



SPONSORSHIP OPPORTUNITIES – NOW OPEN

We're excited to announce our **2026 Conference** will take place from **24 - 26 February in Auckland**.

This year's theme — ***The Future is Now: Preparing Today for Tomorrow's Goodbye*** — invites us to embrace innovation, diversity, and change, empowering funeral professionals to lead the industry confidently into the future.

As custodians of meaningful farewells, we have a unique opportunity to shape what's next by integrating new tools like AI, celebrating Aotearoa's rich cultures, and reimagining our services to stay relevant, compassionate, and successful.

This conference will inspire bold thinking and strategic action.

To find out more about the speakers, events and to view the full programme visit: <https://funeraldirectors.co.nz/news-and-events/2026-auckland-conference>

SECURE YOUR SPONSORSHIP TODAY

Secure your sponsorship today and strengthen your business connections — don't miss out!

We value our partners as vital contributors to our members' success, and we warmly invite you to join us by securing a sponsorship. To maximise value, major sponsorships are limited to just 14 slots — so act quickly to secure your place.

If you're interested in supporting this milestone event, please complete the [2026 Auckland Conference sponsorship application](#) by **Friday, 22 August**.

Thank you for your ongoing support. We look forward to collaborating with you for this exciting industry event.

Sponsorships are allocated on a first-come, first-served basis.

GALA DINNER	
<p>BOLLYWOOD GALA DINNER – THEMED EVENT SPONSOR</p> <p>\$5000 +GST SOLD</p> <p>Bring the energy, colour, and charisma. As the exclusive sponsor of the Bollywood Gala Dinner, your brand will be woven into a vibrant evening of food, flair, and fun—featuring dance, dazzling outfits, and festive celebration.</p>	<p>Benefits include:</p> <ul style="list-style-type: none">• Event naming rights featured in all promos, signage, programme and on the night• Promotional material in Conference bags• Opportunity to co-host a light-hearted Dance-Off and Best Dressed in Bollywood competition – including prize presentations and a spotlight moment with the MC• Exclusive naming rights for key elements of the night, including:<ul style="list-style-type: none">– Four signature Indian dishes (e.g. <i>Lucentt Butter Glow</i>, <i>Lucentt Royal Korma</i>)– Welcome drink (e.g. <i>Lucentt Sparkle</i>)• Premium trade table throughout the conference• Logo on event signage, menu cards, welcome screens, and in the conference programme

- Social media mentions before and after the event
- **Two complimentary full conference registrations**, including education and social events

WELCOME FUNCTION

ROOFTOP CONNECTIONS SPONSOR

\$4000 + GST

Make a memorable first impression. As the exclusive sponsor of opening night, your brand will be front and centre of the connection, conversation, and celebration that sets the tone for the entire conference—complete with a surprise pop-in performance to keep guests on their toes.

Benefits include:

- Event naming rights featured in all promos, signage, programme and on the day
- Inclusion of your **promotional material/item** in delegate conference bags
- Opportunity to co-create with the Association a **Custom activation opportunity** (*For example, Distribute branded conversation cards with fun prompts to spark mingling. Some include “golden tickets” for spot prizes handed out by surprise performers. Doubles as a keepsake with your logo on the back. Or/and as the entertainment starts your brand is introduced with fanfare: “Proudly brought to you by....”*)
- **2-minute welcome toast** or introduction from a representative
- **Premium trade table throughout the conference**
- Logo on event signage, welcome screens, and in the conference programme
- Social media mentions before and after the event
- One **complimentary full conference registration**, including education and social events

FORENSICS, FAIRWAYS, AND FUN **SOLD**

Three distinct sponsorship opportunities available — or secure all three for an exclusive package price of \$5,000. If you take all three there is the bonus opportunity to co-create with the Association a Custom activation.

<p>FORENSIC CRIME SCENE – WHO DUNNIT SPONSOR \$2000+GST SOLD</p> <p>Lead the mystery challenge with exclusive naming rights and prime brand exposure. Your logo will feature on all materials and clue stations, putting your brand front and centre as teams solve the case.</p>	<p>Benefits include:</p> <ul style="list-style-type: none"> • Event naming rights featured in all promos, signage, programme and on the day • Inclusion of your promotional material/item in delegate conference bags • Premium trade table throughout the conference • Logo on event signage, welcome screens, and in the conference programme • Social media mentions before and after the event • Complimentary ticket to the Forensics, Fairways & Fun event only
<p>VELOCITY RANGE GOLF EXPERIENCE & DRINKS \$2000 + GST SOLD</p> <p>Take the lead on the tech-driven golfing fun! Sponsor the Velocity Range activity where players of all skill levels tee off with cutting-edge golf simulators. Your brand will headline the “Longest Drive” and “Most Accurate Shot” contests with branded prizes and interactive activations, creating a high-energy connection with attendees in a relaxed, social environment.</p>	<p>Benefits include:</p> <ul style="list-style-type: none"> • Event naming rights featured in all promos, signage, programme and on the day • Inclusion of your promotional material/item in delegate conference bags • Premium trade table throughout the conference • Logo on event signage, welcome screens, and in the conference programme • Social media mentions before and after the event • Complimentary ticket to the Forensics, Fairways & Fun event only
<p>19TH HOLE DRINKS & DINNER \$2000 +GST SOLD</p> <p>Be the name behind the evening unwind. As the exclusive sponsor of the dinner at the 19th hole - Remuera Golf Club’s clubrooms, your brand will be front and centre as guests relax, connect, and reflect on the day overlooking tranquil woodland views.</p>	<p>Benefits include:</p> <ul style="list-style-type: none"> • Event naming rights featured in all promos, signage, programme and on the day • Inclusion of your promotional material/item in delegate conference bags • Premium trade table throughout the conference

	<ul style="list-style-type: none"> • Logo on event signage, welcome screens, and in the conference programme • Social media mentions before and after the event • Complimentary ticket to the Forensics, Fairways & Fun event only
EDUCATION SESSIONS	
<p>KEYNOTE SPEAKER 1 Sara-Jane Elika \$2000 + GST Strategic business leader, governance expert, and Executive Director of ECG, known for delivering transformational impact across Aotearoa and the Pacific</p>	<p>Benefits include:</p> <ul style="list-style-type: none"> • Naming rights for the keynote session – featured in all promotional materials, event signage, and on-screen during the conference • Opportunity to introduce and thank the speaker at the event • Exclusive 30-minute one-on-one meeting with Sara-Jane Elika • Inclusion of your promotional material/item in delegate conference bags • Social media mentions before and after the event • Complimentary trade display table at the event
<p>KEYNOTE SPEAKER 2 Dr Lucy Hone \$2000 + GST Grief researcher, best-selling author and TED speaker</p> <p><i>What Support Do Grievers Need Most? Findings from Modern Science</i> <i>In this powerful and highly engaging session, Lucy shares insights from her research and conversations with people actively seeking better ways to support themselves and others after loss. Expect myth-busting, evidence-based truths about grief, and fresh, constructive ideas that every funeral director should know. Drawing from her work across communities, health systems and corporate settings, Lucy will challenge assumptions, inspire</i></p>	<p>Benefits include:</p> <ul style="list-style-type: none"> • Naming rights for the keynote session – featured in all promotional materials, event signage, and on-screen during the conference • Opportunity to introduce and thank the speaker at the event • Exclusive 30-minute one-on-one meeting with Dr Lucy Hone • Inclusion of your promotional material in delegate conference bags • Social media mentions before and after the event • Complimentary trade display table at the event

<p>reflection, and leave you with practical tools you can use straight away.</p>	
<p>UK SPEAKER John Adams \$2000 + GST NAFD UK Past President, podcast host, bereavement education campaigner, author, industry advisor.</p> <p><i>The Silence is Over</i> <i>A bold voice for sector reform, as he shares insights into how the funeral industry and society are evolving—through a UK lens.</i></p>	<p>Benefits include:</p> <ul style="list-style-type: none"> • Naming rights for the keynote session – featured in all promotional materials, event signage, and on-screen during the conference • Opportunity to introduce and thank the speaker at the event • Exclusive 30-minute one-on-one meeting with John Adams • Inclusion of your promotional material in delegate conference bags • Social media mentions before and after the event • Complimentary trade display table at the event
<p>AI EDUCATION SESSION Bruce Ross \$1000 + GST AI-Enabled Leadership Coach</p> <p><i>Futureproofing your funeral business with AI</i> <i>AI isn't the future—it's here now. In this practical, non-technical session, Bruce Ross demystifies AI and shows how it can support leadership, streamline tasks, and add real value to funeral businesses.</i></p> <p>You'll learn:</p> <ul style="list-style-type: none"> • <i>What AI is—and isn't</i> • <i>Real examples for funeral operations (e.g., obituaries, admin, marketing)</i> • <i>Easy-to-use tools (no tech skills needed)</i> • <i>How to safely explore and implement AI</i> • <i>Key ethical considerations and safeguards</i> <p><i>Walk away with clarity, confidence, and actionable steps to get started—or go further—with AI.</i></p>	<p>Benefits include:</p> <ul style="list-style-type: none"> • Naming rights for the education session – featured in all promotional materials, event signage, and on-screen during the conference • Opportunity to introduce and thank the speaker at the event • Inclusion of your promotional material in delegate conference bags • Social media mentions before and after the event • Complimentary trade display table at the event

<p>BUSINESS EDUCATION SESSION Bruce Sheppherd \$1000 + GST</p> <p>Bruce Sheppard is a seasoned business advisor and co-founder of Gilligan Sheppard, known for his straight-talking, results-driven approach to helping businesses grow, plan for succession, and navigate complex financial decisions with commercial honesty.</p> <p><i>Optimising the end-of-life business: A strategic conversation from the outside in</i> <i>This session challenges funeral leaders to think beyond daily operations and take a fresh, strategic look at their business. From pricing and payment practices to outsourcing, resourcing, and succession planning, we'll explore practical ways to strengthen financial sustainability and make the most of existing capacity. Honest, insightful, and solution-focused—this session is about knowing your value, planning for the future, and making smart business decisions today.</i></p>	<p>Benefits include:</p> <ul style="list-style-type: none"> • Naming rights for the education session – featured in all promotional materials, event signage, and on-screen during the conference • Opportunity to introduce and thank the speaker at the event • Inclusion of your promotional material in delegate conference bag • Social media mentions before and after the event • Complimentary trade display table at the event
<p>OTHER OPPORTUNITIES</p>	
<p>PHOTOBOOTH \$1000+GST</p> <p>Photobooth at Bollywood Gala Dinner</p>	<p>Benefits include:</p> <ul style="list-style-type: none"> • Featured in all promotional materials • Company logo printed on the photos • Inclusion of your promotional material in delegate conference bags • Social media mentions before and after the event • Complimentary trade display table at the event
<p>CONFERENCE CATERING X 4</p>	<p>Benefits include:</p>

<p>\$1000 + GST</p> <p>Includes Wednesday 25 February morning tea/lunch and Thursday 26 February morning tea/lunch</p>	<ul style="list-style-type: none"> • Featured in all promotional materials • Verbal recognition: Your support acknowledged at four key moments during the programme and live at the event. • Inclusion of your promotional material in delegate conference bags • Social media mentions before and after the event • Complimentary trade display table at the event
<p>LANYARDS</p> <p>\$1500 + GST</p> <p>Company logo printed on lanyards</p>	<p>Benefits include:</p> <ul style="list-style-type: none"> • Featured in all promotional materials • Company logo printed on lanyards • Inclusion of your promotional material in delegate conference bags • Social media mentions before and after the event • Complimentary trade display table at the event
<p>DELEGATE BAGS</p> <p>\$2000 + GST</p> <p>Sponsor of the themed delegate bag</p>	<p>Benefits include:</p> <ul style="list-style-type: none"> • Featured in all promotional materials • Brand visibility: Your logo tied onto every themed delegate bag -seen, handled, and taken home by all attendees. • Inclusion of your promotional material in delegate conference bags • Social media mentions before and after the event • Complimentary trade display table at the event
<p>CONFERENCE SUPPORTER</p> <p>\$500 + GST</p> <p>NB: This sponsorship <u>does not</u> have a trade display table</p>	<p>Benefits include:</p> <ul style="list-style-type: none"> • Featured in all promotional materials • Inclusion of your promotional material in delegate conference bags • Social media mentions before and after the event

