to showcase your brand as you host a hole-in-one activity, offer prizes for winning teams, or engage participants with memorable branded touchpoints like drink tickets, branded bar, and eye-catching signage throughout the venue.



Opening Reception

Sponsor an opening reception to help attendees kick off their Retreat experience in style. Branding options include a signature cocktail, custom napkins, signage, and drink tickets. Only one opening reception sponsorships is available, making this a unique opportunity to stand out.



Massage Station

Sponsor the event's popular massage station and attract attendees to your exhibit as they reserve their sessions. Capture contact information and showcase your brand through signage, tickets, and the therapist's t-shirt colors, creating a memorable, relaxing experience with your company.



Silver Level

Recharge Room

Sponsor the Recharge Room to provide attendees with a serene escape for catching up on emails, taking a break, or enjoying quiet conversations. This thoughtfully designed area will feature electrical outlets and prominent signage, ensuring your brand is front and center as participants relax and recharge. You can also display your literature in the Recharge Room, reinforcing your commitment to enhancing the Retreat experience and fostering a supportive environment for all attendees.

Retreat Notebook

Give attendees a valuable resource to take notes and collect contacts with a co-branded notebook featuring a full-page advertisement for your company. This sponsorship enhances their Retreat experience and allows you to showcase your offerings and engage directly with participants. Your brand will stay top-of-mind as attendees network and capture essential insights throughout the event.

Wi-Fi

Maximize your brand exposure by creating and sharing the Wi-Fi password with attendees through eye-catching signage and a full-page ad in the event notebook. This visibility keeps attendees connected and reinforces your brand's presence throughout Retreat. Your company name will serve as the unique Wi-Fi password, ensuring easy access for all participants.

Mobile App

Enhance your brand visibility at FPA Retreat 2025 by guiding attendees through the event and connecting them with you! Your ad will be prominently displayed on the app's splash screen and as a sticky banner on the main screen, ensuring your message reaches attendees every time they engage with the app.

Retreat Tote Bags

Elevate your brand visibility by sponsoring the tote bags for FPA Retreat attendees! This sponsorship offers a unique opportunity to make a lasting impression, as attendees will carry your brand long after the conference concludes!



Extend Your Impact

As we celebrate FPA's 25th anniversary, FPA Retreat 2025 presents a unique opportunity for you to connect, engage, and leave a lasting impression on the financial planning community. Beyond our core sponsorship packages, we're excited to offer a selection of opportunities to further amplify your brand and align with the innovative spirit of this milestone event.

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 on FPA Retreat 2025.

Snack Breaks | \$7,200

Delight attendees and energize their day by sponsoring a snack break filled with tasty treats. You'll fuel meaningful conversations and connections.

Hotel Key Cards | \$2,600

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.

Room Drops* | \$1,100

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.

Photo Backdrop | \$1,200

Capture the moment and showcase your brand with a sponsored photo backdrop that becomes the centerpiece for attendee photos. You'll shine in every snapshot.

Uber Rides | Ask for pricing and options

Enhance the attendee experience by sponsoring Uber rides to and from the hotel for stress-free transportation or to explore the city of Chicago before or after the event.

Front Desk Handouts* | \$1,500

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

*Price does not include the item to be distributed.



Join Us!

Before FPA Retreat 2025, FPA will host a partner webinar highlighting attendee demographics and ideas for effectively engaging attendees.

Let's Talk!

We look forward to having you join us for FPA Retreat 2025 in Chicago! We are here to help you maximize this one-of-a-kind opportunity and position you as a partner in planning for our members!



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