



# 2025 Event Sponsorship Packages

The ICCFA is proud to offer yearly sponsorship packages for any organization's budget. These packages were designed to provide you with maximum year-long exposure at all of ICCFA's events (Sales, The ICCFA Experience, University, and Leadership Summit). These packages will allow you to select the best option to meet your organization's goals. The ICCFA relies on your support of events to help the next generation of funeral professionals. Your sponsorship allows the ICCFA to defray costs and maintain these events at an affordable level to provide attendees with the educational and networking opportunities they need to grow within the profession.

## **BLACK DIAMOND: \$50,000+**

3 complimentary registrations to meeting of your choice (DEAD Talks, The ICCFA Experience, or Leadership Summit)

25 points towards The ICCFA Experience cumulative system booth assignments

### • **Receive Premium+ Branding Benefits**

- Sponsorship of one (1) ICCFA Webinar
- Ability to add-on a la carte options to sponsor package
- Recognition on social media with link to your website
- Complimentary upgrade to video advertisement in online magazine (2 issues: pre-convention issue and on-site issue)
- Receive full list of conference attendees
- Company name on slides during event and recognition via announcements throughout the conference
- Recognition in the ICCFA's *Wireless*, the bi-weekly electronic newsletter and *Memento Mori* magazine
- Recognition on the event app under the sponsor tab (Sales & Convention)
- Company name on thank you signage, audio/visual support signage, F&B signage, and keynote signage
- Recognition on the event webpage year-round

## **DIAMOND \$25,000+**

2 complimentary registrations to meeting of your choice (DEAD Talks, The ICCFA Experience, or Leadership Summit)

12.5 points towards The ICCFA Experience cumulative system booth assignments

### • **Receive Premium Branding Benefits**

- Ability to add-on a la carte options to sponsor package
- Recognition on social media with link to your website
- Complimentary upgrade to video advertisement in online magazine (pre-convention issue and on-site issue)
- Receive full list of conference attendees
- Company name on slides during event and recognition via announcements throughout the conference
- Recognition in the ICCFA's *Wireless*, the bi-weekly electronic newsletter and *Memento Mori* magazine
- Recognition on the event app under the sponsor tab (Sales & Convention)
- Company name on thank you signage, audio/visual support signage, and F&B signage
- Recognition on the event webpage year-round

## **PLATINUM: \$15,000+**

1 complimentary registration to meeting of your choice (DEAD Talks, The ICCFA Experience, or Leadership Summit)

7.5 points towards The ICCFA Experience cumulative system booth assignments

### • **Receive Advanced Branding Benefits**

- Receive full list of conference attendees
- Ability to add-on a la carte options to sponsor package
- Company name on slides during event and recognition via announcements throughout the conference
- Recognition in the ICCFA's *Wireless*, the bi-weekly electronic newsletter and *Memento Mori* magazine
- Recognition on the event app under the sponsor tab (Sales & Convention)
- Company name on thank you and audio/visual support signage
- Recognition on the event webpage year-round

## **GOLD: \$10,000+**

5 points towards The ICCFA Experience cumulative system booth assignments

### • **Receive Expanded Branding Benefits**

- Company name on slides during event and recognition via announcements throughout the conference
- Recognition in the ICCFA's *Wireless*, the bi-weekly electronic newsletter and *Memento Mori* magazine
- Recognition on the event app under the sponsor tab (Sales & Convention)
- Company name on thank you signage
- Recognition on the event webpage year-round

## **SILVER: \$5,000+**

2.5 points towards The ICCFA Experience cumulative system booth assignments

### • **Receive Elevated Branding Benefits**

- Recognition in the ICCFA's *Wireless*, the bi-weekly electronic newsletter
- Recognition on the event app under the sponsor tab (Sales & Convention)
- Company name on thank you signage
- Recognition on the event webpage year-round

## **BRONZE: \$2,500+**

1.25 points towards The ICCFA Experience cumulative system booth assignments

### • **Receive Standard Branding Benefits**

- Company name on thank you signage
- Recognition on the event webpage year-round

## **FRIENDS OF ICCFA: \$500 - \$2,499**

- **Recognition on the website for 1 event of your choosing**
- Those who sponsor DEAD Talks at \$1,000+ includes full page ad in the conference on-site program. Sponsors under \$1,000 have the option to purchase ad at \$250. Ads are due December 2, 2024.

# A La Carte Additional Sponsorship Items

Please note these items are only available for Platinum Sponsors and above. Items marked with an \* indicate that more than one organization can sponsor the item.

## DEADTalks

### DEAD TALKS SALES CONFERENCE

- Keycards - \$6,000
- Lanyards--\$650
- Tote Bag--\$650
- Name Badges--\$300
- Additional Branding Opportunities\*: price will be dependent on selected branding. Inquire with ICCFA staff for pricing.



### THE ICCFA EXPERIENCE

- Swag Bags - \$7,000
- Keynote Drumsticks--\$6,025
- Lanyards--\$4,150
- Name Badges - \$3,000
- Keynote Drum Buckets--\$500
- Mini Main Stage 1 or Stage 2: Exclusive--\$15,000
- Mini Main Stage 1 or Stage 2: Co-Sponsorship--\$3,500 (up to 4 per stage)
- Additional branding opportunities\*, price will be dependent on branding selected i.e. aisle signs, kickplates, directional signage (dependent upon site location and branding options available). Inquire with ICCFA staff for pricing.



### UNIVERSITY

- Keycards--\$1,250
- Sport night socks - \$1,200
- Swag Bags - \$750
- Lanyards--\$600
- Trivia night koozie - \$375
- Name Badges--\$200



### FALL LEADERSHIP SUMMIT

- Keycards--\$600
- Golf Towels - \$450
- Lanyards--\$425
- Drawstring sportpack - \$275
- Golf Beverage Cart\* - \$250
- Golf Lunch\* - \$250
- Name Badges--\$100

\*\*Please note that these are a general list of a la carte add-on items, should you be interested in adding on an item not listed, contact Lindsay or Rick to further discuss.

# 2025 Event Sponsorship Packages Commitment Form

## COMPANY INFORMATION

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Prov \_\_\_\_\_ Zip/Postal \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

## LEVEL OF SPONSORSHIP

We would like to contribute \$ \_\_\_\_\_ as our yearly sponsorship selection.

- Black Diamond \$50,000+     Platinum \$15,000+     Silver \$5,000+     Friends of ICCFA \$500-\$2,499  
 Diamond \$25,000+     Gold \$10,000+     Bronze \$2,500+

We would like to contribute \$ \_\_\_\_\_ for the additional a la carte option(s) selected below. Please note these items are only available for Platinum Sponsors and above.

### DEAD Talks Sales Conference

- Keycards - \$6,000  
 Lanyards - \$650  
 Tote Bag - \$650  
 Name Badges - \$300  
 Additional Branding\*: \_\_\_\_\_

### The ICCFA Experience

- Swag Bags - \$7,000  
 Keynote Drumsticks - \$6,025  
 Lanyards - \$4,150  
 Name Badges - \$3,000  
 Keynote Drum Buckets - \$500  
 Mini Main Stage (Exclusive) - \$15,000  
 Mini Main Stage (Co-Sponsorship) - \$3,500  
 Additional Branding\*: \_\_\_\_\_

### University

- Keycards - \$1,250  
 Sport night socks - \$1,200  
 Swag Bags - \$750  
 Lanyards - \$600  
 Trivia night koozie - \$375  
 Name Badges - \$200

### Fall Leadership Summit

- Keycards - \$600  
 Golf Towels - \$450  
 Lanyards - \$425  
 Drawstring sportpack - \$275  
 Golf Beverage Cart\* - \$250  
 Golf Lunch\* - \$250  
 Name Badges - \$100

\*price will be dependent on branding selected i.e. aisle signs, kickplates, directional signage (dependent upon site location and branding options available). Inquire with ICCFA staff for pricing.

## TERMS & CONDITIONS OF YEARLY SPONSORSHIPS

- The Sponsor agrees to pay the ICCFA Yearly Sponsorship fees for the level selected. Yearly sponsorship and/or a la carte selections will be invoiced in January 2025. Once invoiced, the Sponsor will have the option of paying for the sponsorship selections in full within 30 days of receipt or setting up automatic reoccurring monthly payments (only Bronze level and higher are eligible for monthly payments). Sponsorship fees are not eligible for cancellation and the sponsor acknowledges that no part of the yearly sponsorship fee shall be returned.
- Yearly sponsorship benefits begin immediately after the commitment form is received by ICCFA staff with the sponsorship level selected. Sponsor benefits per level are detailed on pages 1-2 of the Yearly Sponsorship Package. This agreement is valid for the ICCFA's events that are scheduled from January 2025 through December 2025.
- The Sponsor grants the ICCFA the right to use the Sponsor's trade names, logo designs, trademarks, and company descriptions in any medium of advertising, promotional products, or marketing materials distributed solely in connection with the ICCFA's events as detailed in the sponsorship level selected.

For more information, please contact:

▪ **Rick Platter**,  
ICCFA Supplier Relations Manager  
rplatter@iccfa.com  
571.323.2985

▪ **Lindsay Gundrum**,  
ICCFA Meetings Manager  
lindsay@iccfa.com  
703.861.3400



**PLEASE COMPLETE THIS FORM AND RETURN TO THE ICCFA BY DECEMBER 31, 2024**

Mail: ICCFA • Attn: Meetings Department • 107 Carpenter Drive, Suite 100 • Sterling, VA 20164  
Email: [lindsay@iccfa.com](mailto:lindsay@iccfa.com) • Fax: 703.391.8416

Signature: \_\_\_\_\_ Date: \_\_\_\_\_