



We invite you to be part of one of the most anticipated events on the funeral profession calendar.

From **23–25 February 2027**, funeral professionals, suppliers, and industry leaders from across New Zealand and beyond will gather in Dunedin for the Funeral Directors Association Conference. Under the theme **Top of the Class: Building Stronger Funeral Businesses**, delegates will come together to learn, connect, be inspired, and explore new opportunities shaping the future of funeral service.

For those who have attended before, you'll know this is more than a conference—it's an opportunity to strengthen relationships, showcase innovation, and engage directly with decision-makers from across the profession. For those joining us for the first time, there is no better place to connect with New Zealand's funeral community.

Our sponsorship programme has been carefully designed to deliver more than brand exposure—it provides meaningful access to the people who matter most. With a strong culture of networking and connection, sponsors enjoy multiple opportunities to engage with delegates throughout the conference, from dedicated trade exhibition and catering breaks to social events, excursions, and evening functions. These informal settings often provide the most valuable conversations, allowing suppliers to build relationships, strengthen partnerships, and connect directly with funeral professionals from across New Zealand in a way that simply isn't possible through traditional marketing channels.

BUSINESS PARTNER PRIORITY ACCESS

With only **13 trade exhibition spaces available**, demand is expected to be high. Sponsorships will be **allocated on a first-come, first-served basis**. Priority access will be offered to Business Partners first, with any remaining opportunities then released for general sale. **Please note:** Completing the sponsorship application form is an expression of interest and does not guarantee allocation of your preferred sponsorship. Sponsorships are confirmed by the Association following receipt of your application and are subject to availability. If your preferred opportunity has already been allocated, we'll contact you promptly to discuss alternative sponsorship options that best suit your objectives.

TRADE EXHIBITION & DELEGATE ACCESS

All sponsorship packages that include a trade exhibition space receive a trestle table and chair. Sponsors are welcome to display pull-up banners beside or behind their table.

If you plan to bring larger display items, such as a casket or other exhibition equipment requiring additional space, please let us know when booking so we can accommodate your requirements where possible.

Trade exhibitors are welcome to attend all conference educational sessions as part of their participation. Attendance at premium social events, including the Welcome Function, Dunedin Unlocked Excursion, and Society Gala Dinner, is not included unless specified within your sponsorship package. Additional tickets for these events may be purchased separately.

Sponsors receiving one or more complimentary full conference registrations as part of their sponsorship package will receive access to all conference educational sessions and social functions included within the full registration.

Explore the sponsorship opportunities below and find the opportunity that best aligns with your organisation's objectives:

PREMIUM EVENTS

FIRST CLASS ARRIVAL | WELCOME FUNCTION

| \$4000 + GST

Make a memorable first impression as the sponsor of the conference welcome event at **Toitū Otago Settlers Museum**.

As delegates gather amongst the museum's unique transport collection to enjoy drinks, canapés, and networking, your brand will be associated with the start of their conference journey. This sponsorship provides valuable exposure and the opportunity to welcome attendees in a relaxed and engaging setting.

SPONSORSHIP INCLUDES |

- **Exclusive naming rights** to the **First Class Arrival**, with prominent recognition across conference marketing, communications, and event branding.
- **Exclusive branding** of the **Arrival Boarding Passport** (trade engagement card), providing ongoing visibility and delegate engagement throughout the conference.
- Opportunity to address delegates with a **5-minute welcome presentation**.
- Inclusion of a **promotional item** in delegate conference bags.
- **Premium trade exhibition space**.
- **Dedicated social media recognition** before, during, and after the conference.
- **One complimentary full conference registration**, including all educational sessions and social functions.
- **Dedicated sponsor feature** in one conference e-newsletter.

CLASS EXCURSION | DUNEDIN UNLOCKED

| \$4000 + GST

This is a mystery walking tour that takes delegates beyond the conference venue to uncover hidden stories, fascinating heritage, and unexpected discoveries throughout the city. Designed to spark conversation, connection, and curiosity, this experience culminates in an evening of authentic Italian hospitality at Etrusco at the Savoy.

As sponsor, you'll receive exclusive insider access to the tour itinerary and locations ahead of the event, creating opportunities to strategically engage with delegates throughout their journey. Whether through a bespoke activation, branded experience, surprise delegate touchpoint, or themed giveaway, we'll work with you to create a memorable and authentic presence aligned with the spirit of discovery and adventure.

SPONSORSHIP INCLUDES |

- **Exclusive naming rights** to **Dunedin Unlocked**, with prominent recognition across conference marketing, communications, and event branding.
- Opportunity to **create a bespoke delegate activation** aligned with the experience.
- Opportunity to **address delegates and present prizes** during the event.
- Inclusion of a **promotional item** in delegate conference bags.
- **Premium trade exhibition table**
- **One complimentary full conference registration**, including all educational sessions and social functions.
- **Dedicated sponsor feature** in one conference e-newsletter.

TOP OF THE CLASS | SOCIETY GALA DINNER

| \$6000 + GST

Take centre stage as the exclusive sponsor of the conference's premier social event.

Set against the breathtaking backdrop of New Zealand's iconic Larnach Castle, the **Top of the Class Society Gala Dinner** is an evening of elegance, celebration, and connection. Inspired by the glamour and romance of Bridgerton, delegates will gather for pre-dinner drinks on the castle lawn before enjoying a memorable evening of fine

SPONSORSHIP INCLUDES |

- **Exclusive naming rights** to the **Society Gala Dinner**, with prominent recognition across conference marketing, communications, and event branding.
- Opportunity to collaborate with the Association to **create a bespoke Bridgerton-themed gala dinner activation**.
- Opportunity to **address delegates during the evening**.

dining, entertainment, and celebration.

As sponsor, your brand will be associated with the conference's most anticipated social occasion, enjoying premium visibility throughout the evening and the opportunity to create memorable touchpoints that enhance the delegate experience. Working alongside the Association, you can develop a bespoke activation that complements the grandeur of the venue and the spirit of the event.

- **Recognition by the MC** throughout the event.
- Inclusion of a **promotional item** in delegate conference bags.
- **Premium trade exhibition space.**
- **Dedicated social media recognition** before, during, and after the conference.
- **Two complimentary full conference registrations**, including all educational sessions and social functions.
- **Dedicated sponsor feature** in one conference e-newsletter.

PREMIUM KEYNOTE SPEAKERS

KEYNOTE SPEAKERS | \$2500 +GST each

Align your brand with one of the conference's most inspiring and forward-thinking keynote presentations.

1. SIR IAN TAYLOR

INNOVATION CLASS | BUGGER THE BOXING, POUR THE CONCRETE ANYWAY

9:00am | Wednesday 24 February 2027

As sponsor, your organisation will be associated with innovation, leadership, and the courage to challenge conventional thinking.

2. PROFESSOR PAUL SPOONLEY

INNOVATION CLASS | OUR CHANGING COMMUNITIES - HOW DEMOGRAPHIC CHANGE IS RESHAPING NEW ZEALAND

8:35am | Thursday 26 February 2027

As sponsor, your organisation will be associated with a respected thought leader and a discussion that challenges delegates to think strategically about the evolving needs of the communities they serve.

Explore the conference education programme and learn more about each speaker and session at:

<https://funeraldirectors.co.nz/news-and-events/2027-conference/education-sessions>

SPONSORSHIP INCLUDES |

- **Naming rights** for this **premier keynote speaker**, with prominent recognition across conference marketing, communications, and event branding.
- Opportunity to **introduce and thank the speaker** at the event.
- Exclusive opportunity for a **one-on-one discussion with the keynote speaker** following their presentation.
- Inclusion of a **promotional item** in delegate conference bags.
- **Complimentary trade exhibition space.**
- **Dedicated social media recognition** before, during and after the conference.
- **Dedicated sponsor feature** in one conference e-newsletter.

FEATURED SPEAKER

LAUREN PARSONS | \$2000 + GST

LEADERSHIP CLASS | LEADING SO PEOPLE THRIVE

11:05am | Thursday 25 February 2027

As sponsor, your organisation will be associated with leadership excellence, workplace wellbeing, and the long-term sustainability of the funeral profession.

More info here: <https://funeraldirectors.co.nz/news-and-events/2027-conference/education-sessions>

SPONSORSHIP INCLUDES |

- **Naming rights** – for this featured speaker, with prominent recognition across conference marketing, communications, and event branding.
- Opportunity to **introduce and thank the speaker** at the event.
- Inclusion of a **promotional item** in delegate conference bags.
- **Complimentary trade exhibition space.**
- **Dedicated social media recognition** before, during, and after the conference.

	• Extended brand exposure through a complimentary 1-hour follow-up webinar delivered by Lauren Parsons, supporting delegate implementation, accountability, and ongoing impact following the conference.
CONFERENCE SPEAKERS	
CONFERENCE SPEAKERS \$1500 + GST each Select one of the below speakers: 1. GEORGIA VAN ZOELLEN BUSINESS CLASS HOW FAMILIES FIND YOU NOW – A PRACTICAL MARKETING PLAN FOR FUNERAL HOMES IN THE AI ERA 11:30am Wednesday 24 February 2027 As sponsor, your organisation will be associated with innovation, business growth, and helping funeral professionals navigate the changing digital landscape. 2. MICHAEL ALEXANDER BUSINESS CLASS NUMBERS THAT MATTER 1:35pm Thursday 25 February 2027 As sponsor, your organisation will be associated with business excellence, financial confidence, and helping funeral professionals make informed decisions that strengthen their businesses. 3. STEPHEN DILL COMMUNITY CLASS ADAPTING FUNERAL SERVICE FOR A CHANGING NEW ZEALAND 9:35am Thursday 25 February 2027 As sponsor, your organisation will be associated with leadership, innovation, and preparing funeral professionals to respond confidently to the changing needs of New Zealand's diverse communities. Explore the conference education programme and learn more about each speaker and session at: https://funeraldirectors.co.nz/news-and-events/2027-conference/education-sessions	SPONSORSHIP INCLUDES • Naming rights for this conference speaker, with recognition across conference marketing, communications, and event branding. • Opportunity to introduce and thank the speaker at the event. • Inclusion of a promotional item in delegate conference bags. • Complimentary trade exhibition space. • Social media recognition before and after the conference.
OTHER OPPORTUNITIES	
CONFERENCE CATERING \$2000 + GST As the Conference Catering Sponsor, your organisation will be recognised across all delegate catering breaks, including morning tea and lunch on both conference days. These popular networking moments provide repeated opportunities for delegates to connect, recharge, and engage with your brand throughout the event. This sponsorship offers high visibility in a relaxed and social setting, ensuring your organisation is associated with the	SPONSORSHIP INCLUDES • Naming rights for conference catering, with recognition across conference marketing, communications, and event branding. • Sponsor recognition throughout all four conference catering breaks, with verbal acknowledgements and presentation slide visibility at key points throughout the programme.

hospitality and experience that helps keep the conference running at its best.	• Inclusion of a promotional item in delegate conference bags. • Complimentary trade exhibition space. • Social media recognition before and after the conference.
LANYARDS \$1500+ GST Put your brand around every delegate's neck throughout the conference. As the exclusive Lanyard Sponsor, your company logo will be prominently printed on the official conference lanyards worn by delegates, speakers, exhibitors, and organisers. This highly visible sponsorship provides ongoing brand exposure across all conference sessions, networking events, social functions, and delegate interactions.	SPONSORSHIP INCLUDES • Naming rights for the official conference lanyards, with recognition across conference marketing, communications, and event branding. • Company logo prominently featured on the official conference lanyards worn by delegates, speakers, exhibitors, and organisers throughout the event. • Inclusion of a promotional item in delegate conference bags. • Complimentary trade exhibition space. • Social media recognition before and after the conference.
DELEGATE BAGS \$2500 + GST Make a memorable first impression as the sponsor of the official conference welcome pack. The Funeral Directors Association Conference has built a reputation for delivering some of the most anticipated and talked-about conference bags in the industry, with delegates looking forward to discovering what awaits them each year. Presented to every attendee upon arrival, the welcome pack creates an immediate connection between your brand and every delegate at the very start of their conference experience. Featuring sponsor recognition and a curated selection of treats, gifts, and conference materials, the welcome pack provides a unique opportunity to showcase your brand in a personal and memorable way. Whether it's a locally sourced product, branded gift, or special surprise, you'll be part of creating a warm welcome that delegates will appreciate long after the conference concludes.	SPONSORSHIP INCLUDES • Naming rights for the delegate bags, with recognition across conference marketing, communications, and event branding. • Company logo featured on every delegate welcome pack. • Recognition on selected delegate bag gifts and treats, creating a memorable and personal connection with every delegate. • Inclusion of a promotional item in delegate conference bags. • Complimentary trade exhibition space. • Social media recognition before and after the conference.
OFFICIAL PHOTOGRAPHY \$1500 + GST Capture the magic of the conference's most elegant evening. As the Official Photography Sponsor of the Top of the Class Society Gala Dinner, your organisation will be associated with the memorable moments, celebrations, and connections that define this prestigious event. From arrival on the grounds of Larnach Castle to the final festivities of the evening, the photographs captured will become a lasting record of the conference experience.	SPONSORSHIP INCLUDES • Naming rights for the official conference photography, with recognition across conference marketing, communications, and event branding. • Logo recognition on the online conference photo gallery and post-event photo communications, extending your brand visibility beyond the conference.

This sponsorship provides ongoing brand exposure through event photography shared with delegates, featured in post-conference communications, social media, publications, and future conference promotions.	• Inclusion of a promotional item in delegate conference bags. • Complimentary trade exhibition space. • Social media recognition when conference photographs are shared.
CONFERENCE SUPPORTER (NB: Does <u>not</u> include a trade display table)	
CONFERENCE SUPPORTER \$550 + GST Maintain a strong presence at the Funeral Directors Association Conference and demonstrate your support for the profession. The Supporting Sponsor package is ideal for organisations that wish to be involved in the conference but do not require a trade exhibition space. It provides valuable brand exposure and the opportunity to connect with delegates through conference communications and welcome pack inclusions, ensuring your organisation remains visible throughout the event.	SPONSORSHIP INCLUDES • Recognition as a Conference Supporter across conference marketing, communications, and event materials. • Inclusion of a promotional item in delegate conference bags. • Social media recognition before and after the conference.

LOOKING FOR SOMETHING DIFFERENT?

While we've created a range of sponsorship opportunities to suit different budgets and objectives, we recognise that every organisation is unique. If you'd like to discuss a bespoke sponsorship or activation opportunity, we'd be delighted to work with you to create a package that meets your goals.

READY TO JOIN US

We look forward to partnering with you at the **2027 Funeral Directors Association Conference** and helping you connect with funeral professionals from across New Zealand.

To register your interest, please complete the online sponsorship application form:

<https://form.jotform.com/252037955801963>

Sponsorship opportunities are allocated subject to availability. Once we receive your application, we'll confirm your sponsorship allocation. If your preferred opportunity is no longer available, we'll contact you to discuss the next best option for your organisation.

If you would like to discuss a sponsorship opportunity, explore a customised package, or have any questions, please contact:

Linda Hartstonge

Events & Marketing Manager

 linda@funeraldirectors.co.nz

 021 900 518

We encourage you to submit your sponsorship application early. Opportunities are limited and are allocated in the order applications are received, subject to confirmation by the Association.