

Supporting Excellence in Funeral Service

Funeral Directors ASSOCIATION OF NZ

BUSINESS PARTNERSHIP PROGRAMME

Connect with New Zealand's leading funeral professionals through an Association committed to professional standards, education, advocacy, and excellence in care.

The Funeral Directors Association of New Zealand represents funeral firms that are committed to upholding the highest standards of professionalism, ethics, education, and care for the families they serve.

Our Business Partners play an important role in supporting these standards while building meaningful relationships across the funeral sector. Through partnership with the Funeral Directors Association, your organisation gains access to a trusted network of funeral professionals, industry events, communications, professional development resources, and opportunities to showcase your products and services to businesses committed to excellence.

Whether your goal is to increase brand awareness, strengthen industry connections, support staff development through our Funeral Learning Hub, or demonstrate your commitment to the funeral profession, a Business Partnership provides year-round opportunities to engage with New Zealand's leading funeral professionals.

WHY PARTNER WITH US |

- ✓ Connect with funeral professionals across New Zealand
- ✓ Build credibility through association with the industry's leading professional body
- ✓ Access exclusive member communications and resources
- ✓ Develop your team through the Funeral Learning Hub
- ✓ Promote your products and services through trusted industry channels
- ✓ Network at national and regional events
- ✓ Position your organisation as a supporter of professional standards in funeral service

INCLUDED WITH EVERY BUSINESS PARTNERSHIP |

Give your entire team access to the **Funeral Learning Hub**, featuring more than 90 online professional development courses covering leadership, customer service, workplace safety, communication, emotional intelligence, mental wellbeing, coaching, change management and much more. Suitable for business owners, managers, frontline staff and support teams.



INDUSTRY REACH |

Partner with the businesses and professionals shaping funeral service in New Zealand:

- 112 member firms
- 192 funeral home locations nationwide
- Approximately 750 staff across member firms
- 218 qualified funeral directors
- 145 qualified embalmers
- 52 dual-qualified funeral directors & embalmers

Collectively, our member firms care for approximately 70% of all registered deaths in New Zealand, making the Association the largest and most influential network of funeral professionals in the country.

| BUSINESS PARTNER PACKAGE

INCLUDED WITH EVERY BUSINESS PARTNERSHIP LEVEL:

- **Funeral Learning Hub access**
Professional development for your entire team through more than 90 online courses.
- **Industry updates**
Stay informed with industry updates and member communications
- **Funeralcare magazine**
3 issue per year
- **Online listing**
Enhance visibility through online Business Partner listings
- **Access to resources**
Access exclusive industry resources and benefits
- **Access to events**
Connect with members through national and regional events
- **Business Partner logo**
Promote your partnership with the Association using the official Business Partner logo
- **New Business Partner introduction**
All new Business Partners receive a welcome introduction to our membership through our weekly member e-newsletter and a dedicated feature in Funeralcare magazine.

ADDITIONAL BENEFITS BY PARTNERSHIP LEVEL	BUSINESS	SUPPORTER	MAJOR	KEY COMMERCIAL
Access to sponsorship opportunities	CASE BY CASE	AVAILABLE	PRIORTIY	FIRST CHOICE
Complimentary Conference Awards Dinner ticket/s	-	1	2	3
Complimentary Conference Gala Dinner ticket/s	-	1	2	3
Dedicated promotional posts to funeral professionals via the Association's Members Facebook Group	-	1	3	4
Directory advert in Funeralcare	-	Small	Large	Large
Share your expertise through Funeralcare editorial content	-	1 issue	2 issues	3 issues
Conference & AGM featured presentation opportunity	-	-	-	✓
Two premium full-page advertisements in every issue of Funeralcare magazine, with priority placement.	-	-	-	✓
Strategic annual planning meeting with the Association	-	-	-	✓
Year-round branding opportunities	-	-	-	✓

BECOME A BUSINESS PARTNER |

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 **online application form**. If you would like to discuss the partnership level best suited to your organisation contact:

Linda Hartstonge | Events & Marketing Manager | 021 900 518 |