

MAXIMIZE YOUR BRAND'S REACH

GENERAL RECOGNITION OPPORTUNITIES INCLUDE:

- Recognition in the January 2019 Annual Convention & Exposition preview issue of *ICCFA Magazine** (mailed out to 8,500+ people!)
- Acknowledgement in the March/April on-site Convention issue of *ICCFA Magazine*
- Recognition in the on-site program
- Company name on signage
- Company listed in staging screens
- Company name announced from the podium during general session
- Brochure and flyer displays, where your marketing message is available to attendees even after the Expo Hall closes
- Points accrued toward your future booth assignments
- And more!

*if received by November 27, 2018



NEW THIS YEAR

TUESDAY WELCOME RECEPTION AT THE NASCAR HALL OF FAME FROM 6:30-9:30 PM

NASCAR SIMULATOR

NASCAR PIT CREW
CHALLENGE

NASCAR SOUVENIR PICTURE

NASCAR MOONSHINE
TASTING

NASCAR RECEPTION BAR

NASCAR RECEPTION FOOD

NASCAR CRUISE CART
TRANSPORTATION

SPONSORSHIP

NASCAR SIMULATOR

Sponsor guests' needs for speed in the NASCAR race car simulator.

Exclusive: \$2,500

NASCAR PIT CREW CHALLENGE

Guests test their skills as a Jackman, tire changer or fuel manager at the interactive NASCAR pit crew station.

Exclusive: \$2,000

NASCAR SOUVENIR PICTURE

As a sponsor, you'll have the opportunity to provide each guest with a keepsake photo of themselves (or their group) with your logo incorporated.

Exclusive: \$5,000

NASCAR MOONSHINE TASTING

Show guests a good time while they learn about the history of moonshine and its' connection to NASCAR at this unique experience.

Exclusive: \$8,000

NASCAR RECEPTION BARS

Sponsor the bars for our guests as they enjoy the NASCAR Hall of Fame museum.

Exclusive: \$10,000

Co-sponsor: \$3,000

NASCAR RECEPTION FOOD

Help guests fuel their engines while exploring all the NASCAR Hall of Fame has to offer.

Exclusive: \$10,000

Co-sponsor: \$3,000

NASCAR CRUISE CART TRANSPORTATION

Your company will be on display on these fun golf carts as they transport guests from the Westin Charlotte to the NASCAR Hall of Fame.

Exclusive: \$4,500

KEYNOTE SPEAKER MINDY CORPORON

Sponsors will have the opportunity to introduce the speaker(s) they sponsor.

Exclusive: \$20,000

Co-sponsor: \$10,000

KEYNOTE SPEAKER JON ACUFF

Sponsors will have the opportunity to introduce the speaker(s) they sponsor.

Exclusive: \$30,000

Co-sponsor: \$15,000

KEYNOTE SPEAKER DREW DUDLEY

Sponsors will have the opportunity to introduce the speaker(s) they sponsor.

Exclusive: \$30,000

Co-sponsor: \$15,000

APP GUIDE TO THE CONVENTION

Have your company's logo seen whenever someone uses the ICCFA App, which will be a comprehensive guide to the Convention and Expo.

Exclusive: \$10,000

Co-sponsor: \$4,500

REGISTRATION BOOTH KICK PLATES

A company who contributes \$10,000 will have its logo on the booth's kick plates. Limited to two sponsors!

Exclusive: \$10,000

Co-sponsor: \$5,000

LANYARDS

Contribute \$15,000 and see your company logo on the lanyards. Limited to one sponsor!

Exclusive: \$15,000

BAG INSERTS

You may insert advertisements into the registrant tote bags. Limited to 10 inserts! Materials due March 1, 2019.

\$2,000 per page

GENERAL SESSION STAGING AND AUDIO/VISUAL

The ICCFA Annual Convention is known for its high-quality A/V production.

Exclusive: \$50,000

Co-sponsor: \$1,500

REGISTRATION BAGS

Every attendee will receive a registration bag with your logo on it. Limited to one sponsor.

Exclusive: \$25,000

HOTEL KEYCARDS

Every ICCFA attendee staying at the Westin Charlotte will receive a branded hotel keycard during the week of the Convention!

Exclusive: \$8,000

OPPORTUNITIES

WELLNESS STATION

Give attendees a place to relax and receive complimentary massages. Completely customizable.

Exclusive: \$8,000

USB DRIVE

NEW THIS YEAR! Every attendee will receive a USB drive with your logo that contains the pre-registration list. Limited to one sponsor!

Exclusive: \$5,000

EXPO LOUNGES

There will be several lounges around the expo hall for attendees to sit down, eat, have a conversation and relax. Sponsors are allowed to customize their lounge. Limited number available!

Exclusive: \$5,000 per lounge Co-sponsor: \$3,000 per lounge

CONVENTION SCOOTERS

Allow handicapped attendees the ability to navigate around the expo hall on a scooter sponsored by your company. Limited number available!

Exclusive: \$2,000 Co-sponsor: \$1,000

DAILY SHOW EMAIL

The Daily Show email is sent out every evening to all attendees recapping the day and providing useful information for the next day's events. Sponsor this email and see your company's banner ad at the top of the email. Limited to four sponsors.

\$750 per day

EDUCATIONAL TRACK SPONSORS

Sponsor an educational track (cemetery, cremation, management, sales/marketing, funeral home, grief, etc.) on Friday, April 5 and Saturday, April 6 and receive recognition on signage in the classroom and on display outside the classroom. Limit 5 sponsors!

Co-sponsor: \$1,500

COFFEE BREAKS

One of the best sponsorship values, gain repeated exposure at one of the several coffee breaks throughout the week. Sponsor for \$7,500 and your company's logo will also be printed on the coffee cups used during the breaks.

Exclusive: \$7,500 Co-sponsor: \$5,000

EXPO HALL GRAND OPENING RECEPTION

Gain the attention of registrants during the first night of the Annual Convention & Exposition. Contribute \$10,000 and your company's logo will be printed on the napkins used during this reception.

Exclusive: \$20,000 Co-sponsor: \$10,000

THURSDAY LUNCH IN THE EXPO HALL

Have your company recognized by all attendees during free food & beverage service during this five-hour Expo Hall session.

Exclusive: \$25,000 Co-sponsor: \$5,000

EXPO HALL HAPPY HOUR

Invite attendees to have a drink with you during this two-hour reception.

Exclusive: \$15,000 Co-sponsor: \$5,000

PLPA RECEPTION

This event welcomes pet loss professional attendees to the Annual Convention with a reception just for them.

Exclusive: \$8,000 Co-sponsor: \$1,000

FIRST TIMERS RECEPTION

Let first time convention attendees know how excited you are to have them join us in Charlotte by sponsoring a reception just for them.

Exclusive: \$8,000 Co-sponsor: \$3,000

FRIDAY BRUNCH IN THE EXPO HALL

Another excellent opportunity for extended exposure during a packed three-hour Expo session.

Exclusive: \$20,000 Co-sponsor: \$3,000

LEGAL & LEGISLATIVE LUNCHEON

Gain exposure with our government & legal committee AND state association leaders in our new 2-hour luncheon.

Exclusive: \$5,000 Co-sponsor: \$2,000

CLOSING RECEPTION

One of the final events to cap off a productive and fantastic week in Charlotte. Contribute \$12,000 and your company's logo will be printed on the napkins used during the reception.

Exclusive: \$12,000 Co-sponsor: \$5,000

CLOSING DINNER

Our Annual Convention's culminating event with this big blowout bash.

Exclusive: \$15,000 Co-sponsor: \$8,000

2019 ANNUAL CONVENTION SPONSORSHIP COMMITMENT FORM

COMPANY INFORMATION

Name _____

Title _____

Company _____

Address _____

City _____ State/Prov _____ Zip/Postal _____

Phone _____

LEVEL OF SPONSORSHIP

We would like to contribute \$_____ as an exclusive sponsorship **OR** co-sponsorship at the 2019 ICCFA Annual Convention. In particular, we are interested in sponsoring (if applicable):

<input type="checkbox"/> NASCAR Simulator	<input type="checkbox"/> Keynote Speaker Mindy Corporon	<input type="checkbox"/> Registration Bags	<input type="checkbox"/> Expo Hall Grand Opening Reception
<input type="checkbox"/> NASCAR Pit Crew Challenge	<input type="checkbox"/> Keynote Speaker Jon Acuff	<input type="checkbox"/> Hotel Keycards	<input type="checkbox"/> Thursday Lunch in Expo Hall
<input type="checkbox"/> NASCAR Souvenir Picture	<input type="checkbox"/> Keynote Speaker Drew Dudley	<input type="checkbox"/> Wellness Station	<input type="checkbox"/> Expo Hall Happy Hour
<input type="checkbox"/> NASCAR Moonshine Tasting	<input type="checkbox"/> App Guide to the Convention	<input type="checkbox"/> USB Drive	<input type="checkbox"/> PLPA Reception
<input type="checkbox"/> NASCAR Reception Bar	<input type="checkbox"/> Registration Booth Kick Plates	<input type="checkbox"/> Expo Lounges	<input type="checkbox"/> Friday Brunch in Expo Hall
<input type="checkbox"/> NASCAR Reception Food	<input type="checkbox"/> Lanyards	<input type="checkbox"/> Convention Scooters	<input type="checkbox"/> Legal & Legislative Luncheon
<input type="checkbox"/> NASCAR Cruise Cart Transportation	<input type="checkbox"/> Bag Inserts	<input type="checkbox"/> Daily Show Email	<input type="checkbox"/> First Timers Reception
	<input type="checkbox"/> General Session Staging and Audio/Visual	<input type="checkbox"/> Educational Track Sponsors	<input type="checkbox"/> Closing Reception
		<input type="checkbox"/> Coffee Breaks	<input type="checkbox"/> Closing Dinner

PAYMENT

CHECK (Please make payable to ICCFA)

Discover Visa MasterCard American Express

Credit card # _____

Name on credit card _____

Exp. Date _____ Security ID# _____

Card's Billing Address (required) _____ (3-digit number on back of card or 4-digit number on front of AmEx card)

Signature _____

DEADLINE FOR SPONSORSHIPS: NOVEMBER 27, 2018

(FOR RECOGNITION IN THE JANUARY 2019 MAGAZINE)

For more information, please contact:

- **Mathew Forastiere**, co-chair: mforastiere@siggpr.net
- **John Gouch Jr.**, co-chair: johng@gethsemanememorial.com
- **Kelly Spann**, meeting manager: kspann@iccfa.com or 703.391.8405



Please complete this form and return it to:
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