

**Financial Planning Association of Greater Rochester New York
Symposium Sponsorship Agreement**

This Sponsorship Agreement is made the ____ day of _____, 201_, between The Financial Planning Association of Greater Rochester New York (“FPA”) with an address of P.O. Box 302, Spencerport, New York 14559-0302 and _____, having an address of _____ (“Sponsor”).

Recitals:

WHEREAS, the FPA is planning an event to take place on June 16, 2011

(the “Event” on “the Event Date”), and

WHEREAS, the purpose of the Event is to provide visibility and networking opportunities for the Sponsor, and

WHEREAS, the Sponsor agrees to participate in the Event as a Partner.

Provisions:

Now, therefore, in consideration of the following mutual covenants and for other valuable consideration, the receipt of which is hereby acknowledged, the parties agree as follows:

1. **Engagement.**

The Sponsor Representative represents and warrants that it is authorized to make a financial commitment on behalf of Sponsor and agrees to participate in the Event as set forth in this Agreement. The parties agree that Sponsor shall be represented by _____ or such other person approved to by the FPA.

2. **Services to Be Provided By FPA.**

_____ **Marquis Sponsor: \$2500**

- a. Opportunity for a 15-minute Presentation during Lunch at Symposium.
- b. Premium Location Symposium Exhibit Booth.
- c. Premium Branding on all Symposium Marketing Materials.
- d. Full-page Advertisement in Symposium Program Book.
- e. Symposium Attendee Roster.
- f. Promotion on Chapter Website.
- g. Symposium Registration for Two Sponsor Representatives.

_____ **Symposium Lunch Sponsor: \$1500**

- a. Opportunity for a 15-minute presentation during Lunch at Symposium.
- b. Full-page Advertisement in Symposium Program Book.
- c. Symposium Attendee Roster.
- d. Promotion on Chapter website.

- e. Symposium Registration for Two Sponsor Representatives.

_____ **Preferred Partner: \$1200**

- a. Symposium Exhibit Booth.
- b. One monthly breakfast meeting sponsorship during 2010-2011 programming year.
- c. Branding on all Symposium Marketing Materials.
- d. Full-page Advertisement in Symposium Program Book.
- e. Symposium Attendee Roster.
- f. Promotion on Chapter Website.
- g. Symposium Registration for Two Sponsor Representatives.

_____ **Symposium Snack Sponsor: \$1000**

- a. Premium Location Symposium Exhibit Booth.
- b. Signage during Refreshment/Break Session.
- c. Full-page Advertisement in Symposium Program Book.
- d. Symposium Attendee Roster.
- e. Promotion on Chapter Website.
- f. Symposium Registration for Two Sponsor Representatives.

_____ **Symposium Exhibit Booth Partner: \$650**

- a. Symposium Exhibit Booth.
- b. Business Card Advertisement in Symposium Program Book.
- c. Symposium Attendee Roster.
- d. Promotion on Chapter website.
- e. Symposium Registration for Two Sponsor Representatives.

When indicated above, the Sponsor will have a booth at the FPA Event on the Event Date. The booth shall be located at the Event at a location as determined by the FPA in its discretion. Premium booth locations will be chosen by the FPA.

3. **Fees**

The fee to be paid by Sponsor for the services to be provided by the FPA, and the Sponsor's rights hereunder, shall be as follows (select appropriate Sponsorship Level):

_____ Marquis Sponsor: \$2,500

_____ Symposium Lunch Sponsor: \$1,500

_____ Preferred Partner: \$1,200

_____ Symposium Snack Sponsor: \$1,000

_____ Symposium Exhibit Booth Partner: \$650

_____ Symposium Advertiser: Prices Vary
Please complete Symposium Advertiser Agreement

The fee shall be paid with the return of this fully executed Agreement.

4. **Term.**

The Term of this Agreement shall commence upon payment of the Fee and continue until the end of the day of the Event.

5. **Rules and Regulations.**

Sponsor hereby agrees to be bound by the rules and regulations of the facility where the Event will be held.

6. **Equipment.**

All equipment, to be used by the Sponsor at the Event except as contracted between the FPA and the Sponsor shall be contracted by the Sponsor at the Sponsor's expense. The FPA will provide a skirted display table, with power (if requested by Sponsor).

7. **Indemnification.**

Sponsor hereby agrees to indemnify and hold harmless the FPA from and against any and all loss, damage, costs or expense including attorney's fees which the FPA may incur as a result of Sponsor's acts or omissions.

8. **Handling and Storage.**

The FPA and the Event location will not accept or store Sponsor's materials or equipment, and the Sponsor shall therefore make its own arrangements. The FPA shall not incur any obligation or liability merely by reason of holding the Event.

9. **Cancellation of Agreement.**

Sponsor shall have the right to cancel any scheduled sponsorship of the FPA Event at any time by written notice to the FPA as follows. In the event a cancellation is received at least ninety (90) days prior to the Event, the FPA shall refund in full any relevant payments already made by the Sponsor. The FPA shall refund 50% of the fee on cancellations received between sixty (60) and thirty (30) days prior to the Event if no replacement sponsor can be found. The FPA agrees to use reasonable efforts to find such replacement. No refund will be made on cancellations received less than thirty (30) days prior to the Event. Under all circumstances, cancellation does not release Sponsor of responsibility for payment under the terms of this Agreement. Should the FPA

retain any portion of the Sponsor's payments, the FPA does not guarantee a replacement opportunity for sponsorship and the FPA retains the right to resell any available participation opportunities.

10. Payment.

Payment in full is required at least 30 days prior to the Event. Sponsor should return payment with the executed Agreement. However, Sponsor may return the executed Agreement and request an invoice for the full Fee, which shall be paid within thirty (30) days of the invoice, or by the event date (whichever comes first). Booth space at the Event will not be reserved until a minimum of 50% of the fee has been received. If all booth space has been entirely committed before the minimum fee to reserve the space has been received, the amount of the fee received will be returned to the Sponsor and this agreement will be void. Revised statements of the Fees will be provided by the FPA to Sponsor upon any amendment to this Agreement arising from cancellation or any change to the participation level.

11. Miscellaneous.

A. This Agreement:

(i) shall constitute the entire Agreement between the parties hereto concerning the subject matter herein and supersedes all prior agreements, written or oral, concerning such matter herein and there are no oral understandings or statements bearing upon the effect of this Agreement which have not been incorporated herein.

(ii) may be modified or amended only by a written instrument signed by each of the parties hereto.

(iii) shall be construed in accordance with and governed by the laws of the State of New York without reference to conflict of all principles.

(iv) may not be assigned by the Sponsor. Any attempted assignment shall be null and void.

(v) shall not constitute or be considered a partnership, employee relationship, joint venture, or agency between the FPA and Sponsor.

B. All notices and other communications under this Agreement shall be in writing to the other party, and shall be deemed duly given : (i) when personally delivered to the recipient, (ii) one business day after being mailed to the recipient by reputable overnight courier service, or (iii) three (3) business days after being mailed to the recipient by certified or registered mail, return receipt requested and postage prepaid, and, in each case, addressed to the intended recipient as set forth above.

C. The sole and exclusive venue for any litigation arising out of or relating to

this Agreement shall be adjudicated in a Court of competent jurisdiction located in Monroe County, New York, and the parties irrevocably consent to the personal jurisdiction and venue of such Court and waive defenses such may elect jurisdiction or the venue may not be proper in such Court.

D. If any provision of this Agreement shall be held invalid or unenforceable by competent authority, such provision shall be construed so as to be limited or reduced to be enforceable to the maximum consent to be compatible with laws as it shall then appear. The total invalidity or unenforceability of any particular provision of this Agreement shall not affect the other provisions hereof and this Agreement shall be construed in all respects as if such invalid an unenforceable provision were omitted.

E. In the event of litigation to enforce or defend the enforcement of this Agreement, the losing party agrees to pay the substantially prevailing parties costs and expenses incurred, including without limitation reasonable attorney's fees.

IN WITNESS WHEREOF, each of the parties has duly executed and delivered this Agreement as the date first written above.

The FPA of Greater Rochester New York

Sponsor

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____