

Women are the key to the survival of this profession.



Invest in our Foundation's mission to advance and support women across funeral service and deathcare. **This is more than a sponsorship. It's a legacy.**

Why Partner

Your investment creates real impact.

Funeral Women Lead Foundation connects you with a passionate, growing community of funeral professionals. Your partnership directly funds leadership development, wellness programs, and cultural change across an industry ready for transformation. You gain meaningful visibility with an engaged and growing audience of professionals, while together we build stronger leaders, more inclusive workplaces, and a more sustainable future for funeral service.

6,500+

Newsletter subscribers and growing

2,200+

Across our social following and growing

1,000+

Podcast downloads in first year

What You Gain

Every tier delivers meaningful visibility with an engaged audience of decision-makers and professionals in the deathcare industry.

- Prominent brand visibility across events, digital channels, and podcast
- Direct alignment with leadership development and cultural change
- Access to a curated network of funeral professionals and executives
- On-site presence at the annual Leadership + Wellness Summit
- Newsletter, website, and social media spotlights
- Scholarship and program sponsorship naming rights

Organizational Support Partners

Strategic, high-impact commitments that define our Foundation's future.

EXCLUSIVE

Strategic Partner

\$50,000/year • Two-year commitment (\$100K total). Maximum visibility across every program, event, and communication. The ultimate brand partnership for one partner.

MULTIPLE OPPORTUNITIES

Visionary Partner

\$10,000/year • Annual sponsorship with strong brand presence across events, digital channels, and programming throughout the year.

FLAGSHIP - 1 AVAILABLE

Legacy Leadership Partner

\$25,000/year • Two-year commitment (\$50K total). Deep integration with our core mission, year-round initiatives, and Summit presence.

MULTIPLE OPPORTUNITIES

Empowerment Partner

\$10,000/year • Community-level partnership supporting our mission with recognized visibility and access across the organization's platforms.

Podcast Sponsorship

Be part of the only monthly women-led podcast in the deathcare profession, *4 Women and a Funeral*.

\$2,000/year • Annual sponsor
\$600/quarter • Quarterly sponsor

Digital Advertising

\$1,000/year • Newsletter sponsor (12 issues)
\$300/quarter • Newsletter (4 issues)
\$2,000/year • Website banner ad (annual)
\$600/quarter • Website banner ad (quarterly)

Summit Event Sponsorships

Our second annual Leadership + Wellness Summit will be held September 28-30 at the Wild Dunes Resort, Charleston, SC. The partnerships below specifically support this event.

1 AVAILABLE

Keynote Speaker Sponsor

\$8,500 • Jen Coken • Primary keynote visibility, intro rights, logo placement

1 AVAILABLE

Book Signing Add-On

\$2,000 • Exclusive branding at Jen Coken's post-keynote book signing

1 AVAILABLE

Session Speaker Sponsor

\$6,500 • Angela Ippolito-Cottam • Session intro rights and onsite recognition

Welcome Reception Sponsor

\$20,000 • Exclusive sponsor or share with one co-sponsor (Co-sponsor option: two at \$10,000)

Tuesday Night Dinner Sponsor

\$20,000 • Exclusive dinner sponsor for ~100 Summit attendees

Scholarship Sponsor

\$2,000/person • Fund a participant's attendance

Onsite Branding & Experience

\$2,000 • Swag bag sponsor
\$100 • Swag insert item

Meal & Break Sponsors

Breakfast: Monday

\$5,000 • WLA Cohort (~50 attendees)

Lunch: Monday

\$5,000 • WLA Cohort (~50 attendees)

Refreshments: Monday

\$1,000 • WLA Cohort (~50 attendees)

Breakfast:

Tuesday or Wednesday

\$10,000 • Full Summit (~100 attendees)

Lunch: Tuesday

\$10,000 • Full Summit (~100 attendees)

Refreshments:

Tuesday or Wednesday

\$2,500 • Full Summit (~100 attendees)

Program Partners

Support our Foundation's long-term mission beyond the Summit.

EXCLUSIVE - 1 AVAILABLE

Women's Leadership Academy Sponsor

\$20,000 • Premier naming sponsorship of our flagship leadership development program

Leadership Academy Scholarship Sponsor

\$5,000/person • Fund a woman's seat in the Women's Leadership Academy cohort

Community Membership Sponsor

\$2,500/year • Sponsor the Mighty Pro platform powering our member community

Online Wellness Community Sponsor

\$5,000/year • Brand our digital wellness community and ongoing programming

Educational Programming/ Webinar Sponsor

\$500/webinar • Sponsor individual webinars – flexible, targeted exposure



For full details visit funeralwomenlead.org/partners or contact Patty Neuswanger, Executive Director at patty@funeralwomenlead.org.

Unleashing *greatness* in women