

Remembering Our Past....

Looking To The Future...

Celebrating 100 Years...

***Our Success Depends On Your Support....***



***SPONSORSHIP IS GOOD BUSINESS***

An opportunity to play a prominent role in the  
celebration of our 100 year anniversary....



**November 2011**

**To:** FSABC Member Organizations & Friends

**From:** Ryan McLane, President  
FSABC Board of Directors

The Funeral Service Association of B.C. is one of the oldest, continuously operating professional trade associations in B.C. Today the FSABC is one of the most well regarded funeral service organizations in Canada and the USA.

Throughout 2012 we will be remembering and reflecting on what 100 years of history means for our organization and our members. In April we will formally celebrate our centennial of funeral service advocacy, education and professional collegiality at our annual conference and general meeting.

The Board of Directors believes our 100 year celebration needs to be something far more than just another annual conference. We want to make this event something special, something unique, something that reflects all that has been achieved over our 100 years; and, also be an event that will push us all forward into another 100 years with renewed confidence, pride, passion and commitment to who we are and what we do.

In order to make our 2012 conference and annual meeting something to remember we are seeking dedicated sponsors to help us raise additional funding to put on the conference only 100 years deserves. ***Our goal is to keep the regular registration fees at 2011 rates so that the conference remains affordable for every member and friend of the FSABC.***

To meet that goal we will need sponsorship support from prominent organizations like yours. We know that sponsorship decisions are difficult to make, especially in tough economic times. But when you invest in the FSABC 100 year celebration you will not just be supporting the association, you will be recognized as a major supporter and advocate of professional funeral service reaching a dedicated, targeted and supportive audience who will notice and respond positively to our event sponsors.

We have developed a number of different sponsorship levels for your consideration. We hope your company or organization can find a way to become a major sponsor for our 2012 celebrations. If you have any questions about this program please don't hesitate to contact me or the Association office.

I trust that we can count on your support to make our 2012 centennial celebrations a success.

Sincerely yours,

*Ryan McLane*

Ryan McLane, President





## **2012 UNDERWRITER**

**LIMITED TO ONLY 3 OPPORTUNITIES**

**INVESTMENT \$15,000**

### **IMPRESSIONS IN 2012**

From January 1, 2012 to December 31, 2012....

- Prominent placement of your company logo and Underwriter acknowledgment in all email, print and other communications issued under the FSABC name, including the Update newsletter throughout the year.
- Inclusion of a one page insert, in 3 editions of the Update, with information about your company and the goods and services you offer.
- Logo and 2012 Underwriter acknowledgment at all public outreach seminars and member education events for the duration of the year.

### **IMPRESSIONS AT THE CONFERENCE, APRIL 19-21, 2012**

- Logo recognition on the front cover of the souvenir program (exclusive to 2012 Underwriters).
- Complimentary full page colour ad in the souvenir program (exclusive to 2012 Underwriters).
- Photo and message from a company designate in the souvenir program (exclusive to 2012 Underwriters).
- Logo and Underwriter acknowledgment on sponsorship banners featured in all conference event locations.
- Logo and Underwriter acknowledgment projected on media screens in events rooms before and after speakers, and during coffee and lunch breaks.

### **CONFERENCE BENEFITS**

- 4 complimentary full conference registration packages plus 4 guest tickets for the Speakeasy event.
- Invitation to attend the President's VIP reception preceding the Speakeasy event.
- VIP table for 8 at the Speakeasy event.
- A business receipt for the full amount of your sponsorship.

**Underwriter sponsorship may be paid in full on or before January 1, 2012 or may be billed and paid in four equal quarterly payments starting January 1, 2012.**



## 2012 GOLD SPONSOR

LIMITED TO ONLY 4 OPPORTUNITIES

INVESTMENT \$7,500

### IMPRESSIONS IN 2012

From January 1, 2012 to December 31, 2012....

- Prominent placement of your company logo and **Gold** acknowledgment in all email, print and other communications issued under the FSABC name, including 3 issues of the Update newsletter throughout the year.
- Inclusion of a one page insert, in 3 editions of the Update, with information about your company and the goods and services you offer.
- Logo and 2012 sponsor acknowledgment at all public outreach seminars and member education events for the duration of the year.

### IMPRESSIONS AT THE CONFERENCE, APRIL 19-21, 2012

- Logo recognition in the souvenir program.
- Complimentary 1/2 page colour ad in the souvenir program.
- Sponsorship acknowledgment projected on media screens in events rooms before and after speakers, and during coffee and lunch breaks.

### CONFERENCE BENEFITS

- 2 complimentary full conference registration packages plus 2 guest tickets for the wrap up theme event.
- 4 reserved seats at a VIP table for 8 at the wrap up theme event.
- A business receipt for the full amount of your sponsorship.

**Gold sponsorship may be paid in full on or before January 1, 2012 or may be billed and paid in four equal quarterly payments starting January 1, 2012.**



## **2012 SILVER SPONSOR**

**LIMITED TO ONLY FOUR OPPORTUNITIES**

**INVESTMENT \$5,000**

### **IMPRESSIONS IN 2012**

From January 1, 2012 to December 31, 2012....

- Prominent placement of your company logo and **Silver** acknowledgment in all email, print and other communications issued under the FSABC name, including 3 issues of the Update newsletter throughout the year.
- Inclusion of a half page insert, in 3 editions of the Update, with information about your company and the goods and services you offer.
- Logo and 2012 sponsor acknowledgment at all public outreach seminars and member education events for the duration of the year.

### **IMPRESSIONS AT THE CONFERENCE, APRIL 19-21, 2012**

- Logo recognition in the souvenir program.
- Complimentary 1/4 page colour ad in the souvenir program.
- Sponsorship acknowledgment projected on media screens in events rooms during coffee and lunch breaks.

### **CONFERENCE BENEFITS**

- 2 complimentary full conference registration packages plus 2 guest tickets for the wrap up theme event.
- A business receipt for the full amount of your sponsorship.

**Silver sponsorship will require payment in full on or before February 1, 2012**



## 2012 BRONZE SPONSOR

LIMITED TO ONLY FOUR OPPORTUNITIES

INVESTMENT \$2,500

### IMPRESSIONS IN 2012

From January 1, 2012 to December 31, 2012....

- Prominent placement of your company logo and **Bronze** acknowledgment in all email, print and other communications issued under the FSABC name, including 3 issues of the Update newsletter throughout the year.
- Inclusion of a half page insert, in 3 editions of the Update, with information about your company and the goods and services you offer.

### IMPRESSIONS AT THE CONFERENCE, APRIL 19-21, 2012

- Logo recognition in the souvenir program.
- Complimentary business card size, single colour ad in the souvenir program.
- Sponsorship acknowledgment projected on media screens in events rooms during coffee breaks.

### CONFERENCE BENEFITS

- 1 complimentary full conference registration package plus 1 guest ticket for the wrap up theme event.
- A business receipt for the full amount of your sponsorship.

**Bronze sponsorship will require payment in full on or before February 1, 2012.**



## 2012 PRESIDENT'S CIRCLE INVESTMENT \$1,000

### IMPRESSIONS BEFORE and AT THE CONFERENCE, APRIL 19-21, 2012

- Publication of your company / personal name as a **President's Circle** supporter in all print materials issued under the FSABC name promoting the conference and including the registration package.
- Publication of your company / personal name as a President's Circle supporter in the souvenir program.
- President's Circle sponsorship acknowledgment published on signs that will be prominently displayed at the conference.

### CONFERENCE BENEFITS

- With the purchase of 1 full conference registration package (in addition to your sponsorship donation) you will receive 1 complimentary ticket to the Speakeasy wrap-up event.
- A business receipt for the full amount of your sponsorship.

**President's Circle sponsorship will require payment in full on or before April 11, 2012.**

## 2012 FRIEND OF THE FSABC INVESTMENT \$500 TO \$999



- Publication of your company / personal name as a Friend of the FSABC supporter in all print materials issued under the FSABC name promoting the conference and including the registration package.
- Publication of your company / personal name as a Friend of the FSABC supporter in the souvenir program.
- Friend of the FSABC sponsorship acknowledgment published on signs that will be prominently displayed at the conference.
- A business receipt for the full amount of your sponsorship.

**Friend of the FSABC sponsorship will require payment in full on or before April 11, 2012.**



## 2012 INDIVIDUAL SPONSOR INVESTMENT \$1 TO \$499

We recognize that not everyone, especially individuals can afford some of the sponsorship levels but you still want to contribute to the success of the event.

We welcome donations in any amount and if you make an Individual donation to the FSABC 100 years celebration we will make sure your name is published in the souvenir program and on signs that will be prominently displayed at the conference.

Your Individual sponsorship will require payment in full on or before April 11, 2012.

Remember...

### ***Our Success Depends On Your Support....***

Whether you make a donation for \$25 or as an Event Underwriter the success of our 100 year celebration will depend on DONORS like YOU.

Over 100 years the FSABC has grown into one of the most professional and reputable trade organizations in representing the funeral service profession in Canada and North America. This is due to a great membership that is the foundation of 100 years of success.

We've been showing others how to 'do it right' for decades so why stop now.

Let's show them how to acknowledge and celebrate 100 years of existence with 3 days in April they'll never forget.

It is your generous support and sponsorship that will make the difference.

If you have any questions about the sponsorship package please don't hesitate to contact the FSABC office at:

**info@bcfunerals.com      Or call us at (250) 592-3213    or    Toll Free 1-800-665-3899**

We look forward to hearing from you (and to receiving your generous support!).

Sincerely yours,

*Ryan McLane*

Ryan McLane, President



## SPONSORSHIP FORM

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
Phone \_\_\_\_\_ Email: \_\_\_\_\_

Please sign us up for:

2012 Underwriter Sponsorship Package | \$15,000

2012 Gold Sponsorship Package | \$7,500

2012 Silver Sponsorship Package | \$5,000

2012 Bronze Sponsorship Package | \$2,500

2012 President's Circle Sponsorship Package | \$1,000

2012 Friend of the FSABC Sponsorship | \$500 to \$999 \$ \_\_\_\_\_

2012 Individual Donation | I would like to contribute \$ \_\_\_\_\_

**Mail**

Funeral Service Association of British Columbia  
Suite 211 – 2187 Oak Bay Avenue , Victoria, BC V8R 1G1

**Email**

info@bcfunerals.com

**Please make all cheques payable to: Funeral Service Association of British Columbia**

**Donations by Visa or MasterCard will be accepted by phoning 1-800-665-3899**

**Our Success Depends On Your Support!**