



401(k) Training Program Sponsorship Opportunities



Why Support a TPSU Program?

The Plan Sponsor University (TPSU), affiliated with The Retirement Advisor University (TRAU), offers a comprehensive education program for Plan Fiduciaries, combining in-person and online training. TPSU's program is highly regarded nationwide for its robust curriculum and expert instruction. Plan fiduciaries and trustees across the country have given TPSU programs overwhelmingly positive feedback. TPSU stands out as an unbiased and independent educational organization not affiliated with any advisory firm.

BENEFITS INCLUDE



Supporting Advisor Partners

Only elite retirement plan advisors are selected to be TPSU Adjunct Lectures. TPSU is a tangible way to support them with an average of 30 plan sponsors attending in 2024 many of which may turn into clients.



Highlighting Your Thought Leadership

Depending on their level of interest, sponsors can participate in or speak as a keynote speaker or panelist, to leverage your firm's content while connecting with DC plan sponsors.



Hearing Focus Group Discussions

TPSU enhances learning through active participation. Hear open, honest and candid discussion from plan sponsors about their challenges and goals for their retirement plan.



Branding & Marketing Your Firm

Enrich your brand by affiliating with TPSU's 5-star rated programs. In addition, your firm is highlighted in marketing to an average of 2,000 plan sponsors for each program along with coverage on LinkedIn.



Giving Back to the Industry

Supporting TPSU contributes to the delivery of valuable education to the plan sponsor community, fostering meaningful dialogue between providers and high-level advisors.



Engaging with Thorough Training

TPSU offers in-depth classroom instruction and online courses, beginning with a certificated session. Business owners, benefits specialists, or other fiduciaries have the option to pursue a designation.

OUR RAVE REVIEWS



“I always enjoy my TPSU experience. I love the individual speakers focusing on specific areas as well as the panel answering questions that we all want to ask.”

Willie Mae W., AC3, TPSU Program Attendee



“Given the high quality and high value virtual event today (speakers, handouts, content presented) I look forward to a future in-person event.”

Mark S., Kanto Corporation, TPSU Program Attendee



“Talk about a wealth of knowledge! Today's my first time attending the TPSU Fiduciary Training Program and it's filled with so much information! The presenters were friendly, engaged, and interesting. I'm looking forward to attending future sessions.”

*Tawny Green
Regional West
TPSU Program Attendee*

How to Support a TPSU Program

PLATINUM SPONSORSHIP

Session 2: Keynote/Solo Presenter

Cost: \$10,000- \$5,000*

Availability: 1 spot

Benefits:

- Deliver a keynote presentation as the thought leader for the session
- Present sponsor-branded content
- Receive high-visibility prominent branding

GOLD SPONSORSHIP

Session 4: Panelist

Cost: \$3,500–\$2,500*

Availability: 4–5 spots

Benefits:

- Participate as an expert panelist in the “Ask the Experts” session
- Feature your name and logo on session slides
- Position yourself as a thought leader in your field
- Engage in an interactive session, moderated by an Adjunct Lecturer, with pre-submitted and live questions from Plan Sponsors — providing valuable insights on retirement plans

SILVER SPONSORSHIP

Session 4: Break-out Facilitator

Cost: \$2,000–\$1,500*

Availability: Up to 6 spots

Benefits:

- Facilitate discussions among Plan Sponsors grouped by employee size during the lunch break-out session
- Assign a group table lead who will take notes for the table, summarize, and present group findings to the entire session
- Take notes to capture key points and challenges for each Plan Sponsor and provide these notes to the Adjunct Lecturer for targeted follow-up

BRONZE SPONSORSHIP

Advisor/Lecturer Supporter & Attendee

Cost: \$1,500–\$500*

Availability: Unlimited

Benefits:

- Support advisors partners
- Hear candid discussions from plan sponsors
- Promote your brand and interact with plan sponsors

* Pricing is subject to change



SIGN UP TODAY

Contact us to take advantage of this opportunity:

[TPSUniversity.com](https://www.tpsuniversity.com)

Jenny@TPSUniversity.com

561-398-1060