

20 24 OGR Sponsorship Prospectus

Becoming a sponsor of the Order of the Golden Rule offers a unique opportunity to align your brand with a prestigious and ethical organization, gaining heightened visibility while contributing to a community committed to excellence and integrity.



Order of the
Golden Rule

® Making Independent Funeral Homes Exceptional

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ORDER OF THE GOLDEN RULE 2024 SPONSORSHIP OPPORTUNITIES



The International Order of the Golden Rule (OGR) is an association of independently owned funeral homes across North America and overseas that pledge to abide by a strict code of ethical business and service standards. OGR's mission is to make independent funeral homes exceptional through:

- building and supporting member interaction,
- information exchange, and
- professional business development through a wide range of programs, services, and resources.

Your Support Matters. Companies that sponsor OGR member resources, initiatives, and events highlight their support for the funeral service and increase their credibility and visibility. It's your opportunity to stay in front of existing customers and find new customers. With OGR's continued focus on professional business development, supporting member businesses, and providing a network of peers dedicated to advancing the funeral profession, your support helps us achieve those goals and makes every OGR member more successful and profitable.

Check out the **TOP 10 reasons** to become an OGR sponsor:

- 1. Company visibility & competitive edge.** Get in front of your buyers and stay top of mind.
- 2. Targeted marketing.** Engage with 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 to potential new customers.
- 6. Community goodwill.** Strengthen your business image.
- 7. Marketing support.** Simplified social media marketing efforts that highlight your support.
- 8. Industry insights.** Stay informed about challenges and opportunities in funeral service.
- 9. Partnerships.** Build partnerships and referral sources from related-industry businesses.
- 10. Increased visibility.** Your company logo will appear on all conference-related marketing.

We believe that partnering with your company not only supports your company's goals, but also creates a more engaging environment for our members with opportunities to make better decisions about their suppliers. An investment in an OGR sponsorship is worth your time and money to build relationships with customers and show your support for those in the funeral profession.

For more information on sponsorship packages and benefits, contact Wendy King, OGR Executive Director, at wking@ogr.org or 512-334-5504 ext. 140. Join us in leading the conversation and making a lasting impact within the OGR community.

OGR ANNUAL CONFERENCE

SPONSORSHIP OPPORTUNITIES AT-A-GLANCE

May 7-9, 2024 | Savannah, GA | OGR.org/annual-conference

This annual event brings together thought leaders and decision makers of independently owned and operated funeral homes and suppliers from across the globe. It focuses on industry dynamics, trending topics, innovation, and professional development. There is also time to network with peers and potential customers at the conference.

Opportunity	# Available	Investment
Presenting Sponsor	1	SOLD
Past Presidents Reception	1	\$1,500
Golden Circle Celebration Dinner	1	\$1,500
Luncheon Sponsor	2	\$1,000
Silent Auction Sponsor	1	\$1,000
Beverage Station Sponsor	1	\$1,000
Educational Session Sponsor	5	\$750
Networking Tour Sponsor	1	\$750
Awards Sponsor	3	\$750
Milestones Sponsor	1	\$750
Attendee Welcome Sponsor	5	\$500

Conference Presenting Sponsor - SOLD

Elevate your brand to the pinnacle of recognition and influence by becoming the exclusive Presenting Sponsor of the Order of the Golden Rule (OGR) Annual Conference. This prestigious sponsorship offers unparalleled visibility, positioning your brand as a central figure in shaping the conference experience and reinforcing your commitment to the highest standards of compassion, integrity, and community within the funeral service industry. Benefits include:

Day of Event

- OGR Annual Conference Presented by “Your Company Name”
- Company spokesperson may welcome attendees at the opening session each morning
- Logo recognition at registration and meeting space and on select event material
- Acknowledgement on the conference App used by attendees
- Opportunity to provide company-branded conference bag (100) and/or place a branded item in bag
- Opportunity to place company literature at each attendee’s seat on both days
- Opportunity to provide a 60-second branded video to be shown during the conference
- Customizable options available upon request

Pre- and Post-Event

- Logo and recognition as Presenting Sponsor on the OGR website
- Logo recognition as Presenting Sponsor in the “Know Before You Go” email blast sent to all attendees
- Branded conference invitation email to members that includes company content approved by OGR
- Half-page acknowledgment in The Independent® magazine
- Recognition on OGR social media – minimum of four posts
- Logo recognition in email sent to all members after the conference
- Attendee list pre- and post-event

Past Presidents Reception Sponsor - \$1,500

Position your brand as a catalyst for warm welcomes, connections, and shared experiences by becoming the exclusive sponsor of the Past Presidents Welcome Reception at the Annual Conference. Take center stage during a key event that fosters camaraderie, legacy, and networking among attendees and past OGR presidents. Benefits include:

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 the stage as Reception Sponsor at the opening session the next morning
- Acknowledgement on conference App used by attendees
- Opportunity to place branded item in conference bag

Pre- and Post-Event

- Name recognition in the “Know Before You Go” email blast sent to all attendees
- Logo recognition on OGR’s website leading up to the conference
- Logo recognition on conference 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 the conference
- Attendee list pre and post-event

Golden Circle Celebration Dinner Sponsor - \$1,500 (1 Available)

Step into the spotlight of distinction and celebrate excellence by becoming the sponsor of the Golden Circle Celebration Dinner. As sponsor of this prestigious conference event, your brand will be at the heart of recognizing outstanding achievements, fostering camaraderie, and creating an unforgettable experience for attendees. Benefits include:

Day of Event

- Opportunity for company spokesperson to welcome guests at the dinner
- Logo recognition at dinner and opportunity to place company pop-up on stage
- Opportunity to provide a 30-second video to be shown at the start of dinner
- Recognition from stage as Dinner Sponsor
- Acknowledgement on the conference App used by attendees
- Opportunity to place a branded item in the conference bag

Pre- and Post-Event

- Name recognition in the "Know Before You Go" email blast sent to all attendees
- Logo recognition on OGR's website leading up to the conference
- Logo recognition on conference 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 conference
- Attendee list post-event

Luncheon Sponsor - \$1,000 (2 available)

Elevate your brand's presence and create memorable experiences as a sponsor of one of two luncheons. As a luncheon sponsor, your brand will take center stage during these pivotal networking and communal moments, leaving a lasting impression on conference attendees. Benefits include:

Day of Event

- Opportunity for company spokesperson to welcome guests at chosen luncheon
- Logo recognition on each table and opportunity to place company pop-up banner next to stage
- Opportunity to provide 30-second video to be shown at start of chosen luncheon
- Acknowledgement on conference App used by attendees
- Opportunity to place branded item in conference bag

Pre- and Post-Event

- Name recognition in the "Know Before You Go" email blast sent to all attendees
- Logo recognition on OGR's website leading up to the conference
- Logo recognition on conference emails sent by OGR
- Recognition as a Luncheon Sponsor on social media post leading up to event
- Logo recognition in email sent to all members after the conference
- Attendee list post-event

Auction Sponsor - \$1,000 (1 Available)

Ignite the spirit of giving and community as the exclusive Silent Auction Sponsor. As the sponsor of the silent auction, your brand will play a pivotal role in supporting charitable causes, fostering camaraderie, and creating a positive impact within the OGR community. Benefits include:

Day of Event

- Logo on all individual auction description displays
- Opportunity to provide a 30-second video to be shown during the conference
- Acknowledgement on the conference App used by attendees
- Opportunity to place a branded item in the attendee swag bag

Pre- and Post-Event

- Name recognition in the "Know Before You Go" email blast sent to all attendees
- Logo recognition on OGR's website leading up to the conference
- Logo recognition on conference emails sent by OGR
- Recognition as Silent Auction Sponsor on social media post leading up to the event
- Logo recognition in email sent to all members after the conference
- Attendee list post-event

Beverage Station Sponsor - \$1,000 (1 Available)

Quench the thirst for connection and camaraderie by becoming the exclusive Beverage Sponsor at the Order of the OGR Annual Conference. As the Beverage Sponsor, your brand will be at the heart of social interactions, creating a refreshing and inviting atmosphere for attendees to engage, network, and unwind during the conference. Benefits include:

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
- Acknowledgement on the conference App used by attendees
- Opportunity to place the branded item in the conference bag

Pre- and Post-Event

- Name recognition in the "Know Before You Go" email blast sent to all attendees
- Logo recognition on OGR's website leading up to the conference
- Logo recognition on conference emails sent by OGR
- Recognition as a Beverage Sponsor on social media post leading up to the event
- Logo recognition in email sent to all members after the conference
- Attendee list post-event

Education Session Sponsor - \$750 each (6 available)

Position your company at the forefront of knowledge, innovation, and professional development as an Educational Session sponsor at the Annual Conference. This sponsorship offers a unique opportunity to showcase your commitment to advancing the funeral service profession through insightful and enriching educational sessions. Benefits include:

Day of Event

- Logo recognition during the segment of the program pertaining to your sponsorship
- Opportunity to introduce speaker or introduce tour options during the program
- Acknowledgement on the conference App used by attendees
- Opportunity to place a branded item in the conference bag

Pre- and Post-Event

- Name recognition in the "Know Before You Go" email blast sent to all registered attendees
- Logo recognition on OGR's website leading up to the conference
- Logo recognition on conference emails sent by OGR
- Logo recognition in email sent to all members after the conference
- Attendee list post-conference

Professional Service Award Sponsor - \$750 (3 available)

Step into the spotlight of excellence and service by becoming the distinguished Professional Service Awards Sponsor at the Annual Conference. As the sponsor of one or more prestigious awards, your brand will be synonymous with the recognition of outstanding achievements and exceptional service within the funeral service community. Benefits include:

Day of Event

- Logo recognition during the Golden Circle Awards Dinner and throughout event
- Opportunity for company representative to present the award on stage
- Acknowledgement on the conference App used by attendees
- Opportunity to place a branded item in the conference bag

Pre- and Post-Event

- Logo recognition on the awards page of the OGR website
- Name recognition in the "Know Before You Go" email blast sent to all attendees
- Logo recognition on OGR's website leading up to the conference
- Logo recognition on conference emails sent by OGR
- Logo recognition in an email sent to all members after the conference with a survey link
- Attendee list post-conference

Networking Tour Sponsor - \$750 (1 Available)

Embark on a unique journey of connection and camaraderie by sponsoring the conference's Networking Experience as attendees will indulge in a captivating Historic Trolley Tour of Savannah. Position your brand at the heart of meaningful interactions, fostering relationships among funeral professionals in an engaging and picturesque setting. Benefits include:

Day of Event

- Logo recognition on conference scrolling PowerPoint
- Opportunity for company representative to speak at the start of the tour
- Acknowledgement on the conference App used by attendees
- Opportunity to place a branded item in the conference bag
- Opportunity to provide branded gift bags or snacks to networking tour attendees

Pre- and Post-Event

- Name recognition in the "Know Before You Go" email blast sent to all attendees
- Logo recognition on OGR's website leading up to the conference
- Logo recognition on conference emails sent by OGR
- Logo recognition in an email sent to all members after the conference
- Attendee list post-conference

Welcome Sponsor - \$500 (5 Available)

Elevate the first impression and set the tone for a memorable experience as a Welcome Sponsor. As the Welcome Sponsor, your brand will play a pivotal role in creating a warm and inviting atmosphere for attendees, leaving a lasting positive impression from the moment they arrive. Benefits include:

Day of Event

- Company provides branded item/gift with letter for inclusion in gift basket delivered to attendees' hotel room (Host hotel guests only)
- Acknowledgement on the conference App used by attendees
- Additional opportunity to customize assets

Pre- and Post-Event

- Name recognition in the "Know Before You Go" email blast sent to all attendees
- Logo recognition on OGR's Annual Conference webpage and social media posts
- Logo recognition on conference emails sent by OGR
- Attendee list post-conference

OGR YEAR-ROUND SPONSORSHIP OPPORTUNITIES AT-A-GLANCE

These sponsorship opportunities are available throughout the year.

Opportunity	# Available	Price
Find a Funeral Home Sponsor	1	\$5,000
Learning Library Sponsor	1	\$5,000
Podcast Series Sponsor	7	\$250-\$1,500
Webinar Series Sponsor	5	\$250-\$1,500
Future Leaders Forum Sponsor	4	\$500-\$5,000
Tribute Wall Sponsor	1	\$2,000
Roundtable Sponsor	2	\$250
Advertising Opportunities	Varies	Varies

FIND A FUNERAL HOME SPONSOR - \$5,000 (1 Available)

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, reaching a targeted audience of dedicated funeral professionals actively seeking educational resources.
- Recognition in press release announcing sponsorship.
- Recognition in a minimum of four OGR newsletters and four OGR social media posts.
- Recognition at the OGR Annual Conference as the Find a Funeral Home Sponsor.

ONLINE LEARNING LIBRARY SPONSOR - \$5,000 (1 Available)

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, 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 the OGR Annual Conference as the Online Learning Library Sponsor.

PODCAST SERIES SPONSOR - \$300 - \$1,500 (7 Available)

Share your brand as part of OGR's recurring podcast series. Podcasts are more popular than ever because they offer the ability to learn and be entertained on-demand. Funeral professionals will gain valuable knowledge from our guest speakers who will share insights and information into what makes a funeral home successful and thriving in today's environment. The OGR podcast series airs a new season of 6-8 weekly episodes every year. Both OGR members and non-members will have access to the podcast series 24/7 through OGR's online Learning Library and streaming sites, such as Apple Podcasts and Spotify.

Presenting Sponsor (\$1,500) or individual podcast episode sponsor (6 available)

- Opportunity for a 30-second ad to be aired during the podcast
- Company listed on all electronic communication with members relating to your chosen episode
- Inclusion in podcast announcement in The Independent® magazine

TRIBUTE WALL - \$2,000 (1 Available)

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, 2024
- 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 the Annual Conference as the Virtual Tribute Wall sponsor

EDUCATIONAL WEBINAR SPONSOR - \$300 - \$1,500 (5 Available)

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 2024 webinar series is designed to help members grow all aspects of their company.

Presenting Sponsor - \$1,500 (1 Available)

- Logo included on all electronic and printed material relating to the series including a minimum of two email blasts, two e-newsletter announcements and one blog post per virtual session
- Up to a two-minute overview of your company pre-recorded by a representative of your company which will be aired during the webinar.
- Logo inclusion with series posted in OGR's on-demand Learning Library
- Continued recognition on recorded webinar housed in OGR's on-demand Learning Library
- Logo inclusion on digital flyer sent to all registrants following series
- Recognition at the Annual Conference as the Educational Webinar Presenting Sponsor

Individual Webinar Sponsors - \$250 (4 Available)

- 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

FUTURE LEADERS FORUM SPONSORSHIP - \$500 - \$5,000 (5 available)

Step into the forefront of shaping the future of the funeral service industry by sponsoring the Future Leaders Forum. This unique initiative catalyzes empowering emerging professionals, fostering leadership skills, and cultivating the next generation of compassionate and visionary funeral service leaders. Your brand will be prominently showcased leading up to and during the Future Leaders Forum, reinforcing your commitment to investing in the growth and development of future leaders in the funeral service industry. Presenting sponsor and individual session sponsorships include:

- Your logo will be prominently displayed on the Future Leaders Forum page on the OGR website.
- Recognition in press release announcing sponsorship.
- Recognition in a minimum of four OGR newsletters and four OGR social media posts.
- Opportunity to provide a speaker for one session at the forum.
- Recognition at the Annual Conference as the Find a Funeral Home Sponsor

ROUNDTABLE SPONSOR - \$250 (2 available)

Our members know there is often no better way to learn than from their peers. Member-led virtual roundtables start with a 5–10-minute presentation and then spend the rest of the hour as open discussion, sharing best practices, tips, and ideas that will help grow their businesses and better serve their client families. All roundtables are recorded, with the recordings housed in OGR's Learning Library. Benefits include:

- A company representative can introduce the host of the discussion
- Logo included on all electronic communication to members announcing each session - minimum of two email blasts and two newsletter announcements
- Recognition on one social media post leading up to each roundtable discussion
- Your recognition will be included in the recording that lives on in OGR's Learning Library
- Logo recognition in Roundtable announcement in The Independent® magazine

ADVERTISING OPPORTUNITIES

The Independent® Magazine

OGR's flagship publication is a quarterly print magazine that reaches more than 1,000 individual owners, managers, and funeral directors across North America and abroad. After the printed run, every issue is stored online and emailed out to all members with ads still in place at no additional charge. With ad rates ranging from \$100 to \$1,000, there is an opportunity that works best for your marketing goals. All ad sizes run in four-color format. Multiple-placement discounts are available. OGR Supply Partners receive a discount on all advertising rates.

InSights Newsletter

This bi-weekly email newsletter offers banner space for a maximum of two advertisers per month, so your message doesn't get crowded out by other ads. Advertising is purchased on a monthly (two-issue) basis for only \$160/month on a first-come, first-served basis. Want to sponsor multiple months? You may swap out your ad creative each month. The banner ad space measures 8" x 2". OGR Supply Partners receive a discount on all advertising rates.

Subject Matter Expert Articles

This thought leadership opportunity is available to members, including supply partners, for free. Non-members may submit for a nominal fee. All accepted editorials are re-published on OGR.org. Submissions should be 400 – 1,200 words with at least one photo, graphic, or other visual. Additional visuals will be run as space allows. All subject matter must be of interest to funeral professionals and/or small business owners. Submissions may NOT include sales pitches or calls to action other than your contact information in an author bio at the end of the article.

A full Media Kit is available by contacting OGR at communications@ogr.org or by calling (512) 334-5504.



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