



# Alberta Funeral Service Association

PARTNERSHIP  
PACKAGE

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2026  
OPPORTUNITIES



## DEAR RETURNING & POTENTIAL PARTNERS,

I want to express my sincere appreciation to those of you who have supported AFSA in the past—and to those considering partnering with us in 2025. Your ongoing financial support is a major reason we are able to offer meaningful programs, events, and professional opportunities to our members. On behalf of our Board and the entire membership, I thank you. Your commitment to our profession truly makes a difference.

Our 2025/2026 Board of Directors remains dedicated to delivering strong advocacy, high-quality education, and valuable networking opportunities for funeral professionals across Alberta. We continue to focus on elevating our profession through continuing education opportunities and our annual convention. Your partnership enables us to keep providing exceptional programming to our members.

Enclosed in this package, you'll find our 2026 sponsorship opportunities—your all-in-one guide to supporting AFSA through annual membership, our convention, and our golf tournament. AFSA sponsors are recognized year-round through both virtual and in-person channels, including our monthly newsletter *The Standard*, event branding, social media highlights, and more. If you have any questions or would like to discuss sponsorship options, please reach out to our office anytime.

I look forward to building on our partnership and continuing the important work we share in supporting and strengthening the funeral profession. AFSA is excited for the year ahead, and we hope to see you in person throughout 2026. Your generosity is essential to the success of our programs and the ongoing vitality of our association. We are truly grateful for your support.

Warm regards,  
Kirstie Smolyk, 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 2026 Partnership Agreement

2026 SPONSOR BENEFITS	Gold \$7,500	Silver \$5,000	Bronze \$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 2026 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	<input type="checkbox"/>
Silver	\$5,000	<input type="checkbox"/>
Bronze	\$2,500	<input type="checkbox"/>

**A LA CARTE**

Please indicate selection(s) below.

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

**Digital Exposure**

AD in Monthly newsletter (x4, 1200 px x 320 px) (maximum 4 per month)	\$400	<input type="checkbox"/>
AD in Monthly newsletter (x3, 1200 px x 320 px) (maximum 4 per month)	\$300	<input type="checkbox"/>
AD in Monthly newsletter (X2, 1200 px x 320 px) (maximum 4 per month)	\$200	<input type="checkbox"/>

**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	#

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**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!

**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

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Office Address Line 2

---

City/Town

---

Province

---

Postal Code

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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**

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!

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 2025 Sponsors

**G O L D**

**S I L V E R**



**Arbor**  
Memorial

**B R O N Z E**



Capital Transfer  
Services



**Dodge**

**ECL Fiberglass**  
*Manufacturing Inc.*



**gfd.**

**Imperial**

**INNOVEXIA**

**LloydSadd**





## CONTACT

ALBERTA FUNERAL SERVICE ASSOCIATION  
T 780 412 1310 | F 780 413 0076  
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