



OACFP

ONTARIO ASSOCIATION OF CEMETERY
AND FUNERAL PROFESSIONALS

Sponsorship Package

Giving suppliers to the bereavement industry and OACFP supporters the opportunity for year long recognition, sponsor events, and to meet with our provider members is important to the OACFP.

To assist in budget management for suppliers we have created an annual sponsorship package.



BUILD YOUR ANNUAL SPONSORSHIP PACKAGE!

This package is designed to personalize your organization's visibility and connections. With Ontario Association of Cemetery and Funeral Professionals (OACFP) Annual Sponsorship, you set your sponsorship budget for the year and the benefits to suit your goals. We offer several opportunities in the areas of education, sponsorship, networking, and online recognition that can help you increase your exposure and access to OACFP members.

888-558-3335 / info@oacfp.com / www.OACFP.com

ADVANTAGES OF ANNUAL SPONSORSHIP:

- Elevate your visibility within the OACFP membership.
- No surprises – set your budget and get the most value for your investment – all year long.
- Position your organization as a strategic partner for the bereavement industry.
- Supporting the association objective "to seek...the highest standards of service to the families we serve".

OACFP Stats

Over 400 Member Companies	Over 2500 Active member employees	Over 3000 Average annual webinar attendees	Over 200 Average conference attendees
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ABOUT THE ANNUAL SPONSORSHIP PACKAGES

Become a 2022 Annual Sponsor and enhance your exposure to over 400 OACFP member companies. Choose your **sponsorship level**, fill out the commitment form and we will be in touch to finalize the details.

Oak **\$10,000**

The **OAK Sponsorship Package** includes recognition at all* events and:

- 2022 OACFP Supplier Membership (value \$675)
- Complimentary Registration for One (1) individual for each event
- Complimentary Exhibit or Tabletop at each event.
- One free article per year in our weekly newsletter.
- 2-Minute promotional video to be played at all live events (excluding webinars).
- Year-round recognition on OACFP Website
- Acknowledgement during events
- Inclusion in Pre-Event Communications
- Inclusion in Event App (when applicable)
- Event signage (when applicable)

Maple **\$7,500**

The **Maple Sponsorship Package** includes recognition at 2 * events and:

- 2022 OACFP Supplier Membership (value \$675)
- Complimentary Registration for One (1) individual for each sponsored event
- Complimentary tabletop at each event (excluding booth at Annual Conference).
- One free article per year in our weekly newsletter.
- 2 Minute promotional video to be played at live event for which they are sponsors (excluding webinars).
- Year-round recognition on OACFP Website
- Acknowledgement during events
- Inclusion in Pre-Event Communications
- Inclusion in Event App (when applicable)
- Event signage (when applicable)

Cedar **\$5,000**

The **Cedar Sponsorship Package** includes recognition at 2 * events and:

- 2022 OACFP Supplier Membership (value \$675)
- Complimentary Registration for One (1) individual for each event
- One free article per year in our weekly newsletter.
- Year-round recognition on OACFP Website
- Acknowledgement during events
- Inclusion in Pre-Event Communications
- Inclusion in Event App (when Applicable)
- Event signage (when applicable)

Birch **\$1,000**

The **Birch Sponsorship Package** includes recognition 1 event:

- One free article per year in our weekly newsletter.
- Year-round recognition on OACFP Website
- Acknowledgement during events
- Inclusion in Pre-Event Communications
- Inclusion in Event App (when Applicable)
- Event signage (when applicable)

Trillium **\$500**

Become a **trillium sponsor** and receive the following benefits:

- Year-round recognition on OACFP Website
- Inclusion in Pre-Event Communications
- Inclusion in Event App (when Applicable)
- Event signage (when applicable)



eLearning Add-On **\$500**

- Recognition on every webinar announcement email
- Acknowledgement of sponsorship during each webinar



Additional Sponsorship Opportunities may be available throughout the year as our events are developed or other events are added.

Any additional educational offerings that are added throughout the year will be included in the respective sponsorship recognition for the various levels

EVENT OVERVIEW

Below are the 2022 events that are available for the above sponsors to select from.

Annual Conference

The OACFP Conference and trade show takes place annually every fall and in 2022 it will be hosted in Gatineau September 21-23, 2022. This event draws 200+ attendees who work in the bereavement sector including those who work at funeral homes, cemeteries, crematoriums, and suppliers to the industry.

Women's Symposium

In conjunction with International Women's Day, the OACFP will be hosting a day of education and empowerment for the bereavement sector on March 8th in Toronto.

Cremation Symposium

This event brings together bereavement professionals that are involved with any aspect of the cremation process including counsellors, funeral directors, full and part-time operators, and owners. It is a two-day event being offered in March 2022.

eLearning Webinar Series (maxed at 10)

Our webinars are offered as a benefit to all members, and are available at a minimal charge to non-members. All are recorded and made available to our membership as on demand learning opportunities.

Dine & Discover

Our Dine and Discover sessions qualify for CEC and are open to anyone who works in the bereavement sector. They provide interesting and timely sector education topics while allowing attendees an evening out to network with colleagues and co-workers in a relaxed atmosphere.

Front Line Training

This program will provide a review of best practices as it relates to front line cemetery employees. Topics covered include health and safety; ethics and professionalism; vault handling and installation; safe monument. This program is offered once a year and is hands on for attendees.

Cemetery Administration

This program provides attendees with cemetery specific training. This includes: trust funds & compliance issues; monument and memorial administration and best practices; and administrative requirements. This will be offered virtually in November 2022.

OACFP SPONSORSHIP POLICY

Purpose:

Sponsorship partnerships can provide important opportunities to OACFP's partners and potential partners while serving as a source of revenue for the Association and therefore reducing fees to OACFP members.

This policy establishes a framework of guidelines to create productive partnerships between the OACFP and its sponsors.

General Principles:

Sponsorship of any OACFP award, program, service, event, or other product does not entitle any sponsor to influence OACFP's decisions or directions.

OACFP will not partner with any party where the association with the prospective partner could jeopardize or adversely impact OACFP's reputation, standing or financial, legal or moral integrity.

All partnerships must be in alignment with existing OACFP policies and practices. OACFP will seek, welcome, and accept sponsorships as a source of revenue provided that each alliance is developed and maintained within the framework and spirit of this policy.

Policy

All sponsorships must have a financial commitment from the sponsor to address the costs associated with the partnership. All sponsorships must be approved by the Executive Director in conjunction with the President or his/her designate.

The Board of Directors shall review all sponsorship relationships annually to ensure they are aligned with the general principles of this policy.

The OACFP shall immediately end any existing sponsorship partnership that does not align with the general principles of this policy.

Additional Sponsorship Opportunities may be available throughout the year as our events are developed or other events are added.

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ADDITIONAL OPPORTUNITIES

<p>Terrace Networking Party</p>	<p>Transportation</p>	<p>Conference App SOLD</p>
<p>Attendees will gather on the beautiful outdoor terrace to enjoy cocktails, treats and casual conversation.</p> <p>Also includes:</p> <ul style="list-style-type: none"> • One conference registration • Event recognition • Promotion in social media • Event Day signage <p>\$4000</p>	<p>Acknowledgement on buses used to transport attendees from the hotel to Beechwood Cemetery for our COVID Memorial Dedication Ceremony.</p> <p>Also includes:</p> <ul style="list-style-type: none"> • Event recognition • Promotion in social media • Event Day signage <p>\$3000</p>	<p>Continuous display of your logo on the Mobile App that will be used for attendees. It will be used for gamification, feedback and networking.</p> <p>Also includes:</p> <ul style="list-style-type: none"> • Event recognition • Promotion in social media • Event Day signage <p>\$3000</p>
<p>Speaker Meg Soper SOLD</p>	<p>Water Bottle SOLD</p>	<p>Tree Planting</p>
<p>The opportunity to speak from podium (1 min max) and introduce speaker.</p> <p>Also includes:</p> <ul style="list-style-type: none"> • One conference registration • Event recognition • Promotion in social media • Event Day signage <p>\$4000</p>	<p>Attendees will be provided branded water bottles with your logo on them to use for the duration of the event.</p> <p>Also includes:</p> <ul style="list-style-type: none"> • Event recognition • Promotion in social media • Event Day signage <p>\$6000</p>	<p>The OACFP Annual Tree Planting Sponsorship allows us to plant 100 trees in the conference host city.</p> <p>Also includes:</p> <ul style="list-style-type: none"> • Event recognition • Recognition at Ceremonial Tree Planting • Photos & Website to be used for publicity • Event Day signage <p>\$5000</p>
<p>Choose Your Adventure</p>	<p>Speaker and Book Lisa Wells or Thomas Lynch</p>	
<p>Our last session will be in a “birds of a feather” format. Attendees will be asked to select the topic of interest to them. Sponsorship will allow you to brand the paper cups that attendees will be using to make their session selection.</p> <p>Also includes:</p> <ul style="list-style-type: none"> • Event recognition • Promotion in social media • Event Day signage <p>\$3000</p>	<p>The opportunity to speak from podium (1 min max) and introduce speaker.</p> <p>Also includes:</p> <ul style="list-style-type: none"> • One conference registration • Speakers book provided to each attendee with sponsor recognition • Event recognition • Promotion in social media • Event Day signage <p>\$6000</p>	<p>WE LOOK FORWARD TO SEEING YOU IN GATINEAU</p>