



ORDER OF THE GOLDEN RULE
**VISIBILITY
OPPORTUNITIES**

2
0
2
5

TABLE OF CONTENTS

1

About OGR

2

Sponsorship ROI

3

PROGRESS - OGR's Signature
Event

4

Future Leaders

6

Year-Round Opportunities

7

Contact



Order *of the*
Golden Rule

® Making Independent Funeral Homes Exceptional



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 many other countries.

SPONSORSHIP ROI:



- 1** **Company visibility and competitive edge** - Get in front of buyers and stay top of mind
- 2** **Targeted marketing** - Engage one-on-one with key decision-makers looking for relevant product and service solutions
- 3** **Customer perception** - Highlight your ongoing support of your customers' chosen field of work
- 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
- 10** **Partnerships** - Build partnerships and referral sources from related-industry businesses

OGR'S SIGNATURE EVENT - PROGRESS



MAY 6-8, 2025 | RIVERSIDE, CA

Formerly known as the Annual Conference, this signature event brings together thought-leaders and decision-makers of independently owned and operated funeral homes and suppliers from across the globe. Focusing on industry dynamics, trending topics, innovation, and professional development, the knowledge and resources gained from this event directly benefit funeral homes looking to grow and be more successful. This is your chance to connect, learn and grow!



Annual Conference
Riverside, California

OPPORTUNITIES AT A GLANCE

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

Opportunity	# Available	Price
Presenting Sponsor	1	\$3,500
Future Leaders Forum Presenting Sponsor*	1	\$3,000
Golden Circle Celebration Dinner	1	\$2,000
Luncheon Sponsor	1	\$2,000
Silent Auction	1	\$1,500
Keynote Speaker	1	\$1,500
Mobile App	1	\$1,500
WiFi	1	\$1,500
Beverage Station	1	\$1,000
Golden Circle Wine Sponsor	1	\$1,000
Snack Sponsor	1	\$1,000
Education Session	5	\$750
Catacombs Tour	1	\$750
OGR Awards	1	\$750
Attendee Welcome Sponsor	5	\$500
Market Research Question	2	\$500

OGR PRESENTING SPONSOR \$3,500 (1 AVAILABLE)

Achieve the highest level of exposure to both attendee and non-attendee funeral home decision-makers.

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

Pre- and Post-Event

- Logo and recognition as Presenting Sponsor on OGR website
- Logo recognition as 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
- Attendee list post-event



FUTURE LEADERS FORUM SPONSOR* \$2,500 (1 AVAILABLE) SOLD

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
- Full-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
- Attendee list post-event



PAST PRESIDENTS' RECEPTION \$2,500 (1 AVAILABLE)

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 CELEBRATION DINNER SPONSOR \$2,000 (1 AVAILABLE)

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 AVAILABLE)

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)

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 PASSWORD SPONSOR \$1,500 (1 AVAILABLE)

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



SILENT AUCTION SPONSOR \$1,500 (1 AVAILABLE)

Day of Event

- Logo on all individual auction description displays
- 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 (1 AVAILABLE)

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 WINE SPONSOR \$1,000 (1 AVAILABLE)

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



GOLDEN CIRCLE AWARDS SPONSOR \$1,000 (1 AVAILABLE)

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)

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 SPONSOR \$1,000 (1 AVAILABLE)

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



EDUCATIONAL SESSION SPONSOR \$750 (5 AVAILABLE)

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



CATACOMBS TOUR SPONSOR \$750 (1 AVAILABLE)

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 Catacombs 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



ATTENDEE WELCOME SPONSOR \$500 (5 AVAILABLE)

Day of Event

- 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 RESEARCH QUESTION \$500 (2 AVAILABLE)

Benefit includes one market research survey question to attendees





FUTURE LEADERS FORUM

**AUGUST 25-27 | POLLOCK-RANDALL FUNERAL HOME, INC.
PORT HURON, MI**

The OGR Future Leaders Forum is where growing professionals, second-career staff, and emerging leaders gather to cultivate their potential within the funeral home industry.

This event provides a unique platform for attendees to share their experiences, exchange ideas, and collaborate on approaches to advance their careers while contributing to the growth and evolution of their respective funeral homes. With a focus on innovation thinking, participants will be encouraged to think ahead, envisioning ways to better serve the diverse needs of today's families while anticipating the evolving demands of tomorrow.



FUTURE LEADERS FORUM SPONSOR* \$3,000 (1 AVAILABLE) SOLD

Day of Event

- Future Leaders Forum, *presented by "Your Company Name"*
- Logo recognition on signage at registration and meeting space during Future Leaders Forum and on select event material
- Opportunity to place branded company items at each attendees seat
- Opportunity to greet attendees prior to each session
- Opportunity to lead educational session

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 Future Leaders Forum with a feedback survey link
- Attendee list post-event





ANNUAL OPPORTUNITIES

These year-round opportunities allow for maximum visibility to OGR members through annual programming, website traffic, and more!

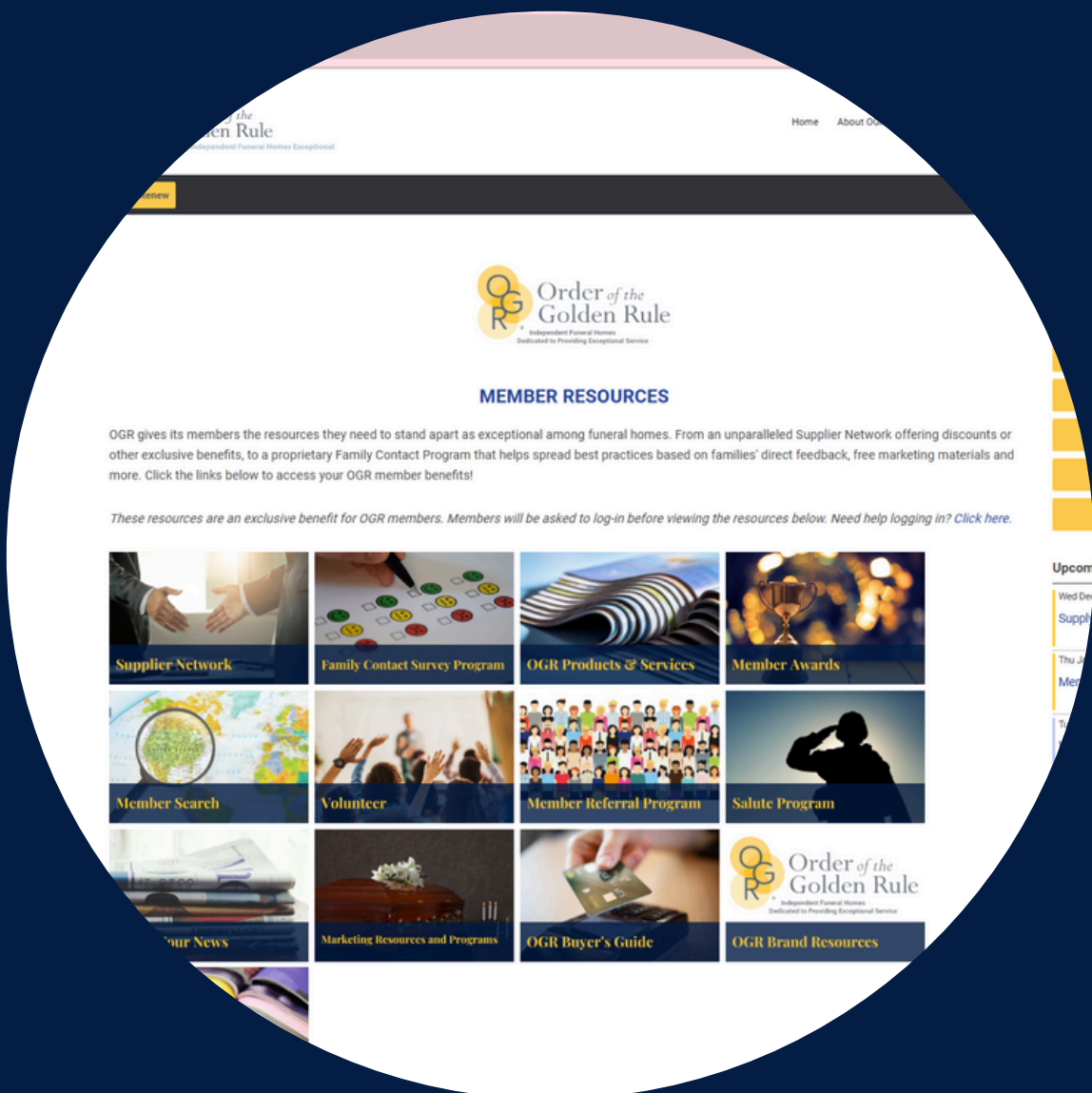
AT-A-GLANCE

Opportunity	Quantity	Price
Member Resource Portal	1	\$15,000
Find-A-Funeral Home	1	\$15,000
Supplier Network	1	\$12,000
Grief Support	1	\$10,000
Funeral & Memorial Planning	1	\$10,000
Learning Library	1	\$5,000
Virtual Tribute Wall	1	\$3,500
2025 Webinar Presenting Sponsor	1	\$2,000
Rest Assured Podcast Series	1	\$1,500
Individual Webinar Sponsor	7	\$350
Rest Assured Podcast Episode	8	\$300

MEMBER RESOURCE PORTAL \$15,000 (1 AVAILABLE)

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:

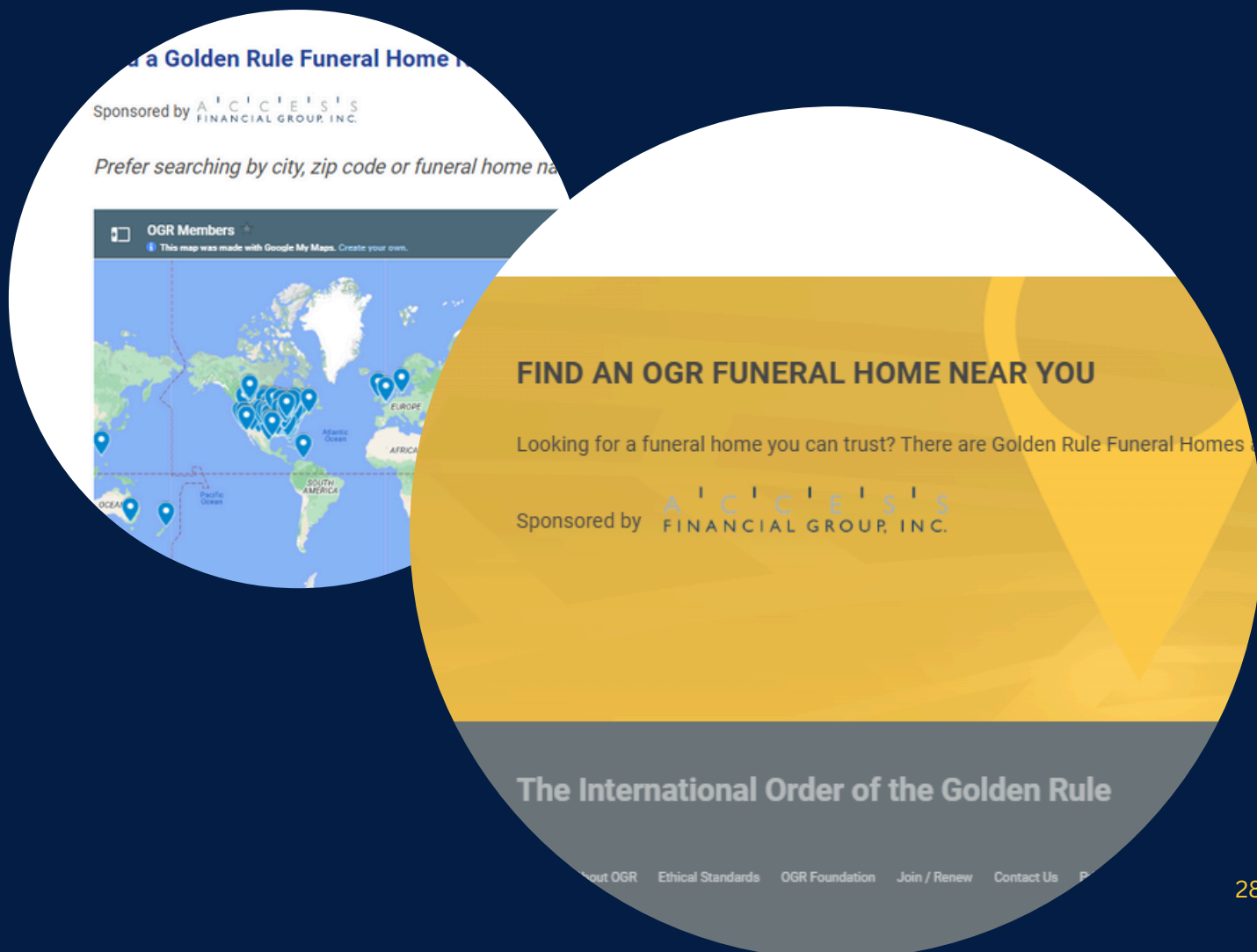
- Your logo will be prominently displayed on OGR's **most visited** web page with sponsor-provided tracking URL
- Recognition in press release announcing sponsorship
- Recognition in a minimum of four OGR newsletters and four OGR social media posts
- Recognition at OGR's signature event, PROGRESS, as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



FIND A FUNERAL HOME \$15,000 (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 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 Find a Funeral Home Sponsor
- Monthly Google Analytics report on views to the Find a Funeral Home Page



SUPPLIER NETWORK \$12,000 (1 AVAILABLE)

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 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 Supplier Network Sponsor
- Monthly Google Analytics report on views to the Supplier Network page



COPING WITH GRIEF RESOURCE \$10,000 (1 AVAILABLE)

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:

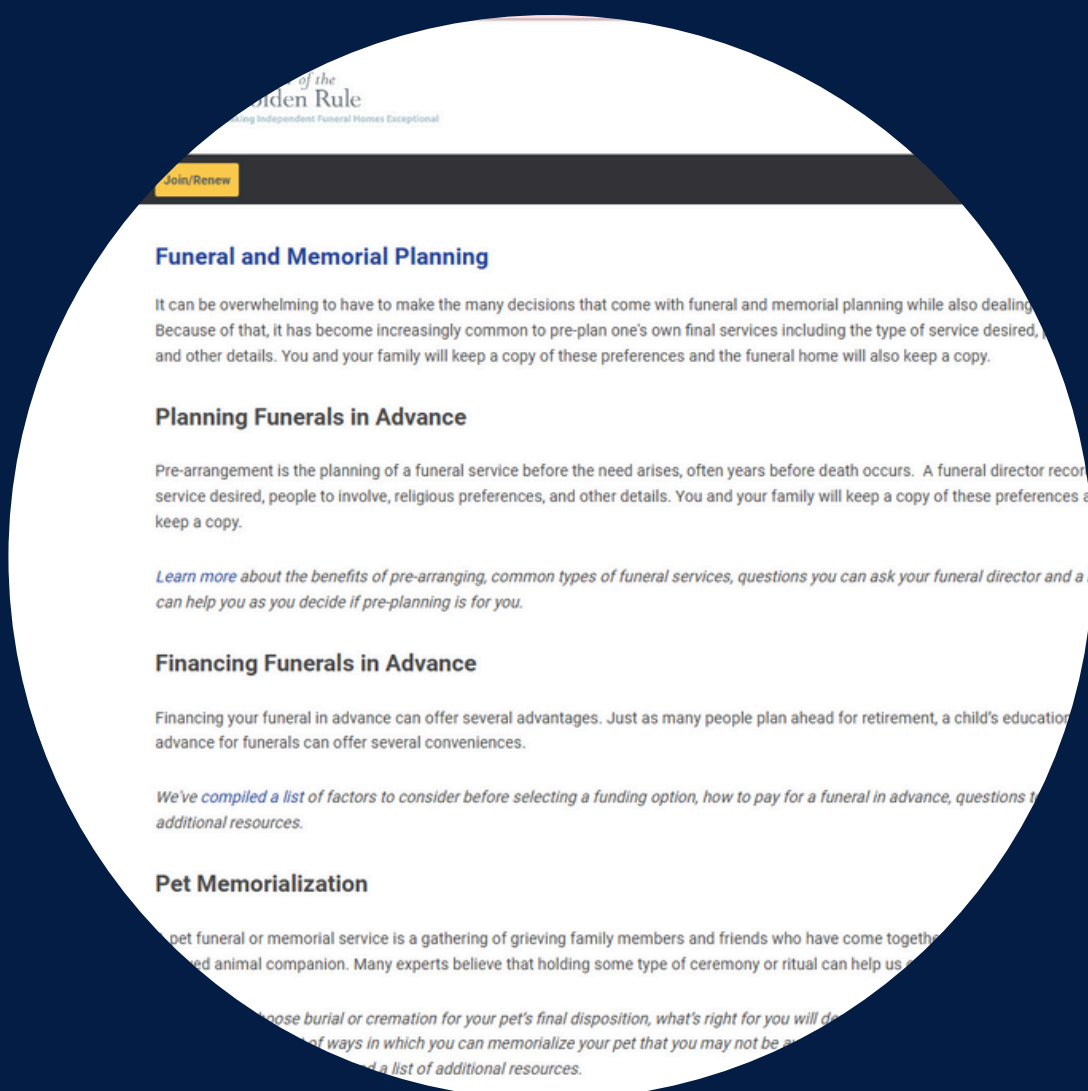
- Your logo will be prominently displayed on the Coping with Grief page on the OGR website with sponsor-provided tracking URL
- Recognition in press release announcing sponsorship
- Recognition in a minimum of four OGR newsletters and four OGR social media posts
- Recognition at OGR's signature event,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



FUNERAL & MEMORIAL PLANNING \$10,000 (1 AVAILABLE)

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 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



OGR LEARNING LIBRARY \$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 OGR's signature event, PROGRESS, as the Online Learning Library Sponsor



OGR VIRTUAL TRIBUTE WALL \$3,500 (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, 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



2024 OGR Foundation Donations

Directors, staff and entire Golden Rule Funeral Home family thank these donors for their generosity in making gifts like funding scholarships for the next generation of funeral directors through OGR's Awards of Excellence. All gifts are tax-deductible. Please contact us for more information or to make your own tax-deductible donation through our online form.

PLATINUM-LEVEL DONORS (\$2,500 OR MORE)
<p>Bill Brock Vander Plaat Funeral Home Wyckoff, New Jersey</p>
<p>Michael and Marie Butler Livingston-Butler-Volland Funeral Home Hastings, Nebraska <i>Given in memory of Gertrude A. Urban</i> <i>Given in memory of Kathleen Combe</i></p>
<p>Paul Hummel III and Jenny Hummel Hummel Funeral Homes, Inc. Akron, Ohio</p>
GOLD-LEVEL DONORS (\$1,000 - \$2,499)
<p>George Dart George Dart Funeral Chapel St. Catharines, Ontario, Canada <i>Given in memory of Gertrude A. Urban</i></p>
<p>Charles-Olivier Dumont Victoriaville & Co. Bethpage, New York</p>
<p>Anita Greene Wooster, Ohio <i>Given in memory of Cliff Greene</i></p>
<p>Mike Hennessee Olivierie Funeral Home Manchester, New Jersey</p>
<p>Kim Hunter Humphrey Funeral Home A.W. Miles-Newbigging Chapel Toronto, Ontario, Canada</p>
<p>John Kendrick</p>

OGR WEBINAR PRESENTING SPONSOR \$2,000 (1 AVAILABLE) SINGLE WEBINAR \$350 (4 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 2025 webinar series is designed to help members grow all aspects of their company.

Presenting Sponsor Benefits include:

- 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 OGR's signature event, PROGRESS, as the Educational Webinar Presenting Sponsor

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

2025 Webinar Schedule:

- **March 18 | 3 p.m. ET: Are You Prepared When Hackers Strike?**
 - Frank Seltzer, Galactic Advisors
 - Mike Lewis, Lewis Funeral Home
- **June 17 | 3 p.m. ET: Principles of Interior Design for Funeral Homes**
 - Melissa St. John, Relocation Strategies + Relo Design
- **September 16 | 3 p.m. ET: Building Bridges: Funeral Homes and Hospice Collaboration**
 - Greg Grabowski, Hospice Advisors
- **November 18 | 3 p.m. ET: Innovating Tradition: Ai Applications in the Funeral and Death Care Industry**
 - Antonio Green, James H. Cole Home for Funerals

REST ASSURED PODCAST PRESENTING SPONSOR \$1,500 (1 AVAILABLE) SINGLE EPISODE \$300 (7 AVAILABLE)

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 the exclusive 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:

- 30-second ad to be aired during the 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



CONTACT



Wendy King, CAE, CVA

Executive Director/CEO

WKing@OGR.org | 800.362.2546 ext. 140

Sponsorship Opportunities

Industry Liaison

OGR Foundation

Strategic Execution & Management

Emily Ambriz-Huff

Director of Communications & Marketing

EHuff@OGR.org | 800.362.2546 ext. 147

The Independent® Magazine Editor

Digital & Print Advertisement

Supply Partner Benefit Fulfillment

Rest Assured Podcast Advertisement





Order *of the* Golden Rule

® Making Independent Funeral Homes Exceptional

Phone

(800) 362-2546

Mail

Communications@OGR.org

Site

OGR.org

Address

3502 Woodview Trace, Ste. 300 Indianapolis, IN 46268