

# 2025 OFDA SPONSORSHIP OPPORTUNITIES



Sponsors at all levels will be promoted by company name or logo\* in event promotional and recap materials.

	Premier	Platinum	Gold	Silver	Bronze	Copper
BENEFITS \ INVESTMENT	\$7,500	\$5,000	\$3,000	\$2,000	\$1,000	\$500
President's Reception Sponsor at Convention (signage and company branded drink tickets)	★					
Exhibit Hall Bar Sponsor at Convention (company branded drink tickets for Tuesday and Wednesday Exhibit Hall hours)	★					
Juniper Foyer Signage Sponsor at Convention	★					
Full Page Ad in Convention Pocket Guide	★	●				
Logo on Signage at Convention Learning Labs	★	●				
List of Convention attendees and contact emails (distributed prior to Convention and post-Convention)	★	●	●			
Recognition as a Sustaining Sponsor at all 2025 OFDA Educational Events outside of Convention (in-person and webinar)	★ Logo	● Logo	● Logo			
Two articles in Digital Director (OFDA's weekly E-newsletter) authored by sponsor and logo prominently displayed	★	●	●			
Recognition on Convention Marketing Materials (Print, Digital and Social Media)	★ Logo	● Logo	● Logo	● Logo	● Logo	● Name
Convention Hotel Keycards Sponsor (one company logo per keycard, limited to first 5 PLATINUM sponsors)		●				
Tuesday & Wednesday Lunches Sponsor at Convention			●	●		
1/2 Page Ad in Convention Pocket Guide			●	●	●	
1/4 Page Ad in Convention Pocket Guide						●
Wednesday Breakfast & Thursday Brunch Sponsor at Convention					●	

Companies that commit to a sponsorship and pay by January 15, 2025 will have corresponding points applied to their total points for booth assignment purposes.

\*Please submit a high-resolution logo to Amy Zanetos [amy@ofdaonline.org](mailto:amy@ofdaonline.org) no later than January 15, 2025 to guarantee inclusion in all 2025 materials.



# 145th OFDA CONVENTION & EXHIBITION

## EVENT OVERVIEW

The 145th OFDA Convention and Exhibition, themed "Think Outside the Box," invites attendees to break from tradition and embrace innovation, inclusivity, and community engagement. The event encourages participants to explore new ideas and approaches in funeral care, catering to diverse cultural, religious, and personal preferences. A focus on inclusivity emphasizes creating welcoming environments within funeral homes, while community involvement highlights the importance of building meaningful connections and trust. Attendees are also urged to take an active role in their professional organizations, fostering collaboration and shaping the future of funeral service.



### AUDIENCE

Speakers will present to the decision makers, future leaders and everyone in between. Keynote speakers will expand the mindset of 400 attendees and learning lab speakers can anticipate transforming up to 150 attendees.



### SPONSORSHIP

Sponsors are recognized throughout printed materials, digital marketing, member-only publications and newsletters, on-site signage and on social media platforms.



### SOCIALIZE & CONNECT

Convention information reaches over 4k followers on OFDA social media platforms and is delivered directly to the inboxes of over 1,500 members!



### EXHIBITION

100 funeral service solution providers fill the convention space and prepare to meet new customers and connect with existing friends.



### ATTENDEES

700 licensees and students visit with exhibitors and attend sessions each year.



### ATTENDEES SAY...

"The variety of topics and the location were great; the professional yet relaxed atmosphere was perfect!"

"Reconnecting with people I haven't seen in a long time and the insightful presentations made for a fantastic experience."



### LOCATION

Hilton Columbus at Easton 39,000+ square feet of convention space, 5-Star accommodations, with easy accessibility to shopping, dining and more!

# THINK OUTSIDE THE BOX



### DATE

April 29 - May 1, 2025  
Pre-Convention Seminars - April 28