



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.

~~DEAD~~Talks

~~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.

- | | | | |
|--|---|--|---|
| <input type="checkbox"/> Black Diamond \$50,000+ | <input type="checkbox"/> Platinum \$15,000+ | <input type="checkbox"/> Silver \$5,000+ | <input type="checkbox"/> Friends of ICCFA \$500-\$2,499 |
| <input type="checkbox"/> Diamond \$25,000+ | <input type="checkbox"/> Gold \$10,000+ | <input type="checkbox"/> 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 limited, non-exclusive, revocable, non-transferable, non-sublicensable, and royalty-free right to reprint and use Sponsor's logo ("Sponsor Marks") (as provided by Caterpillar's Brand Management team) only as its related to the sponsorship Level chosen by Sponsor in this agreement through December 31, 2025 to use the Sponsor's trade names, logo designs, trademarks, and company descriptions as provided by Sponsor to ICCFA ("Sponsor IP") 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. Any and all use of the Sponsor IP granted herein a must be reviewed and approved in writing by Sponsor prior to such use.
- ICCFA will cease use of the Sponsor IP upon expiration or termination of this agreement. No other rights or licenses are granted hereunder by way of implication, estoppel, or otherwise. Sponsor has the right to confirm compliance and reserves the right to withdraw this grant at any time without prior notice to ICCFA. ICCFA acknowledges that Sponsor is the owner of all rights, including without limitation common law rights and goodwill, in relation to the Sponsor IP and that any goodwill derived from the use of Sponsor IP by ICCFA shall accrue to Sponsor. ICCFA will not do, or omit to do, or cause to be done any act or thing which, directly or indirectly, would be expected to weaken, damage, be detrimental to, contests, clouds or in any way impair or tend to impair the Sponsor IP or the right, title, interest, reputation, and/or goodwill associated with the Sponsor IP or Sponsor's company name, or which would be expected to jeopardize or invalidate any registration of the Sponsor's trademarks.

For more information, please contact:

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

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



PLEASE COMPLETE THIS FORM AND RETURN TO THE ICCFA

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

Signature: _____ Date: _____