



# Alberta Funeral Service Association

PARTNERSHIP  
PACKAGE

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2025  
OPPORTUNITIES



## DEAR RETURNING & POTENTIAL PARTNERS,

May I first offer a sincere thank you to each of you who have previously sponsored AFSA or who are considering sponsoring AFSA in 2025. You are a significant part of the reason we can offer such outstanding events and opportunities to our members. Your support does not go unnoticed by the board and our members, and it is truly appreciated.

Our 2024/2025 Board of Directors continues to strive to provide exceptional programming, training, advocacy, and networking opportunities on behalf of the profession. We remain committed to being a driving force in advancing education and career enrichment through our seminars and annual convention. Your support ensures that we can continue offering the best programming available to all of our members.

In this package, you will find our 2025 sponsorship opportunities which is your one-stop shop for membership, the annual convention, and the golf tournament. Sponsors of AFSA will receive recognition throughout the year via virtual and/or in-person platforms, including our monthly newsletter, The Standard, brand exposure at AFSA events, social media spotlights, and more. If you would like to learn more about sponsorship and/or membership opportunities, please feel free to contact the office.

I look forward to your continued support and our ongoing partnership in the important work we are doing to promote the funeral profession. AFSA is excited for a successful year ahead and hopes to see you in person in 2025. Your generosity plays a vital role in the success of AFSA programs and the overall health of the profession, and we deeply appreciate your support.

Sincerely,

David Root  
President  
Alberta Funeral Service Association





# OUR HISTORY

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The Alberta Funeral Service Association was organized on September 24, 1928 in Red Deer Alberta and incorporated on April 21, 1931. The first President was George E. Bowker of Ponoka and Secretary of the meeting was Dr. J.C. Wainwright of Calgary. 83 funeral directors were accepted into membership at that time.

# OUR PURPOSE

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The Alberta Funeral Service Association exists to advance the profession of funeral service in Alberta. We are committed to providing high quality services to our members and representing their interests through constructive dialogue and lobbying with government.

# OUR SPONSORS

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AFSA continues to offer a strong value proposition for our sponsors by:

- **Access** to the industry and active members of the community both through networking and exclusive events held within the annual convention in April as well as on the links at the yearly Harald Gunderson Memorial Golf Tournament.
- **Recognition** as an annual partner, because your support allows AFSA to continue to foster relationships with stakeholders and provincial government ministries pertaining to the funeral profession.
- **Knowledge** that your generosity assists the AFSA to provide leading professional development opportunities to all members and students.
- **Promotion** of and visibility for your company via our monthly eNewsletters, our website with a direct link to your site, social media blasts and much more.

# AFSA 2025 Partnership Agreement

| 2025 SPONSOR BENEFITS                                          | Gold<br>\$7,500 | Silver<br>\$5,000 | Bronze<br>\$2,500 |
|----------------------------------------------------------------|-----------------|-------------------|-------------------|
| Associate Membership                                           | ✓               | ✓                 | ✓                 |
| Prominent logo recognition in Monthly newsletter               | ✓               |                   |                   |
| AD in Monthly newsletter (x4, 1200 px x 320 px)                | ✓               |                   |                   |
| AD in Monthly newsletter (x3, 1200 px x 320 px)                |                 | ✓                 |                   |
| AD in Monthly newsletter (X2, 1200 px x 320 px)                |                 |                   | ✓                 |
| Logo recognition in monthly newsletter                         | ✓               | ✓                 | ✓                 |
| Logo recognition in event and e-mail campaigns                 | ✓               | ✓                 | ✓                 |
| Company logo and Link on the AFSA Website                      | ✓               | ✓                 | ✓                 |
| <b>AFSA Golf Tournament</b>                                    |                 |                   |                   |
| 2 Golf Registrations or 1 Golf Registration & Hole Sponsorship | ✓               |                   |                   |
| 1 Golf Registration or Hole Sponsorship                        |                 | ✓                 | ✓                 |
| Dinner Ticket                                                  | ✓               | ✓                 | ✓                 |
| <b>AFSA 2023 AGM &amp; Convention</b>                          |                 |                   |                   |
| Awards Banquet presenting Sponsor                              | ✓               |                   |                   |
| Thursday Keynote Speaker                                       |                 | ✓                 |                   |
| Friday Keynote Speaker                                         |                 | ✓                 |                   |
| Student Registration Sponsor ( <i>Education Sessions</i> )     |                 | ✓                 |                   |
| Prominent individual logo recognition                          | ✓               |                   |                   |
| Prominent shared logo recognition                              |                 | ✓                 | ✓                 |
| Verbal recognition at event                                    | ✓               | ✓                 |                   |
| Logo displayed in program                                      | ✓               | ✓                 |                   |
| Logo displayed in digital sponsor loop                         | ✓               | ✓                 | ✓                 |
| Logo displayed in conference email communication               | ✓               | ✓                 | ✓                 |
| Trade Show Booth                                               | ✓               | ✓                 | ✓                 |
| Additional Trade Show Booth Attendee                           | ✓               |                   |                   |

**Partnership Level**

Please indicate selection below.

|        |         |  |
|--------|---------|--|
| Gold   | \$7,500 |  |
| Silver | \$5,000 |  |
| Bronze | \$2,500 |  |

**A LA CARTE**

Please indicate selection(s) below.

| Events                                 |        |  |
|----------------------------------------|--------|--|
| Golf Tournament Hole Sponsorship       | \$500  |  |
| Awards Gala Photography Sponsor        | \$1000 |  |
| Breakfast Sponsor (2 available)        | \$2000 |  |
| Lunch Sponsor (2 available)            | \$3000 |  |
| Banquet Host Bar                       | \$5000 |  |
| Banquet Wine Host                      | \$2000 |  |
| Master of Ceremonies                   | \$750  |  |
| Conference Name Tags                   | \$750  |  |
| Thursday Coffee Break Sponsor          | \$750  |  |
| Friday Coffee Break Sponsor            | \$750  |  |
| Trade Show Booth (Includes 1 Attendee) | \$500  |  |
| Additional Booth Attendee              | \$350  |  |

**Digital Exposure**

|                                                                       |       |  |
|-----------------------------------------------------------------------|-------|--|
| AD in Monthly newsletter (x4, 1200 px x 320 px) (maximum 4 per month) | \$400 |  |
| AD in Monthly newsletter (x3, 1200 px x 320 px) (maximum 4 per month) | \$300 |  |
| AD in Monthly newsletter (X2, 1200 px x 320 px) (maximum 4 per month) | \$200 |  |

**Hole/Door Prize for Golf Tournament**

Please indicate item description, quantity, and estimated value.

| Item Description | Est. Value | # |
|------------------|------------|---|
|                  |            |   |
|                  |            |   |
|                  |            |   |
|                  |            |   |

**Door Prize for Convention**

Please indicate item description, quantity, and estimated value.

| Item Description | Est. Value | # |
|------------------|------------|---|
|                  |            |   |
|                  |            |   |
|                  |            |   |
|                  |            |   |

Signature

Date

**Submission Instructions**

Please return your completed Partnership Agreement form to the AFSA office by email to [inquiry@afsa.ca](mailto:inquiry@afsa.ca) to confirm your sponsorship and arrange for invoicing and payment. Thank you for your support!

# PARTNERSHIP FORM

## CONTACT INFORMATION

First Name

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Last Name

---

Title

---

Email

---

Work Phone

---

Cell Phone

---

Signature

---

## SPONSOR INFORMATION

Company Name

---

Office Address Line 1

---

Office Address Line 2

---

City/Town

---

Province

---

Postal Code

---

Date

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## SPONSORSHIP LEVELS

Please indicate desired level.

- ☐ Gold (\$7,500)
- ☐ Silver (\$5,000)
- ☐ Bronze (\$2,500)

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## SUBMISSION

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If you have any questions, please contact:

**Shauna Prokopchuk**  
AFSA Association Manager  
p. (780) 412-1310  
e. [inquiry@afsa.ca](mailto:inquiry@afsa.ca)

# Thank You 2024 Sponsors

## GOLD



## BRONZE



Bégin

FUNERAL URNS  
SINCE 1991



Capital Transfer Service Inc.  
Funeral Director's Choice!



Dodge

ECL Fiberglass  
*Manufacturing Inc.*

Imperial



*Sunset*  
Memorial & Stone Ltd.



## CONTACT

ALBERTA FUNERAL SERVICE ASSOCIATION  
T 780 412 1310 | F 780 413 0076  
E [INQUIRY@AFSA.CA](mailto:INQUIRY@AFSA.CA) | W [WWW.AFSA.CA](http://WWW.AFSA.CA)