



YEARLY SPONSORSHIP PROSPECTUS



When you become a year-round sponsor of ICCFA, not only are you supporting your association, but the increased exposure to your targeted audience will add to your customer base and keep your company top-of-mind throughout the year. ICCFA offers several sponsorship package options designed to help you meet your sponsorship goals, but if you have something in mind that you don't see listed, let us know, we're happy to work with you!

PACKAGE 1

Includes sponsorship of all four major ICCFA meetings, including ICCFA University, which does not usually have sponsorship opportunities.

Package 1 example: \$20,000

Sales Conference - \$5,000

Annual Convention & Exposition - \$10,000

ICCFA University - \$2,500

Executive Leadership Summit - \$2,500

SALES CONFERENCE – PRICING VARIES, MINIMUM OF \$1,000

Choose a sponsorship at our January Sales conference that best fits your goals. Examples include, speakers, networking receptions and food & beverage functions. Full list with benefits will be available 6 months prior to the conference. Attendee registration list will be available.

ANNUAL CONVENTION & EXPOSITION – PRICING VARIES, MINIMUM OF \$1,000

Choose a sponsorship at our Annual Convention & Exposition that best fits your goals. Examples include, speakers, networking receptions, take home swag and food & beverage functions. Full list with benefits will be available 6 months prior to the conference. Attendee registration list will be available.

ICCFA UNIVERSITY – PRICING VARIES, MINIMUM OF \$1,000

Exclusive benefit only open to year-long sponsorship members. Have your logo displayed on the ICCFAU website, marketing materials and emails and on-site at the event. You'll also receive special recognition from our Chancellor during orientation. Attendee registration list will be available.

EXECUTIVE LEADERSHIP SUMMIT – PRICING VARIES, MINIMUM OF \$1,000

Choose a sponsorship at our Fall leadership conference that best fits your goals. Examples include, Networking receptions, golf and food & beverage functions. Full list with benefits will be available 6 months prior to the conference. Attendee registration list will be available.

PACKAGE 2

\$18,000 Continuing Education Package

One (1) virtual seminar series sponsorship - \$10,000

One (1) webinar title sponsorship - \$5,000

One (1) webinar sponsorship - \$1,000

One (1) breakout track sponsorship at ICCFA Annual Convention & Exposition - \$2,000

ONE (1) VIRTUAL SEMINAR SERIES SPONSORSHIP - \$10,000

The ICCFA Virtual Seminar Series consists of 3-4 paid digital courses on a specific topic. These will run for 3-4 consecutive weeks. As the sponsor, you'll have the opportunity to introduce yourself, your company, your reason for sponsoring and the series itself. Analytics from the series will be available.

ONE (1) WEBINAR SPONSORSHIP AS TITLE SPONSOR - \$5,000

These webinars can either be topics we've selected or a topic/presentation you've submitted. No sales pitches will be accepted. As the sponsor you'll have the opportunity to introduce the webinar and your logo will be featured on the marketing emails and the website. Analytics from the webinar will be available.

ONE (1) WEBINAR SPONSORSHIP - \$1,000

Sponsor a webinar at the supporting level and have your logo featured in all marketing emails for the webinar, have your logo featured in the opening slides of the presentation and be thanked by our moderator, and receive a list of all webinar registrants. Analytics from the webinar will be available.

ONE (1) BREAKOUT TRACK AT ICCFA ANNUAL CONVENTION & EXPOSITION - \$2,000

Sponsor an educational breakout track at our Annual Convention & Exposition. You'll have the opportunity to introduce the speakers and can even place marketing materials in the room. Example tracks are: cemetery, cremation, funeral home, sales & marketing, business management.

PACKAGE 3

\$8,000 Marketing Package

Two (2) sponsored emails throughout the year - \$5,000

One (1) sponsorship of *Wireless* story - \$2,000

ICCFA Membership list 2x per year - \$1,000

ONE (1) SPONSORED EMAIL THROUGHOUT THE YEAR - \$2,500

ICCFA will send out your marketing email to our membership list from our email provider, so your marketing message will come directly from ICCFA. Analytics from the email will be available.

ONE (1) SPONSORSHIP OF WIRELESS STORY - \$2,000

Have a topic your passionate about? Want to put out a white paper? Let's collaborate and put your story in our bi-weekly *Wireless* newsletter. Analytics from *Wireless* will be available.

ICCFA MEMBERSHIP LIST 2X PER YEAR - \$1,000

Receive our membership list two times per calendar year for use in email marketing campaigns.

PACKAGE 4

The best of all 3 (pricing will vary dependent on meetings sponsorships).

Package 4 example: \$10,000

One (1) Annual Convention Sponsorship - \$5,000

One (1) additional meeting sponsorship - \$2,500

One (1) webinar sponsorship as title sponsor - \$5,000

One (1) sponsored email throughout the year - \$2,500

SALES CONFERENCE – PRICING VARIES, MINIMUM OF \$1,000

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ONE (1) SPONSORED EMAIL THROUGHOUT THE YEAR - \$2,500

ICCFA will send out your marketing email to our membership list from our email provider, so your marketing message will come directly from ICCFA. Analytics from the email will be available.

BUILD YOUR OWN PACKAGE

Choose from our a la carte options below and build a package that suits your needs and goals.

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cremation, funeral home, sales & marketing, business management.

LISTING AS A "FRIEND OF ICCFA U" - \$1,000

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ONE (1) SPONSORSHIP OF WIRELESS STORY - \$2,000

Have a topic you're passionate about? Want to put out a white paper? Let's collaborate and put your story in our bi-weekly *Wireless* newsletter. Analytics from *Wireless* will be available.

ICCFA MEMBERSHIP LIST 2X PER YEAR - \$1,000

Receive our membership list two times per calendar year for use in email marketing campaigns.

STUDENT AMBASSADOR SPONSORSHIP - PRICING VARIES DEPENDING ON THE MEETING

This sponsorship will help our mortuary student members attend for low or no cost.



BENEFITS

- First right of refusal
- Limited number of opportunities
- Top-tier logo placement
- Monthly payment installments, if requested



Please contact Meeting Manager, Kelly Spann, CMP at kspann@iccfa.com to discuss sponsorships listed or additional ideas and goals.

Current ICCFA membership is required to participate in our year-long sponsorship opportunities.

Individual meeting sponsorships will still be available.