



2027 Event Sponsorship Packages

The ICCFA is proud to offer yearly sponsorship packages designed to fit any organization's budget while delivering maximum exposure across all ICCFA events — Sales, The ICCFA Experience, University, and Leadership Summit. Each package level includes its full range of benefits at every meeting, providing your organization with consistent, high-impact visibility throughout the year. Your sponsorship is vital: it helps ICCFA keep events affordable, supports educational programming, and fosters the next generation of funeral professionals. By partnering with ICCFA through these packages, you help ensure the continued success and accessibility of our events while achieving your own marketing and engagement goals.

BLACK DIAMOND: \$50,000+

5 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**

- \$5,000 Credit towards additional branding opportunity at DEAD Talks or The Experience
- Exclusive recognition at The Experience's Presidents Banquet
- Sponsorship of one (1) ICCFA Webinar
- Ability to add-on A La Carte items at all four of ICCFA's events (see page 3 for options)
- Recognition on social media with link to your website
- Two (2) half-page ads in *Memento Mori* magazine (a \$3,804 value)
- Complimentary upgrade to video advertisement in online magazine (2 issues: pre-convention issue and on-site issue) (a \$800 value)
- Receive full list of conference attendees for all four of ICCFA's events
- Company name on slides during all four of ICCFA's events and recognition via announcements throughout the events
- 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, food & beverage signage, and keynote signage at all four of ICCFA's events
- 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 items at all four of ICCFA's events (see page 3 for options)
- Recognition on social media with link to your website
- One (1) half-page ad in *Memento Mori* magazine (a \$1,902 value)
- Complimentary upgrade to video advertisement in online magazine (pre-convention issue and on-site issue) (a \$800 value)
- Receive full list of conference attendees for all four of ICCFA's events
- Company name on slides during all four of ICCFA's events and recognition via announcements throughout the events
- 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 food & beverage signage at all four of ICCFA's events
- 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 for all four of ICCFA's events
- Ability to add-on A La Carte items at all four of ICCFA's events (see page 3 for options)
- Company name on slides during all four of ICCFA's events and recognition via announcements throughout the events
- 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 at all four of ICCFA's events
- 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 all four of ICCFA's events and recognition via announcements throughout the events
- 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 at all four of ICCFA's events
- 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 at all four of ICCFA's events
- 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 at all four of ICCFA's events
- 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 November 20, 2026.

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 - \$7,000
- Lanyards - \$775 **SOLD!**
- Tote Bag - \$800
- Name Badges - \$400 **SOLD!**
- Additional Branding Opportunities*: price will be dependent on selected branding. Inquire with ICCFA staff for pricing.



THE ICCFA EXPERIENCE

- Swag Bags - \$7,500
- Lanyards - \$5,250 **SOLD!**
- Name Badges - \$4,500 **SOLD!**
- 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)
- Kickplates Signage
Exclusive: \$10,000 | Co-Sponsor: \$4,500
- Directional Signage
Exclusive: \$15,000 | Co-Sponsor: \$7,500
- Aisle Signage
Exclusive: \$11,500 | Co-Sponsor: \$6,000
- 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 - \$2,250
- Sport night socks - \$1,350
- Swag Bags - \$750
- Lanyards - \$700
- Trivia night koozie - \$450
- Name Badges - \$300 **SOLD!**



FALL LEADERSHIP SUMMIT

- Keycards - \$1,500
- Golf Towels - \$550 **SOLD!**
- Lanyards - \$525 **SOLD!**
- Drawstring sportpack - \$400
- Golf Beverage Cart* - \$250
- Golf Lunch* - \$250
- Name Badges - \$200 **SOLD!**

**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.

2027 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 - \$7,000

☐ Lanyards - \$775

☐ Tote Bag - \$800

☐ Name Badges - \$400

☐ Additional
Branding*: _____

The ICCFA Experience

☐ Swag Bags - \$7,500

☐ Lanyards - \$5,250

☐ Name Badges - \$4,500

☐ Mini Main Stage (Exclusive) - \$15,000

☐ Mini Main Stage (Co-Sponsorship) - \$3,500

☐ Kickplates Signage (Exclusive) \$10,000

☐ Kickplates Signage (Co-Sponsorship) \$4,500

☐ Directional Signage (Exclusive) \$15,000

☐ Directional Signage (Co-Sponsorship) \$7,500

☐ Aisle Signage (Exclusive) - \$11,500

☐ Aisle Signage (Co-Sponsor) - \$6,000

☐ Additional Branding*: _____

University

☐ Keycards - \$2,250

☐ Sport night socks - \$1,350

☐ Swag Bags - \$750

☐ Lanyards - \$700

☐ Trivia night koozie - \$450

☐ Name Badges - \$300

Fall Leadership Summit

☐ Keycards - \$1,500

☐ Golf Towels - \$550

☐ Lanyards - \$525

☐ Drawstring sportpack - \$400

☐ Golf Beverage Cart* - \$250

☐ Golf Lunch* - \$250

☐ Name Badges - \$200

*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 2027. Once invoiced, the Sponsor will have the option of paying for the sponsorship selections in full within 30 days of receipt or setting up 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 2027 through December 2027.
- 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, 2027 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 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: _____