



Order *of the*
Golden Rule

® Making Independent Funeral Homes Exceptional

2026 OGR SPONSORSHIP PROSPECTUS

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ABOUT OGR

The International Order of the Golden Rule (OGR) is a professional association of independently owned and operated funeral homes dedicated to ethical service to all.

Founded in 1928, it is our mission to make independent funeral homes exceptional. We do this by building and supporting member education, information exchange, professional and business development, and networking through a wide range of programs, services and resources.

Our Standards of Ethical Conduct guide our members' business practices and philosophy, allowing them to provide "service measured not by gold, but by the Golden Rule."

Headquartered in Indianapolis, our member funeral homes are located throughout the United States and ten other countries.

SPONSORSHIP ROI



- 1** Company visibility and competitive edge - Get in front of decision makers and stay top of mind
- 2** Targeted marketing - Engage with key decision-makers looking for relevant product and service solutions
- 3** Customer perception - Highlight your ongoing support of OGR member funeral homes
- 4** Lead generation - Find new customers who may not know what you have to offer
- 5** Increase sales - Deepen relationships with current customers and share new products or services
- 6** Community goodwill - Strengthen your business image
- 7** Marketing support - Simplified social media marketing efforts that highlight your participation
- 8** Industry insights - Stay informed about challenges and opportunities in funeral service
- 9** Partnerships - Build partnerships and referral sources from related-industry businesses

ANNUAL SPONSORSHIPS AT-A-GLANCE

Education and Events

Opportunity	# Available	Price
Webinars	4	\$350
Podcast	8	\$350
Sponsor Led Webinar	8	\$500

Website and Online Resources

Opportunity	# Available	Price
Find-a-Funeral Home	1	\$15,000
Member Resource Portal	1	\$10,000
Supplier Network	PURCHASED	\$7,500
Grief Support	1	\$7,500
Funeral Planning & Memorial	1	\$7,500
Family Contact Survey Program	1	\$7,500
Online Learning Library	1	\$5,000
Virtual Tribute Wall	1	\$3,500

Future Leaders Forum

Opportunity	# Available	Price
Future Leaders Forum Sponsor	PURCHASED	\$2,500
Own the Future Sponsor	3	\$500
Guiding Light Sponsor	3	\$250

PROGRESS SPONSORSHIPS AT-A-GLANCE

Opportunity	# Available	Price
PROGRESS Presenting Sponsor	PURCHASED	\$4,000
Past Presidents' Reception	1	\$2,500
Golden Circle Celebration Dinner	1	\$2,000
Luncheon Sponsor	PURCHASED	\$2,000
Mobile App Sponsor	1	\$2,000
Wifi Sponsor	1	\$2,000
NEW! Photography Sponsor	1	\$1,500
Silent Auction Sponsor	PURCHASED	\$1,500
Keynote Speaker Sponsor	PURCHASED	\$1,500
NEW! Golden Circle Lounge Sponsor	1	\$1,250
Golden Circle Wine Sponsor	PURCHASED	\$1,000
Golden Circle Awards Sponsor	1	\$1,000
Beverage Station Sponsor	PURCHASED	\$1,000
Snack Break Sponsor	1	\$1,000
Bourbon Tour Sponsor	PURCHASED	\$1,000
NEW! Video Advertisement	5	\$800
Educational Session Sponsor	6	\$750
Attendee Welcome Sponsor	1	\$500
Market Research Question	2	\$500
NEW! Mobile App Advertisement	5	\$250

WEBINARS

\$350 | 4 AVAILABLE

CHOOSE
ONE ✓
OR MORE

Running a more efficient and effective business is critical to OGR members. From financial management and recent changes in tax law, to Young Professional issues and bridging the gap between generations in the workforce, our 2026 webinar series is designed to help members grow all aspects of their company.

Individual Webinar Benefits include:

- 30-second video or scripted acknowledgement aired during the webinar
- Recognition on all electronic and printed material relating to your chosen session, including a minimum of two email blasts, two newsletter announcements and one blog post
- Logo inclusion on one pre- and one post- webinar social media post
- Recognition in a 1-page digital flyer sent to all attendees after virtual series
- Continued recognition on recorded webinar housed in OGR's on-demand Learning Library



PODCAST

\$350 | 8 AVAILABLE

CHOOSE
ONE ✓
OR MORE

Sponsoring OGR's *Rest Assured: The Funeral Profession* Podcast is your opportunity to connect with a dedicated audience of independent funeral professionals who value innovation, expertise, and meaningful dialogue. As a sponsor, your brand will gain premium exposure through each episode, aligning your business with thought leadership and the ongoing advancement of the funeral profession.

This podcast explores critical topics, insights into the profession and success stories that resonate with OGR members and their commitment to exceptional service. Partner with Rest Assured to amplify your brand's reach and showcase your dedication to supporting independent funeral professionals. Benefits include:

- Exclusivity per episode sponsored
- 30-second ad to be aired during the sponsored podcast
- Company listed on all promotional materials including social media posts, press releases, website updates, and more
- Inclusion in podcast announcement in The Independent® magazine



SPONSOR LED WEBINAR

\$500 | 8 AVAILABLE

CHOOSE
ONE ✓
OR MORE

Sponsor hosted webinars provide sponsors with a platform to share valuable insights, best practices and innovations pertinent to the funeral profession. As a sponsor, you have the unique opportunity to showcase your company as a thought leader to a targeted audience of funeral directors, funeral home owners, and staff who are looking to grow. You will continue to gain viewers after the webinar airs as it will also be housed in OGR's Online Learning Library for a minimum of two years, making it accessible on demand 24/7. Individual webinar benefits include:

- Opportunity to provide company representative to lead an educational webinar
- Logo and speaker headshot included in promotion of the webinar's "drop" date, minimum of three issues of OGR's Insights newsletter
- A minimum of two social media posts will be made promoting the "drop" of the webinar that include company logo and headshot
- Recognition in periodical promotions of OGR's Learning Library

Fine Print:

- May be microlearning (15-20 minutes) or full one-hour webinars
- Content must be educational and not product/services endorsements; approval of content by OGR
- Webinars are pre-recorded, then released for a live viewing before being housed in OGR's Online Learning Library
- Webinars are free for members; non-members pay a small registration fee
- Opportunity available exclusively to OGR member suppliers



FIND-A-FUNERAL HOME

\$15,000 | 1 AVAILABLE

Year-Round!

Join us in commemorating life with compassion and dignity as the exclusive sponsor of the OGR "Find a Funeral Home" featured on the homepage of our website. As a distinguished sponsor, you align your brand with the values of empathy, integrity, and excellence in the funeral service industry.

Your logo with a hotlink will be prominently displayed alongside the OGR Find a Funeral Home tool, ensuring maximum exposure to a diverse audience seeking compassionate funeral services. Demonstrate your commitment to community welfare by supporting a resource that aids individuals in finding reliable, compassionate funeral homes in their time of need. Benefits include:

- Your logo will be prominently displayed on the Find a Funeral Home feature on the OGR website homepage for 12 months with sponsor-provided tracking URL
- Recognition in press release announcing sponsorships
- Recognition in a minimum of four OGR newsletters and four OGR social media posts
- Recognition at OGR's signature event, PROGRESS, as the Find a Funeral Home Sponsor
- Quarterly Google Analytics report on views to the Find a Funeral Home Page



MEMBER PORTAL

\$10,000 | 1 AVAILABLE

Year-Round!

OGR gives its members the resources they need to stand apart as exceptional among funeral homes. From an unparalleled Supplier Network offering discounts or other exclusive benefits, to a proprietary Family Contact Program that helps spread best practices based on families' direct feedback, free marketing materials and more. Demonstrate your commitment to OGR, its members, and the tools necessary for the funeral profession by supporting Member Resources. Benefits include:

- Your logo will be prominently displayed on OGR's *most visited* web page for 12 months with sponsor-provided tracking URL
- Recognition in press release announcing sponsorships
- Recognition in a minimum of four OGR newsletters and four OGR social media posts
- Recognition at OGR's signature event, PROGRESS, as the Member Resources Sponsor
- Quarterly Google Analytics report on views to the Member Resources Portal



SUPPLIER NETWORK

\$7,500 | 1 AVAILABLE

Year-Round!

Support the OGR Supplier Network and position your business at the forefront of the independent funeral service profession. By sponsoring this dedicated resource, you'll connect with the members OGR around the globe. As the exclusive sponsor, your brand will gain premium visibility on a high-traffic page that serves as a vital hub for OGR members seeking trusted products and services. Showcase your commitment to supporting independent funeral professionals while building meaningful connections that drive mutual success. Benefits include:

- Your logo will be prominently displayed on the Supplier Network page on the OGR website for 12 months with sponsor-provided tracking URL
- Recognition in press release announcing sponsorships
- Recognition in a minimum of four OGR newsletters and four OGR social media posts
- Recognition at OGR's signature event, PROGRESS, as the Supplier Network Sponsor
- Quarterly Google Analytics report on views to the Supplier Network page



GRIEF SUPPORT

\$7,500 | 1 AVAILABLE

Year-Round!

Partner with OGR to sponsor the Coping with Grief webpage and demonstrate your dedication to supporting families during their most challenging times. This trusted resource, designed to guide individuals and communities through the grieving process, is a cornerstone for OGR members and the families they serve. As the exclusive sponsor, your brand will be prominently featured on this essential page, aligning your business with compassion, care, and the commitment to healing. Showcase your support for independent funeral homes and the families they serve while enhancing your visibility with a meaningful and impactful presence. Benefits include:

- Your logo will be prominently displayed on the Coping with Grief page on the OGR website for 12 months with sponsor-provided tracking URL
- Your logo will be included in the Grief Support resource page located in the Member Portal
- Recognition in press release announcing sponsorship
- Recognition in a minimum of four OGR newsletters and four OGR social media posts
- Recognition at OGR's signature event, PROGRESS, as the Coping with Grief Sponsor
- Quarterly Google Analytics report on views to the Coping with Grief page and My Grief Angels page in the Member Portal



FUNERAL & MEMORIAL PLANNING

\$7,500 | 1 AVAILABLE

Year-Round!

Sponsoring OGR's Funeral and Memorial Planning webpage positions your business as a trusted partner in guiding families through one of life's most meaningful journeys. This valuable resource equips OGR members and the families they serve with essential tools and information for creating personalized, meaningful tributes.

As the exclusive sponsor, your brand will gain prominent visibility on this widely utilized page, demonstrating your commitment to supporting independent funeral professionals and the families they serve. Align your business with the values of compassion, care, and excellence while connecting with a dedicated audience in a powerful way. Benefits include:

- Your logo will be prominently displayed on the Funeral & Memorial Planning page on the OGR website for 12 months with sponsor-provided tracking URL
- Recognition in press release announcing sponsorship
- Recognition in a minimum of four OGR newsletters and four OGR social media posts
- Recognition at OGR's signature event, PROGRESS, as the Funeral & Memorial Planning Sponsor
- Monthly Google Analytics report on views to the Coping with Grief page



FAMILY CONTACT SURVEY PROGRAM

\$7,500 | 1 AVAILABLE

Year-Round!

OGR's Family Contact Survey Program is the most valued and widely used benefits among our members. This confidential survey service allows participating funeral homes to gather honest feedback from the families they serve—helping them identify strengths, uncover opportunities for improvement, and measure overall satisfaction. By providing meaningful insights, the program empowers members to continuously elevate their service quality and maintain the highest standards of care.

As the exclusive sponsor of OGR's Family Contact Survey Program, you'll be aligned with one of OGR's most trusted and results-driven member resources. Your support demonstrates a shared commitment to helping funeral homes grow through excellence in service and continuous improvement.

- Your logo featured on the Family Contact Survey Program page within the OGR Member Portal for 12 months sponsor-provided tracking URL
- Recognition in an email sent to all participating funeral homes introducing or promoting the program
- Inclusion in a press release announcing your sponsorship to the OGR community and industry media
- The opportunity to send a personalized letter to all OGR members recommending their participation in the Family Contact Survey Program, highlighting your partnership and support for member success



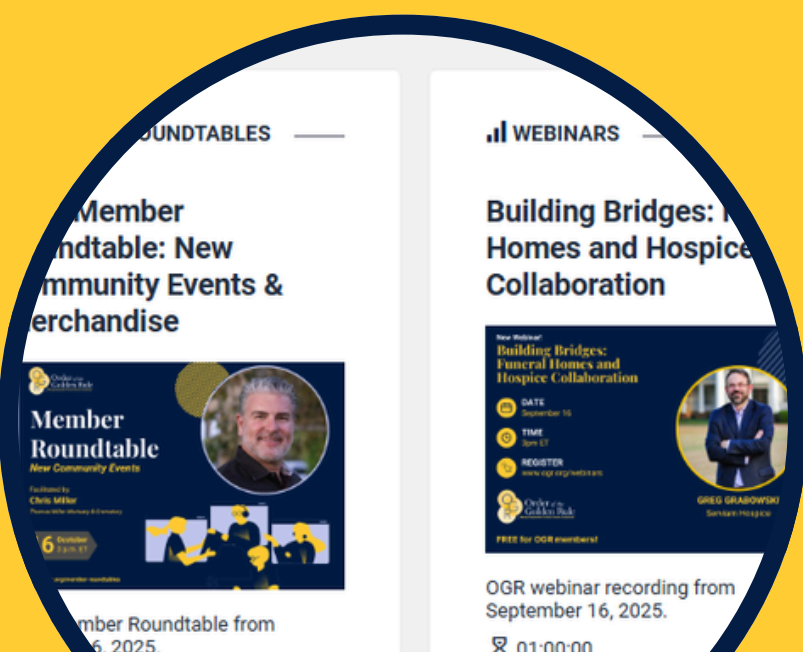
ONLINE LEARNING LIBRARY

\$5,000 | 1 AVAILABLE

Year-Round!

Seize the opportunity to champion education, innovation, and professional excellence by becoming the exclusive sponsor of OGR's Online Learning Library. Your brand's association with this essential resource reinforces your commitment to advancing the funeral service profession and supporting those dedicated to the compassionate care of families in their time of need. Benefits include:

- Your logo will be prominently displayed on the library's landing page for 12 months, reaching a targeted audience of dedicated funeral professionals actively seeking educational resources
- Opportunity to contribute print, audio and/or video content (up to two) showcasing your brand's thought leadership, positioning your organization as a trusted partner (content approved by OGR)
- Recognition in press release announcing sponsorship.
- Recognition in a minimum of four OGR newsletters and four OGR social media posts
- Recognition at OGR's signature event, PROGRESS, as the Online Learning Library Sponsor
- Quarterly Google Analytics report on Learning Library page



VIRTUAL TRIBUTE WALL

\$3,500

Year-Round!

Demonstrate your company's commitment to OGR members and mortuary school students by sponsoring the OGR Virtual Tribute Wall. Donors who make a gift in memory of or in honor of an individual are recognized on the virtual wall on OGR's website, accessible both to members and the public. All new donations are also recognized in the next issue of The Independent® as well as an annual recap in the winter issue of the following year. Benefits include:

- Logo recognition on OGR's Virtual Tribute Wall (OGR.org/Donors) through Dec. 31, 2025
- Logo recognition on letters sent to donors and to the family of the individual being honored
- Logo on Virtual Tribute Wall announcement in four issues of The Independent® magazine
- Recognition at OGR's signature event, PROGRESS, as the Virtual Tribute Wall sponsor
- Quarterly Google Analytics report for page



FUTURE LEADERS FORUM PRESENTING SPONSOR

\$2,500 | PURCHASED



2026 FUTURE
LEADERS FORUM
OWN THE FUTURE



The OGR Future Leaders Forum is where growing professionals, second-career staff, and emerging leaders from independently owned funeral homes gather to cultivate their potential within the funeral home profession. Through hands-on workshops, expert-led sessions, and real-world insights, attendees gain both the hard and soft skills essential for owning and operating a successful funeral home.

Day of Event

- Future Leaders Forum, presented by “Your Company Name”
- Logo recognition on signage at registration and meeting space during PROGRESS and on select event material
- Half-page ad in digital program

Pre and Post-Event

- Logo and recognition as Future Leaders Presenting Sponsor on OGR website
- Logo recognition as Future Leaders Presenting Sponsor in the Registration Brochure sent to all members and prospects, as well as the “Know Before You Go” email blast sent to all registered attendees
- Branded invitation email to membership that includes company content
- Half-page ad in The Independent® magazine
- Recognition on OGR social media –minimum of four posts
- Logo recognition in email sent to all members after PROGRESS with a feedback survey link
- Lead Generation through pre and post event surveying
- Attendee list post-event



OWN THE FUTURE SPONSOR

\$500 | 3 AVAILABLE



2026 FUTURE
LEADERS FORUM
OWN THE FUTURE



Benefits Include:

- Ability to share one (1) 1–3-minute video advertisement during the event, in one issue of the Insights newsletter, and one social media post on multiple channels about the event
- Company logo prominently displayed on the Future Leaders Forum page on the OGR website
- Recognition and quote from company representative in press release announcing sponsorship
- Recognition in a minimum of four issues of the OGR newsletter
- Recognition in a minimum of four OGR social media posts
- Recognition and quote from company representative in article published in OGR's magazine, The Independent
- Attendee mailing list
- Logo recognition on event collateral
- Recognition as sponsor of a session of choice at the forum



GUIDING LIGHT SPONSOR

\$250 | 3 AVAILABLE



2026 FUTURE
LEADERS FORUM
OWN THE FUTURE



Benefits Include:

- Company logo prominently displayed on the Future Leaders Forum page on the OGR website
- Recognition from company representative in press release announcing sponsorship
- Recognition in a minimum of two issues of the OGR newsletter
- Recognition in a minimum of two OGR social media posts
- Recognition and quote from company representative in article published in OGR's magazine, The Independent
- Attendee mailing list
- Logo recognition on event collateral





Louisville, Kentucky | May 5-7, 2026

PROGRESS is OGR's annual conference and premier event, bringing together independent funeral home leaders and industry partners from across the globe. This dynamic gathering focuses on innovation, leadership, and the future of funeral service—providing attendees with valuable education, thought-provoking discussions, and meaningful networking opportunities.

OGR offers a variety of sponsorship opportunities designed to fit every budget and marketing goal. Sponsors can enhance their visibility, strengthen relationships with decision-makers, and position their brand as a trusted partner in funeral service excellence. Whether through educational sessions or networking events, PROGRESS sponsorships provide unmatched access and recognition among leaders who shape the future of the profession.

PRESENTING SPONSOR
\$4,000 | PURCHASED



Louisville, Kentucky | May 5-7, 2026

Day of Event

- PROGRESS, presented by “Your Company Name”
- Company spokesperson may welcome attendees at opening session each morning
- Logo recognition on signage at registration and meeting space during PROGRESS and on select event material
- Full-page ad in digital program
- Opportunity to provide company- branded bag to all attendees and place branded item in event bag
- Opportunity to place company literature at each attendee’s seat on both days
- 30-second branded video to be shown during the event
- Attendee list pre-event

Pre- and Post-Event

- Logo recognition as Presenting Sponsor in all printed and digital communication sent to member and non-member funeral homes
- Branded invitation email to membership that includes a message from presenting sponsor
- Half-page ad in The Independent® magazine
- Recognition on OGR social media –minimum of four posts
- Logo recognition in email sent to all members after PROGRESS with a feedback survey link
- Lead Generation through pre and post event surveying
- Attendee list post-event

PAST PRESIDENTS' RECEPTION SPONSOR \$2,500 | 1 AVAILABLE



Louisville, Kentucky | May 5-7, 2026

Day of Event

- Opportunity for company spokesperson to welcome guests at the reception
- Logo recognition at reception and opportunity to place company pop-up banner
- Opportunity to speak during reception
- Recognition from stage as Reception Sponsor at opening session the next morning
- Half-page ad in the digital program
- Opportunity to place branded item in event bag

Pre- and Post-Event

- Name recognition in the Registration flyer sent to all members and prospects, and the “Know Before You Go” email blast sent to all registered attendees before PROGRESS
- Logo recognition on OGR’s website leading up to PROGRESS
- Logo recognition on event emails sent by OGR
- Recognition as Reception Sponsor on social media posts leading up to event Logo recognition in email sent to all members after PROGRESS with a feedback survey link
- Attendee list post-event

GOLDEN CIRCLE DINNER SPONSOR

\$2,000 | 1 AVAILABLE



Louisville, Kentucky | May 5-7, 2026

Day of Event

- Opportunity for company spokesperson to welcome guests at the dinner
- Logo recognition at dinner and opportunity to place company pop-up banner
- Opportunity to provide 30-second video to be shown at start of dinner Recognition from stage as Dinner Sponsor
- Half-page ad in the digital program given to all attendees
- Opportunity to place branded item in event bag

Pre- and Post-Event

- Name recognition in the Registration flyer sent to all members and prospects, and the “Know Before You Go” email blast sent to all registered attendees before PROGRESS
- Logo recognition on OGR’s website leading up to PROGRESS
- Logo recognition on event emails sent by OGR
- Recognition as Golden Circle Celebration Dinner Sponsor on social media post leading up to event Logo recognition in email sent to all members after the event with a feedback survey link
- Attendee list post-event



LUNCHEON SPONSOR

\$2,000 | 1 REMAINING



Louisville, Kentucky | May 5-7, 2026

Day of Event

- Opportunity for company spokesperson to welcome guests at lunch each day
- Logo recognition on each table and opportunity to place company pop-up banner
- Opportunity to provide 30-second video to be shown at start of chosen luncheon
- Half-page ad in the digital program given to all attendees
- Opportunity to place branded item in event bag

Pre- and Post-Event

- Name recognition in the Registration Brochure sent to all members and prospects, as well as the "Know Before You Go" email blast sent to all registered attendees before the event
- Logo recognition on OGR's website leading up to PROGRESS
- Logo recognition on event emails sent by OGR
- Recognition as the Luncheon Sponsor on social media post leading up to event
- Logo recognition in email sent to all members after PROGRESS with a feedback survey link
- Attendee list post-event



MOBILE APP SPONSOR

\$2,000 | 1 AVAILABLE



Louisville, Kentucky | May 5-7, 2026

Day of Event

- Logo recognition in attendee mobile app
- Two push notifications to attendees throughout the event
- Logo recognition on signage
- Half-page ad in the digital program given to all attendees
- Opportunity to place branded item in attendee swag bag

Pre- and Post-Event

- Name recognition in the Registration Brochure sent to all members and prospects, as well as the “Know Before You Go” email blast sent to all registered attendees before the event
- Logo recognition on OGR’s website leading up to PROGRESS
- Logo recognition on event emails sent by OGR
- Recognition as the Mobile App Sponsor on social media post leading up to event
- Logo recognition in email sent to all members after PROGRESS with a feedback survey link
- Attendee list post-event



WIFI SPONSOR
\$2,000 | 1 AVAILABLE



Louisville, Kentucky | May 5-7, 2026

Day of Event

- Company name as WIFI password for all users
- Logo recognition in attendee mobile app
- One push notification to attendees throughout the event
- Logo recognition on signage
- Half-page ad in the digital program given to all attendees
- Opportunity to place branded item in attendee swag bag

Pre- and Post-Event

- Name recognition in the Registration Brochure sent to all members and prospects, as well as the “Know Before You Go” email blast sent to all registered attendees before the event
- Logo recognition on OGR’s website leading up to PROGRESS
- Logo recognition on event emails sent by OGR
- Recognition as the WIFI Password Sponsor on social media post leading up to event
- Logo recognition in email sent to all members after PROGRESS with a feedback survey link
- Attendee list post-event



NEW! PHOTOGRAPHY SPONSOR \$1,500 | 1 AVAILABLE



Louisville, Kentucky | May 5-7, 2026

Day of Event

- Opportunity to provide company t-shirt or swag to photographer to wear on site
- Logo recognition in attendee mobile app
- Logo recognition on signage
- Half-page ad in the digital program given to all attendees
- Opportunity to place branded item in attendee swag bag

Pre- and Post-Event

- Name recognition in the Registration Brochure sent to all members and prospects, as well as the “Know Before You Go” email blast sent to all registered attendees before the event
- Logo recognition on OGR’s website leading up to PROGRESS
- Logo recognition on event emails sent by OGR
- **Recognition with a company logo as a watermark on all photos sent to attendees**
- Recognition as the Photography Sponsor on social media post leading up to event
- Logo recognition in email sent to all members after PROGRESS with a feedback survey link
- Attendee list post-event



SILENT AUCTION SPONSOR

\$1,500 | **PURCHASED**



Louisville, Kentucky | May 5-7, 2026

Day of Event

- Logo on all individual auction description displays
- Log on auction app
- Opportunity to provide 30-second video to be shown during Annual event
- Half-page ad in the digital program given to all attendees
- Opportunity to place branded item in attendee swag bag

Pre- and Post-Event

- Name recognition in the Registration Brochure sent to all members and prospects, as well as the "Know Before You Go" email blast sent to all registered attendees before the event Logo recognition on OGR's website leading up to PROGRESS
- Logo recognition on event emails sent by OGR
- Recognition as the Silent Auction Sponsor on social media post leading up to event
- Logo recognition in email sent to all members after PROGRESS with a feedback survey link
- Attendee list post-event



KEYNOTE SPEAKER SPONSOR

\$1,500 | **PURCHASED**



Louisville, Kentucky | May 5-7, 2026

Day of Event

- Opportunity for company spokesperson to introduce the Keynote Speaker
- Logo recognition on title slide of PowerPoint
- Half-page ad in the digital program given to all attendees
- Opportunity to place branded item in attendee swag bag

Pre- and Post-Event

- Name recognition in the Registration Brochure sent to all members and prospects, as well as the "Know Before You Go" email blast sent to all registered attendees before the event
- Logo recognition on OGR's website leading up to PROGRESS
- Logo recognition on event emails sent by OGR
- Recognition as the Keynote Speaker Sponsor on social media post leading up to event
- Logo recognition in email sent to all members after PROGRESS with a feedback survey link
- Attendee list post-event



GOLDEN CIRCLE DINNER WINE SPONSOR

\$1,000 | **PURCHASED**



Louisville, Kentucky | May 5-7, 2026

Day of Event

- Opportunity for company spokesperson to lead a toast at the dinner
- Logo recognition at dinner and opportunity to place company pop-up banner
- Opportunity to provide branded coasters for each place setting OR tags for each bottle of wine at tables Recognition from stage as Wine Sponsor
- Half-page ad in the digital program given to all attendees
- Opportunity to place branded item in event bag

Pre- and Post-Event

- Name recognition in the Registration Brochure sent to all members and prospects, as well as the "Know Before You Go" email blast sent to all registered attendees before the event Logo recognition on OGR's website leading up to PROGRESS
- Logo recognition on event emails sent by OGR
- Recognition as the Golden Circle Wine Sponsor on social media post leading up to event
- Logo recognition in email sent to all members after PROGRESS with a feedback survey link
- Attendee list post-event



NEW! GOLDEN CIRCLE LOUNGE SPONSOR

\$1,250 | 1 AVAILABLE



Louisville, Kentucky | May 5-7, 2026

Day of Event

- Branded Winners Circle lounge space featuring upscale soft seating where attendees can relax, network, and recharge
- Derby-themed interactive activation designed to encourage participation and drive traffic to the space
- Signature Derby photo opportunity with themed backdrop for attendee photos and social sharing with sponsor recognition
- “Pick the Winner” engagement board where attendees select a racehorse name and submit their business card for a chance to win, creating a natural opportunity for networking and lead generation
- Branded Mint Julep mocktail recipe cards available for attendees to take with them as a Derby-themed keepsake
- Logo recognition on awards slides of the PowerPoint
- Recognition from the stage during the Golden Circle Awards Celebration
- Opportunity to assist in presenting awards to winners
- Half-page ad in the digital program provided to all attendees
- Opportunity to place a branded item in the attendee swag bag

Pre- and Post-Event

- Name recognition in the Registration Brochure sent to all members and prospects, as well as the “Know Before You Go” email blast sent to all registered attendees before the event
- Logo recognition on OGR’s website leading up to PROGRESS
- Logo recognition on event emails sent by OGR
- Recognition as the Golden Circle Lounge Sponsor on social media post leading up to event
- Logo recognition in email sent to all members after PROGRESS with a feedback survey link
- Attendee list post-event

GOLDEN CIRCLE DINNER AWARD SPONSOR \$1,000 | 1 AVAILABLE



Louisville, Kentucky | May 5-7, 2026

Day of Event

- Logo recognition on awards slides of the PowerPoint
- Recognition from the stage during the Golden Circle Awards Celebration Opportunity to assist in presenting awards to winners
- Half-page ad in the digital program given to all attendees
- Opportunity to place branded item in attendee swag bag

Pre- and Post-Event

- Name recognition in the Registration Brochure sent to all members and prospects, as well as the “Know Before You Go” email blast sent to all registered attendees before the event Logo recognition on OGR’s website leading up to PROGRESS
- Logo recognition on event emails sent by OGR
- Recognition as the Awards Sponsor on social media post leading up to event Logo recognition in email sent to all members after PROGRESS with a feedback survey link
- Attendee list post-event



BEVERAGE STATION SPONSOR

\$1,000 | 1 AVAILABLE



Louisville, Kentucky | May 5-7, 2026

Day of Event

- Logo recognition at beverage stations and opportunity to place company pop-up banner
- Opportunity to provide company-branded cups or sleeves for the station
- Half-page ad in the digital program given to all attendees
- Opportunity to place branded item in attendee swag bag

Pre- and Post-Event

- Name recognition in the Registration Brochure sent to all members and prospects, as well as the “Know Before You Go” email blast sent to all registered attendees before the event Logo recognition on OGR’s website leading up to PROGRESS
- Logo recognition on event emails sent by OGR
- Recognition as the Beverage Sponsor on social media post leading up to event
- Logo recognition in email sent to all members after PROGRESS with a feedback survey link
- Attendee list post-event



SNACK BREAK SPONSOR

\$1,000 | 1 AVAILABLE



Louisville, Kentucky | May 5-7, 2026

Day of Event

- Logo recognition at snack stations and opportunity to place company pop-up banner
- Opportunity to provide company-branded napkins for the station
- Half-page ad in the digital program given to all attendees
- Opportunity to place branded item in attendee swag bag

Pre- and Post-Event

- Name recognition in the Registration Brochure sent to all members and prospects, as well as the “Know Before You Go” email blast sent to all registered attendees before the event
- Logo recognition on OGR’s website leading up to PROGRESS
- Logo recognition on event emails sent by OGR
- Recognition as the Snack Sponsor on social media post leading up to event
- Logo recognition in email sent to all members after PROGRESS with a feedback survey link
- Attendee list post-event



BOURBON TOUR SPONSOR

\$1,000 | 1 AVAILABLE



Louisville, Kentucky | May 5-7, 2026

Day of Event

- Opportunity for company spokesperson to welcome everyone to the tour prior to departure
- Half-page ad in the digital program given to all attendees
- Opportunity to place branded item in attendee swag bag

Pre- and Post-Event

- Name recognition in the Registration Brochure sent to all members and prospects, as well as the “Know Before You Go” email blast sent to all registered attendees before the event
- Logo recognition on OGR’s website leading up to PROGRESS
- Logo recognition on event emails sent by OGR
- Recognition as the Bourbon Tour Sponsor on social media post leading up to event
- Logo recognition in email sent to all members after PROGRESS with a feedback survey link
- Attendee list post-event



NEW! VIDEO ADVERTISEMENT \$800 | 5 AVAILABLE



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A video advertisement offers a powerful way to share your message with the leaders of independent funeral service. Your organization can showcase its brand, products, or services through a professionally produced video played during the event, placing your message directly in front of engaged attendees. This opportunity allows you to tell your story in your own voice while reinforcing your organization's commitment to supporting excellence within the funeral service profession.

Day of Event

- Company produced 30-60 second video advertisement to play before an educational session to all attendees at PROGRESS

Post-Event

- Your advertisement will be shared on OGR social media channels after PROGRESS



EDUCATIONAL SESSION SPONSOR

\$750 | 7 AVAILABLE



Louisville, Kentucky | May 5-7, 2026

Day of Event

- Opportunity for company spokesperson to introduce the session
- Logo recognition on title slide of PowerPoint
- Half-page ad in the digital program given to all attendees
- Opportunity to place branded item in attendee swag bag

Pre- and Post-Event

- Name recognition in the Registration Brochure sent to all members and prospects, as well as the "Know Before You Go" email blast sent to all registered attendees before the event
- Logo recognition on OGR's website leading up to PROGRESS
- Logo recognition on event emails sent by OGR
- Recognition as an Education Sponsor on social media post leading up to event
- Logo recognition in email sent to all members after PROGRESS with a feedback survey link
- Attendee list post-event



ATTENDEE WELCOME SPONSOR

\$500 | 1 AVAILABLE



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Day of Event

- Company logo on Welcome Sign/Banner
- Company provides branded item/gift with letter for inclusion in gift bag attendees receive at registration table

Pre- and Post-Event

- Name recognition in the Registration Brochure sent to all members and prospects, as well as the “Know Before You Go” email blast sent to all registered attendees before the event
- Logo recognition on OGR’s website leading up to PROGRESS
- Logo recognition on event emails sent by OGR
- Recognition as the Welcome Sponsor on social media post leading up to event
- Logo recognition in email sent to all members after PROGRESS with a feedback survey link
- Attendee list post-event



MARKET INSIGHTS

\$500 | 2 AVAILABLE



Louisville, Kentucky | May 5-7, 2026

Gain direct access to valuable market insights from OGR's engaged member base. As a Market Insights Sponsor, you'll have the unique opportunity to include one market research question on the PROGRESS registration form. Results will allow you to better understand member needs, perceptions, or purchasing behaviors while strengthening your connection with OGR members. Benefits include:

- Company name and logo will be featured alongside the registration question, providing exposure to every conference registrant
- Customized Insights Report – Receive a compiled and anonymized report of all responses, giving you meaningful data you can use to better serve funeral homes



NEW! MOBILE APP ADVERTISEMENT \$250 | 5 AVAILABLE



Louisville, Kentucky | May 5-7, 2026

The PROGRESS mobile app is the primary resource attendees use to navigate the event—checking the schedule, exploring speakers, and connecting with fellow professionals. A mobile app banner advertisement places your brand directly within that daily experience, delivering high-visibility exposure each time attendees open the app. This opportunity keeps your organization top of mind throughout the event while reinforcing your support of the independent funeral service profession.

- Company produced advertisement optimized for web, tablet, and phone
- UTM created on company's behalf to desired webpage to ensure accurate Google Analytics tracking



OWN THE FUTURE
2025 FUTURE LEADERS FORUM



August 25-27, 2025
Pollock-Randall Funeral Home
Port Huron, Michigan

Customize Your Sponsorship

Have a unique idea for connecting with OGR members? Let's collaborate to create a customized sponsorship package tailored to your goals and brand.

CONTACT



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Sponsorships
Membership Opportunities



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