

NATIONAL FUNERAL DIRECTORS  
AND MORTICIANS ASSOCIATION, INC.  
*An International Association*

89th

# Annual National Convention & Expo

Inspire | Integrate | Innovate

August 1-5, 2026 | Tampa, Florida

## 2026 Sponsorship Guide



[WWW.NFDMA.COM](http://WWW.NFDMA.COM)



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**SPONSORSHIP GUIDE**



## *Join Us for an Unforgettable Experience at the 89th Annual National Convention!*

Dear Valued Partner,

We hope this message finds you in great spirits! We are absolutely thrilled to unveil the 2026 Sponsorship Guide for the 89th Annual National Convention & Exposition of the National Funeral Directors & Morticians Association, Inc. - An International Association! Mark your calendars for August 1-5, 2026, in the vibrant city of Tampa, Florida, where we will gather esteemed professionals and leaders from across the globe in the funeral service industry!

This year's convention promises to be nothing short of extraordinary. With a proud legacy of promoting excellence, education, and community within our field, the National Funeral Directors & Morticians Association is excited to host a dynamic event that brings together funeral directors, morticians, and industry stakeholders. Imagine the wealth of knowledge, innovative practices, and invaluable connections that will be shared during this pivotal gathering!

As a sponsor, your organization will not only elevate its visibility but also highlight its unwavering commitment to supporting the funeral service profession. Our Sponsorship Guide is packed with exciting opportunities tailored to suit your marketing goals and budget. From engaging exhibit spaces to eye-catching program advertisements and interactive networking events, we have crafted packages designed to spark meaningful interactions with attendees!

We genuinely believe that your involvement will play a crucial role in the success of this convention and in shaping the future of our industry. We invite you to dive into the sponsorship opportunities outlined in the guide and consider joining us as a cherished partner in this remarkable journey.

Thank you for your steadfast support of the National Funeral Directors & Morticians Association. Together, we can create an unforgettable experience at the 89th Annual National Convention & Exposition! If you have any questions or would like to explore sponsorship options further, please do not hesitate to reach out.

Let us make history together!

Warm regards,  
 Cornell W. Robinson-Cook, CFSP, CFSGM

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# DEMOGRAPHICS

## AVERAGE FIRM POSITIONS OF OUR ATTENDEES

Owners	37%
Managers	22%
Funeral Directors	26%
Apprentices	5%
Morticians	4%
Embalmers	3%
Students	2%
NAYE/Youth	1%

## AVERAGE GENDER OF OUR ATTENDEES

Male	56.10%
Female	41.90%
Non-Binary	2%

## AVERAGE AGE OF OUR ATTENDEES

18-24	3.8%
25-34	8.5%
35-44	5.7%
45-54	26.6%
55-64	28.5%
65-Older	26.9%

## OTHER COMPANIES OPERATED BY OUR ATTENDEES

Cemetery	17%
Monuments/Vaults	16%
Insurance	15%
Florist	11%
Event Center	11%
Printing	11%
Crematory	10%
Marketing	5%
Other	4%



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# OUR STORY

The National Funeral Directors and Morticians Association, Inc. has a rich history that spans across a century. Originally organized in 1924 as the Independent National Funeral Directors Association, under the leadership of R. R. Reed, it was established by a group of licensed funeral directors who aimed to maintain high professional standards for the betterment of the public and their own business community. While they had initially collaborated with the National Business League, it became evident that their full potential could only be realized through an association solely focused on the funeral industry.

The first official president of the association was G. William Saffell, Jr. of Shelbyville, Kentucky. In 1926, the association changed its name to the Progressive National Funeral Directors Association. Then, in 1940, a merger occurred between the National Colored Undertakers Association and the members of the Independent National Funeral Directors Association who were still part of the organization. This merger resulted in the formation of the National Negro Funeral Directors Association.

In 1949, Robert “Bob” Miller, a Chicago funeral home owner, was elected as the association’s first General Secretary. Ten years later, in 1957, the association adopted its present name, the National Funeral Directors and Morticians Association. In 2019, the term “An International Association” was added.

African American funeral directors have played significant roles in various historical events. For example, during the 1800s Yellow Fever epidemic, the Free African Society provided volunteers to assist the affected white population. These volunteers were responsible for gathering and removing the human remains.

In 1978, African American funeral directors traveled to Dover Air Force Base in Delaware to recover the victims of the Reverend Jim Jones Mass Casualty incident in Guyana. Many of these victims were then laid to rest by their loved ones in African American funeral homes. Andrew W. Nix, Jr., a member and past national treasurer of the National Funeral Directors and Morticians Association, managed the handling of the human remains from this tragedy.

The association’s state association, The Georgia Funeral Service Practitioners Association, aided during the mass flooding in Albany, Georgia in 1994. They played a crucial role in relocating over four hundred displaced caskets from cemeteries throughout Albany.

In April of 1995, the National Funeral Directors and Morticians Association’s State Association, the State Embalmers and Funeral Directors Association of Oklahoma collaborated with others in response to the Oklahoma City bombing, which claimed the lives of 168 people. Their collective efforts aimed to provide support and assistance during this tragic event.

Under the guidance of John McGuire, the lead Disaster Coordinator for Washington, DC, funeral directors traveled to Dover Air Force Base to receive the victims of the Croatian air crash. This group included Commerce Secretary Ron Brown and other members of his party.

The National Funeral Directors and Morticians Association encompasses several organizations within its association. These include: the National Ladies Auxiliary founded in 1952; the Birdies and the 100 Black Women in Funeral Service founded in 1993. The National Funeral Directors and Morticians Association, Inc, An International Association is composed of state and local associations spread across the United States, Canada, the Caribbean, Europe, and Africa.



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# SPONSORSHIP

## 2026 SPONSORSHIP BENEFITS, RECOGNITION & OPPORTUNITIES

### DIAMOND SPONSOR | \$25,000 AND ABOVE

Logo on all printed materials, meeting projector screens, printed signage, and NFDMA Website

VIP Seating for Five (5) at the Opening Ceremony

VIP Seating for Five (5) at the Professional of the Year Awards Dinner

One (1) full color page advertisement in the registration guide, onsite souvenir guide and The Scope Magazine

NFDMA Membership Direct Mailing List

Sponsor Profile in The Scope Magazine

Convention Sponsor Logo in Front of Your Booth

One (1) 10 x 20 Booth in Expo Hall

Access to the Official NFDMA Logo

Expo Hall PA Announcement

Registration Bag Insert

Company Logo Linked To Sponsor Website

Large Welcome/Congratulatory Signage

Greetings at the Opening Ceremony & Professional of the Year Dinner

Priority Booth Selection for 2027 Convention

*Recognition at all general sessions, the NFDMA website, membership communications for 2026, signage throughout convention areas, social media campaigns, NOMIS newspaper, and a spotlight/promotional video of your brand/product/service.*

**Awards Gala**

**Convention Audio/Visual Package**

**Expo Hall Tuesday Luncheon**

**Expo Hall Wednesday Breakfast**

**60th Inauguration Yacht Party**



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## 2026 SPONSORSHIP BENEFITS, RECOGNITION & OPPORTUNITIES

### PLATINUM SPONSOR | \$20,000

Logo on all printed materials, meeting projector screens, printed signage, and NFDMA Website

VIP Seating for Five (5) at the Opening Ceremony

VIP Seating for Three (3) at the Professional of the Year Awards Dinner

VIP Seating for Five (5) at the Fellowship Breakfast

One (1) full color page advertisement in the registration guide, onsite souvenir guide and The Scope Magazine

NFDMA Membership Direct Mailing List

Sponsor Profile in The Scope Magazine

Convention Sponsor Logo in Front of Your Booth

One (1) 10 x 10 Booth in Expo Hall

Access to the Official NFDMA Logo

Expo Hall PA Announcement

Registration Bag Insert

Company Logo Linked To Sponsor Website

Greetings at the Opening Ceremony

Priority Booth Selection for 2027 Convention

*Recognition at all general sessions, the NFDMA website, membership communications for 2026, signage throughout convention areas, social media campaigns, NOMIS newspaper, and a spotlight/promotion video of your brand/product/service.*

**Expo Hall Grand Opening Reception**

**Fellowship Breakfast**



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## 2026 SPONSORSHIP BENEFITS, RECOGNITION & OPPORTUNITIES

### GOLD SPONSOR | \$15,000

Logo on all printed materials, meeting projector screens, printed signage, and NFDMA Website

VIP Seating for Two (2) at the Opening Ceremony

Two (2) VIP Tickets at the Professional of the Year Awards Dinner

One (1) full color page advertisement in the registration guide, onsite souvenir guide and The Scope Magazine

NFDMA Membership Direct Mailing List

Sponsor Profile in The Scope Magazine

Convention Sponsor Logo in Front of Your Booth

One (1) Pre-Show Marketplace Table

Access to the Official NFDMA Logo

Registration Bag Insert

Company Logo Linked To Sponsor Website

Greetings at the sponsored event, if applicable

Priority Booth Selection for 2027 Convention

*Recognition at all general sessions, the NFDMA website, membership communications for 2026, signage throughout convention areas, social media campaigns, and NOMIS newspaper.*

**Opening Ceremony Speaker**

**International Breakfast/Luncheon**

**Keynote Speaker**

**Inauguration Dessert Reception**



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# SPONSORSHIP

## 2026 SPONSORSHIP BENEFITS, RECOGNITION & OPPORTUNITIES

### SILVER SPONSOR | \$10,000

Logo on all printed materials, meeting projector screens, printed signage, and NFDMA Website

VIP Seating for Two (2) at the Opening Ceremony

Two (2) VIP Tickets at the Professional of the Year Awards Dinner

One (1) full color page advertisement in the registration guide, onsite souvenir guide and The Scope Magazine

NFDMA Membership Direct Mailing List

Convention Sponsor Logo in Front of Your Booth

Access to the Official NFDMA Logo

Company Logo Linked To Sponsor Website

Greetings at the sponsored event, if applicable

Priority Booth Selection for 2027 Convention

*Recognition at all general sessions, the NFDMA website, membership communications for 2026, signage throughout convention areas, social media campaigns, and NOMIS newspaper.*

**Monday Afternoon Refreshments**

**Wednesday Afternoon Refreshments**

**Mortuary Student Wednesday Luncheon**

**Opening Ceremony**

**Service of Remembrance**

**Registration Area**

**Registration Bags**



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# SPONSORSHIP

## 2026 SPONSORSHIP BENEFITS, RECOGNITION & OPPORTUNITIES

### BRONZE SPONSOR | \$5,000

- Logo on all printed materials, meeting projector screens, printed signage, and NFDMA Website
- VIP Seating for Two (2) at the Opening Ceremony
- One (1) full color page advertisement in the registration guide and onsite souvenir guide
- NFDMA Membership Direct Mailing List
- Convention Sponsor Logo in Front of Your Booth
- Access to the Official NFDMA Logo
- Company Logo Linked To Sponsor Website
- Greetings at the sponsored event, if applicable
- Priority Booth Selection for 2027 Convention

*Recognition at all general sessions, the NFDMA website, membership communications for 2026, signage throughout convention areas, social media campaigns, and NOMIS newspaper.*

- Welcome Signs**
- Directional Floor Stickers**
- 2 Hour CEU Break-Out Session Speaker**  
(priced per speaker)
- Service of Remembrance Memorial Gifts**
- Worship Service Musical Guest**
- Saturday Night Registration Kick-Back**
- Sunday Night Choir Rehearsal with Friends featuring Will Johnson**
- Sunday Night NFDMA Lounge**
- National Association of Young Entrepreneurs (NAYE) Supporter**
- Youth Activities Supporter**
- 1 Hour CEU Break-Out Session Speaker**  
(priced per speaker)
- Opening Ceremony & Ribbon Cutting Reception**



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**REGISTRATION**

SPONSORING COMPANY: \_\_\_\_\_

We confirm our commitment as a sponsor at the 89th Annual National Convention & Exposition of the National Funeral Directors & Morticians Association, Inc. We are excited about the opportunity to support this important event and contribute to the advancement of the funeral service industry.

As a sponsor, we recognize the significance of our role in “Making A Difference” within the death care profession and our community.

We agree to the following conditions: Our organization will provide sponsorship funding on or before June 1, 2026. We will provide a digital copy of our logo, which will be used in promotional materials related to the convention. We understand that our contribution will not only enhance our visibility within the industry but will also support the vital work being done by NFDMA, Inc. in fostering excellence and innovation in funeral services. We look forward to collaborating with you and making this convention a success.

Thank you for the opportunity to be part of this impactful event.

Our organization will celebrate with NFDMA, Inc. as the following sponsor:

- |   |          |  |          |
|---|----------|--|----------|
| <input type="checkbox"/> Diamond Sponsor: | \$25,000 | <input type="checkbox"/> Platinum Sponsor: | \$20,000 |
| <input type="checkbox"/> Gold Sponsor:    | \$15,000 | <input type="checkbox"/> Silver Sponsor:   | \$10,000 |
| <input type="checkbox"/> Bronze Sponsor:  | \$5,000  |  |          |

**METHOD OF PAYMENT OPTIONS:**

Check: \_\_\_\_\_

payable to NFDMA, Inc. | 6290 Shannon Parkway | Union City, Georgia 30291  
(USD drawn on a United States Bank)

**CREDIT CARD:**

- Visa     MasterCard     American Express     Discover
- (Please call the National Headquarters to process your card; there will be a 3% processing fee for credit card transactions)



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