

BUSINESS PARTNERSHIP PACKAGES

Our strength as an Association comes from the connections we build — with funeral homes, funeral directors, suppliers, affiliated associations, and policymakers — all working together to shape an industry that delivers the best outcomes for grieving families.

Becoming a Business Partner of the Funeral Directors Association positions your brand within a trusted professional network and provides direct access to the sector’s key events, communications, and opportunities.

BENEFITS	BUSINESS PARTNER	SUPPORTER BUSINESS PARTNER	MAJOR BUSINESS PARTNER	KEY COMMERCIAL BUSINESS PARTNER
COMMUNICATIONS				
Receive all member communications	✓	✓	✓	✓
Members-only website access	✓	✓	✓	✓
Complimentary Funeralcare magazines (3 per year)	✓	✓	✓	✓
NETWORKING & EVENTS				
Invitations to all Association events (Conference, AGM, District Training Days)	✓	✓	✓	✓
Eligibility to sponsor National events (NB: Major and Key Business Partners have first right of refusal)	✓	✓	✓	✓
Complimentary Conference Gala + AGM Dinner ticket/s	✗	1	2	3
Presentation speaking slot at Conference, AGM & District Training	✗	✗	✗	✓
Opportunity to co-create a custom sponsored event with the Association	✗	✗	✓	✓
ADVERTISING & PROMOTION				
Use of the Business Partner logo	✓	✓	✓	✓
Logo + website link on Association site	✓	✓	✓	✓
Facebook member page adverts	✗	✗	3	4
Directory advert in Funeralcare	✗	Small	Large	Large
Article in Funeralcare	✗	✗	1 issue	1 issue
Complimentary website advertising or equivalent	✗	✗	1 month	3 months
Two x full-page ads in each issue of Funeralcare magazine	✗	✗	✗	✓

**\*Please note:** All new Business Partners are introduced to our membership through our weekly member e-newsletter and are featured in a welcome article in *Funeralcare* magazine.

## INVESTMENT ENGAGEMENT ADD ONS

At an additional cost to broaden your exposure:

- Upgrade to next level of support
- Opportunity to co-create a custom sponsored event with the Association
- Website, Member Facebook or Member e-newsletter advertising or stories

## INVESTMENT (EX GST)

- **BUSINESS PARTNER** -- \$970
- **SUPPORTER BUSINESS PARTNER** -- \$2,150
- **MAJOR BUSINESS PARTNER** -- \$5,100
- **KEY COMMERCIAL BUSINESS PARTNER** – By negotiation

## HOW TO APPLY

To become a Business Partner, simply complete the application form and email it to [linda@funeraldirectors.co.nz](mailto:linda@funeraldirectors.co.nz)

If you'd like to discuss partnership options or have any questions, feel free to call Linda on 021 900 518.