



partnership Opportunities



Multi-platform marketing solutions
that deliver results

ACA Partnership Opportunities

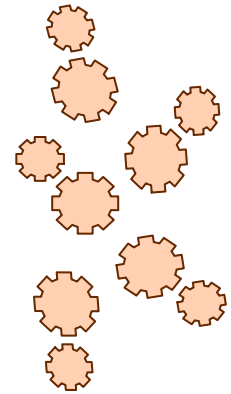
Make an impression on your target audience.

CONFERENCE SPONSOR

\$2,600 per year

Connect with ACA members as an exhibitor and during networking and social events. ACA members are always looking for products and services that will benefit their clients and streamline their practice management procedures. Most attendees are the primary decision makers in their firms.

- ACA Orientation - improve the effectiveness of your interaction with our members when you get a thorough understanding of ACA and its members
- Full registration for conference for one representative (includes all networking and social events)
- Acknowledgement as a sponsor on the conference agenda
- Acknowledgement as a sponsor on the conference banner
- Exhibit table at the conference
- Listing on the ACA Online Community Vendor Directory that identifies your company as a Conference Sponsor
- Your company's logo will be placed on the sponsor page of the ACA Online Community
- One set of conference attendee mailing labels



ADDITIONAL CONFERENCE OPPORTUNITIES

We are pleased to offer our conference sponsors the following a la carte promotional opportunities. Please contact us for pricing.

- Additional representative
- Welcome Reception - *Includes a special introduction and banner*
- Lunch & Learn (concurrent sessions)
- Lunch & Learn (general session)
- Scan-able name badges (used to capture contact information) - *Your company logo will appear on the name badges*
- Golf Outing - *Includes special introduction and signage*
- Tote Bags, Thumb Drive, Lanyards, or other misc items
- Session Recordings - *Your firm will be mentioned at the beginning of each session's recording which will be available to all ACA members for years.*

COMMUNITY SPONSOR

\$1,200 per year

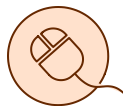
Help members recognize your brand and understand your product or service.

- ACA Orientation - improve the effectiveness of your interaction with our members when you get a thorough understanding of ACA and its members
- Listing on the ACA member site Vendor Directory that identifies you as a Community Sponsor
- One live informational webinar or teleconference to our membership which will be recorded and kept in our library in audio and audio visual formats
- Listings of your open-to-all webinars, calls and live events on our online calendar
- Advertisement on ACA member site that will run for one year
- One blast email sent to ACA members (by ACA on your behalf) announcing your sponsorship and a brief description of your company
- One blast email to ACA members (sent by ACA on your behalf) promoting your webinar or teleconference



RESOURCE AFFILIATE

\$4,500 per year



This exclusive opportunity is offered to companies that have been ACA sponsors for at least one year and demonstrated significant value to ACA members. If your firm is invited to participate, you will receive the benefits of ACA's Loyalty Program - a \$100 discount for each year of ACA sponsorship (\$500 maximum).

You will receive all of the benefits listed under Conference and Community Sponsorships, plus:

- Special acknowledgement as a Resource Affiliate on the conference agenda, banner and exhibit table
- Public and private acknowledgement as a Resource Affiliate within the ACA member site
- Contact information for new ACA members
- Your marketing and educational materials provided to new ACA members during our in-person training program
- Resource Affiliate Spotlight - your organization will be featured on the ACA Online Community home page and weekly announcements to members for one month.
 - Dedicated section of the home page with your company logo, contact information and links to featured stories you provide (success stories involving an ACA member, new offerings from your company, your take on a current news story, or the history of your business and your relationship with ACA).

TAKE ACTION

For more information or to reserve a sponsorship please send an email to sponsors@acaplanners.org.





PO Box 844

Highland, Michigan

Phone: 888.834.6333

Fax: 248-769-6063

Email: sponsors@acaplanners.org

Web: www.acaplanners.org



ABOUT OUR MEMBERS

ACA members are independent, fee-only financial planners and Registered Investment Advisors.

Most members work with their clients in a holistic fashion on a variety of financial areas, including:

income taxes • estate planning • investments
real estate • retirement planning • education planning

ACA members also have a need for marketing, technology and other types of practice management resources.

They understand the importance of sponsors and are eager to support organizations that support ACA.