



## SPONSORSHIP OPPORTUNITIES – NOW OPEN

We are thrilled to announce that the **2025 Conference** will be held from **February 10th to 12th in Nelson!**

Our theme is "**GOLD STANDARD**" reflecting our goal to celebrate excellence and reach new heights in achieving our Association standards

We recognise our partners in the funeral sector are critical to our members' success. We invite you to participate in this exciting event and learn and grow with us by taking up a sponsorship opportunity. Once again to ensure the best possible value to our sponsors, we are limiting our major sponsorships to 13 spaces. We urge you to act quickly if you would like to secure a sponsorship slot.

If you are interested in supporting this event, please complete the [2025 Nelson Conference sponsorship application form](#) by **Wednesday 31 July**.

Thank you for the support you have shown previously. We look forward to working with you on this next exciting event for our industry.

**Secure your sponsorship slot today and enhance your business connections within the industry  
DON'T MISS OUT - sponsorships will be assigned on a first-in-first-served basis.**

## EDUCATION SESSIONS

### **KEYNOTE SPEAKER**

Tuesday 11 February

#### **PIC PICOT – Owner and Founder of Pic's Peanut Butter**



In 2014, Bruce "Pic" Picot sold his millionth jar of peanut butter.

It started with him finding all peanut butters in his supermarket too sweet and laden with sugar. So, he dug out an old family recipe and started making his own - firstly just selling it to friends and family and at the local markets.

As demand grew, he bought an old concrete mixer and merged that to speed up production. Now through word of mouth, savvy marketing and a focus on taste and quality, Pic's sells millions of jars of peanut butter in NZ, Australia and throughout the world.

**\$1,000+gst SOLD**

- ✓ Recognition of sponsorship for the event – logo on all promotional material.
- ✓ **Speaking opportunity at the event** (*introduce & thank speaker*)
- ✓ Promotional material in Conference Bags
- ✓ **Trade Display table**

### **WORKSHOP: Personal Style – Tips, tricks, and rules for being suitably styled**

Wednesday 12 February

#### **CHRISTINE HOBBY – Style Coach, Style and Shine Ltd**



*A passionate Cantabrian at heart Chrisine has always had a flair and love for style and creativity. Now based in Nelson/Richmond Christine runs her business Style and Shine Ltd and loves helping people and showing them how to emphasize their own unique attribute and de-emphasizing others. Christine is an accredited Style Coach and is a member of the International Association of Style Coaches.*

#### **Abstract:**

A fun, informative and interactive Personal Style Workshop designed to help you enhance your professional and personal image. This workshop covers a wide range of topics to ensure you present yourself confidently and suitably in any situation. Discover what your clothes say about you from a perception perspective and learn the essentials of professionalism, including posture, confidence, eye contact, and personal grooming. Dive into the specifics of dressing for different body shapes, with tailored advice for both men and women. Explore the nuances of office attire, client visits, and service attire, with style ideas to help you make the best impression. Learn how to express your individuality within uniform guidelines, making it easier for others to relate to you.

**\$1,000+gst**

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- ✓ **Speaking opportunity at the event** (*introduce & thank speaker*)
- ✓ Promotional material in Conference Bags
- ✓ **Trade Display table**

<p><b>WORKSHOP: Advertising like a Pro – Presentation of latest trends in advertising, social media, and coming up with a plan</b>  <i>Wednesday 12 February</i></p> <p><b><u>Speaker TBC</u></b></p>	<p><b>\$1,000+gst</b></p> <ul style="list-style-type: none"> <li>✓ Recognition of sponsorship for the event – logo on all promotional material.</li> <li>✓ <b>Speaking opportunity at the event</b> (<i>introduce &amp; thank speaker</i>)</li> <li>✓ Promotional material in Conference Bags</li> <li>✓ <b>Trade Display table</b></li> </ul>
<p><b>EDUCATION SESSION: Complaint Resolutions: Effective Communication and Response Strategies</b>  <i>Tuesday 11 February</i></p> <p><b>FINANCIAL SERVICES COMPLAINTS LTD</b></p> <p><i>The Financial Services Complaints Ltd are an independent not-for-profit Ombudsman Dispute Resolution Service. They resolve complaints about financial service providers. They are free for consumers. They resolve complaints fairly and share lessons learnt.</i></p> <p><b>Abstract:</b>  Managing complaints with compassion and professionalism is crucial for maintaining a funeral home's reputation and trustworthiness. This session will equip you with the skills to handle complaints empathetically and uphold service excellence.</p> <p><b>Key topics include:</b></p> <ul style="list-style-type: none"> <li>• <b>Understanding complaints:</b> Recognize why people complain and how to identify a complaint.</li> <li>• <b>Risks of ignoring complaints:</b> Understand the dangers to your business of not addressing complaints.</li> <li>• <b>Effective response strategies:</b> Best practices for taking ownership and resolving complaints swiftly and empathetically.</li> <li>• <b>Crafting thoughtful responses:</b> Techniques for effective verbal and written communication, avoiding defensiveness.</li> <li>• <b>Dealing with challenging behaviour:</b> Managing difficult individuals professionally and empathetically.</li> <li>• <b>Case studies:</b> Real-life examples of successful complaint resolution and lessons learned.</li> </ul>	<p><b>\$1,000+gst SOLD</b></p> <ul style="list-style-type: none"> <li>✓ Recognition of sponsorship for the event – logo on all promotional material.</li> <li>✓ <b>Speaking opportunity at the event</b> (<i>introduce &amp; thank the speaker</i>)</li> <li>✓ Promotional material in Conference Bags</li> <li>✓ <b>Trade display table</b></li> </ul>

## **EDUCATION SESSION: TBC but will be a social media/marketing expert**

**\$1,000+gst SOLD**

- ✓ Recognition of sponsorship for the event – logo on all promotional material, programme, website, slideshow, company banner on display etc
- ✓ **Speaking opportunity at the event** (*introduce & thank the speaker*)
- ✓ Promotional material in Conference Bags
- ✓ **Trade display table**

## **SOCIAL EVENTS**

### **WELCOME DINNER: @ Pic's Peanut Butter World**

*Monday 10 February*



Pic's Peanut Butter World, the home of all things Pic's Peanut Butter! This extraordinary venue, an architecturally designed factory and spiritual homeland, has been a cherished tourist attraction since its grand opening in 2019.

A red-carpet entrance, complete with canapés and drinks will set the tone for the evening.

You will be taken on an exclusive tour of Pic's Peanut Butter factory and be captivated by a live cooking demonstration featuring delectable desserts from the Pic's Really Good Recipe Book,

showcasing creative ways to enjoy their peanut butter.

Indulge in a buffet-style dining experience, topped off with a dedicated Pics dessert table, offering a variety of treats to satisfy your sweet tooth.

A time to mix and mingle with industry peers.

The following morning, be inspired by Pic Picot himself as he shares his remarkable journey as our keynote speaker.

**\$2,000+gst SOLD**

- ✓ Recognition of sponsorship for the event – logo on all promotional material.
- ✓ **Speaking opportunity at the event**
- ✓ Promotional material in Conference Bags
- ✓ **Trade Display table**
- ✓ **2 x complimentary tickets to Welcome Dinner**

## **ACTIVITY DAY: Nelson Dash, Decipher & Discover**

*Tuesday 11 February*

Get ready to hit the streets of Nelson for an action-packed afternoon! You will be put into teams and will need to bring your A-game to tackle a series of fun and interactive challenges that will take you to some of Nelson's most iconic gems. Each task will test your wits and teamwork.

After an exhilarating afternoon of racing and exploring, all teams will converge at a secret location for the grand finale. Feel the excitement build as we announce the winners and present fabulous prizes.

Then, it's time to unwind and celebrate! Enjoy casual mingling, mouth-watering food inspired by Nelson's local flavours, a cold bevy, and lively entertainment.



## **AMAZING RACE SPONSOR - \$3,000+gst** **SOLD**

- ✓ Recognition of sponsorship for the event – logo on all promotional material.
- ✓ **Speaking opportunity at the event and present the prizes**
- ✓ Promotional material in Conference Bags
- ✓ **Trade Display table**
- ✓ **1 x complimentary full conference registration**  
*(includes all education sessions, social activities & dinners)*

## **DRINKS SPONSOR - \$1,500+gst** **SOLD**

- ✓ Recognition of sponsorship for the event – logo on all promotional material.
- ✓ **Speaking opportunity at the event**
- ✓ Promotional material in Conference Bags
- ✓ **Trade display table**
- ✓ **1 x complimentary Nelson Dash, Decipher & Discover event ticket**

## **DINNER SPONSOR - \$1,500+gst** **SOLD**

- ✓ Recognition of sponsorship for the event – logo on all promotional material.
- ✓ **Speaking opportunity at the event**
- ✓ Promotional material in Conference Bags

	<ul style="list-style-type: none"> <li>✓ Trade display table</li> <li>✓ 1 x complimentary Nelson Dash, Deciper &amp; Discover event ticket</li> </ul>
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**GOLDEN GALA DINNER SPONSOR SOLD**  
*Wednesday 12 February*



Join us for an unforgettable evening where everything glitters gold. Adorn yourself in your finest golden attire and prepare for a night of opulence and fun. Kick off the evening with sparkling bubble drinks on arrival, indulge in deluxe platters showcasing the best of Nelson's cuisine, and dance the night away with live music from The Underground band. Capture your golden memories at our glitzy photobooth. Don't miss this chance to be part of an exquisite celebration!

<p><b>GALA DINNER/DRINKS &amp; ENTERTAINMENT - \$5,000+gst <u>SOLD</u></b></p> <ul style="list-style-type: none"> <li>✓ Includes sponsor of drinks, dinner, and entertainment (The Underground Band)</li> <li>✓ Recognition of sponsorship for the event – logo on all promotional material.</li> <li>✓ <b>Speaking opportunity at the event</b></li> <li>✓ Promotional material in Conference Bags</li> <li>✓ <b>Trade Display table</b></li> <li>✓ <b>2 x complimentary <u>full conference registration</u></b>  <i>(includes all education sessions, social activities &amp; dinners</i></li> </ul>
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**OTHER OPPORTUNITIES**

**PHOTOBOOTH - \$1,000+gst SOLD**  
 Photobooth at Golden Gala Dinner - company logo printed on the photobooth photos.

- ✓ Recognition of sponsorship for the event – logo on all promotional material.
- ✓ **Company logo printed on the photos**
- ✓ Promotional material in delegate bags
- ✓ **Trade Display table**

**CONFERENCE CATERING X 4 - \$1,000+gst SOLD**  
 Includes Tuesday 11 February morning tea/lunch and Wednesday 12 February morning tea/lunch.

- ✓ Recognition of sponsorship for the event – logo on all promotional material.

- ✓ **Thanked and mentioned 4 times throughout the programme and at the event**
- ✓ Promotional material in delegate bags
- ✓ **Trade Display table**

### **LANYARDS - \$1,000+gst SOLD**

Company logo printed on the lanyards.

- ✓ Recognition of sponsorship for the event – logo on all promotional material.
- ✓ **Company name printed on the lanyards**
- ✓ Promotional material in delegate bags
- ✓ **Trade Display table**

### **DELEGATE BAGS - \$2,000+gst SOLD**

Sponsor of the delegate bags, company logo on a gold themed bag.

- ✓ Recognition of sponsorship for the event – logo on all promotional material.
- ✓ **Company name on delegate bags**
- ✓ Promotional material in delegate bags
- ✓ **Trade Display table**

### **CONFERENCE SUPPORTER - \$500+gst**

- ✓ Recognition of sponsorship for the event – logo on all promotional material, programme, website, slideshow, company banner on display etc
- ✓ Promotional material in Conference Bags
- ✓ NB: This sponsorship **does not** have a trade display table

## **TRADE DISPLAYS**

One trestle table with a black tablecloth and 2 chairs are provided for each trade display space.

### **Support the Supporter Competition**

We will be running the Support the Supporter Competition again this year, this encourages delegates to visit and chat to all trade/sponsors. Each delegate will receive a trade competition card and will need to visit you to get a sticker. Once the card is full, they then go in the draw to WIN 1 x complimentary full registration to the 2026 conference. The winner will be announced at the Golden Gala Dinner.

## Trade Table Schedule

*NB: Times are subject to change.*

<b>Monday 10 February</b>	
From 12:00pm – 5:00pm	Trade set up
<b>Tuesday 11 February</b>	
8:00am – 8:30am	Tea/Coffee on arrival – Trade Displays open
10:00am – 10:30am	Morning Tea – Trade Displays open
12:30pm – 1:30pm	Lunch – Trade Displays open
<b>Wednesday 12 February</b>	
8:00am – 8:30am	Tea/Coffee on arrival – Trade Displays open
10:00am – 10:30am	Morning Tea – Trade Displays open
12:30pm – 1:30pm	Lunch – Trade Displays open
3:30pm	Trade Displays pack down after last education session