



# OACFP

ONTARIO ASSOCIATION OF CEMETERY  
AND FUNERAL PROFESSIONALS

#OACFP23

2023

# Sponsorship Package

CONFERENCE EDITION

Giving suppliers to the bereavement industry and OACFP supporters the opportunity for year long recognition, sponsor events, and to meet with our members is important to the OACFP. To assist in budget management for suppliers we have created an annual sponsorship package.

**Build your Annual OR Conference Sponsorship Opportunities.**

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 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](mailto:info@oacfp.com) / [www.OACFP.com](http://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  
**200**

Average conference attendees

Over  
**400**

Member Companies

Over  
**2500**

Active member employees

Over  
**3000**

Average annual webinar attendees

# About the annual sponsorship packages

Become a 2023 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:**

- 2023 OACFP Supplier Membership (value \$696)
- 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:**

- 2023 OACFP Supplier Membership (value \$696)
- Complimentary Registration for One (1) individual for each sponsored event
- Complimentary tabletop or exhibitor booth at 2 events.
- One free article per year in our weekly newsletter.
- 2-Minute promotional video to be played at live events that are sponsored. (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:**

- 2023 OACFP Supplier Membership (value \$696)
- Complimentary Registration for One (1) individual for each sponsored 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 at 1 event:**

- One free article per year in our weekly newsletter.
- Year-round recognition on OACFP Website
- Acknowledgement during sponsored event
- 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)

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

# Conference Specific Additions

All sponsorships include recognition on event signage and advance event e-blasts. You will also be recognized on the conference app and website

## The OACFP Annual Tree Planting Sponsorship allows us to plant 100 trees in Conference Host City.

Acknowledgment provided for \$5,000 tree sponsorship includes:

### Acknowledgment of OACFP and Sponsor

- ✓ Acknowledged verbally at the planting event (public is invited to participate)
- ✓ Acknowledged with logo on event posters and signage
- ✓ Acknowledged with logo and link on planting program web page (a live project/program web page will be developed and live for the duration of the partnership – initially a 3 year proposal)
- ✓ Photographs taken of each planting event (ceremonial tree and park planting/naturalization) to be used for publicity purposes of OACFP & sponsor
- ✓ A planting photo album and short article posted on associated social media pages
- ✓ Invitation for local media to attend to promote the project and acknowledge partners/sponsors
- ✓ Thanked for sponsorship in OACFP newsletter
- ✓ Sponsorship and planting promoted on Trees of Life and OACFP Facebook pages

## Smart Phone Adventure Mission \$6000

This sponsorship is a fun and unique way to engage attendees. We will utilize a third party to help us facilitate a scavenger hunt around the resort! Teams will compete using an app to complete a series of missions, captured with photos or video, during a 2-hour period.

### Sponsorship includes:

- Attendance for two company representatives
- 8x10 exhibit space on trade show floor
- 2023 OACFP Membership (value of \$695)
- Ability to "name" mission

## Speaker & Book \$6000

### Sponsorship includes:

- Opportunity for a representative to speak from podium (1 min max) and introduce speaker
- One (1) conference registration
- Opportunity to provide one piece of literature or promotional item of your choice to be placed on the chairs. This is a great way to get your message directly into the hands of attendees and increase your brand exposure.

## Speaker Sponsorship \$5000

### Sponsorship includes:

- Opportunity for a representative to speak from podium (1 min max) and introduce speaker
- One (1) conference registration
- Opportunity to provide one piece of literature or promotional item of your choice to be placed on the chairs. This is a great way to get your message directly into the hands of attendees and increase your brand exposure.

## Beach Networking Party \$4,000

### Sponsorship includes:

- One (1) conference registration

## Banquet Wine

Your logo on the table recognizing your company as the wine



## Re-useable water bottles \$3500

### Sponsorship includes:

- Attendees will be provided branded water bottles with your logo on them to use for the duration of the event.

## Shuttle Sponsor \$3,500

Attendees will be provided shuttle service from the conference site to their rooms.

- Signage on Golf Cart Shuttle
- One (1) conference registration
- Sponsor can drive the shuttle

## Conference App \$3,000

### Sponsorship includes:

- Continuous display of your logo on the Mobile App that will be used for attendees. It will be used for gamification, feedback and networking.

## Relaxation Station \$2,000

Provide attendees with the ultimate relaxation experience with our Relaxation Station Sponsorship. Attendees will have the opportunity to unwind and recharge through chair massages, all thanks to your sponsorship. With only one sponsorship available, seize this chance to make a lasting impression and show your commitment to the comfort and well-being of conference attendees.

## Customized Convention Lanyards \$2,000

### Sponsorship includes:

- Company name and logo distributed to all conference attendees



## Revitalize and Reconnect Sponsor: Embrace the Elements with Yoga on the Beach or a Serene Nature Hike

\$1,000 (2 available)

Sponsor our self-care sessions.

### This sponsorship includes:

- Sponsor our self-care sessions and welcome attendees.
- Ability to provide a branded item to those at the session

## Lunch \$1,000

Sponsor Lunch for 25 attendees



# 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 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

## Event\* Overview

Below are the 2023 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 2023 it will be at Deerhurst Resort from October 3-5, 2023. 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 2023.

### 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 gives you the choice to review best practices as it relates to front-line cemetery employees or in your role as a Funeral Director Assistant (FDA).

### 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 2023.

### Funeral Home Administration

This program provides attendees with information specific to the administration of Funeral Establishments. This includes compliance issues, daily operations and HR requirements.

#OACFP23

**Thank You**



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