

Funeral Women Lead

2026 Partnership Opportunities

Shape the future of funeral service



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



Women are the key to the survival of this profession.

Invest in our mission to advance and support women across funeral service and deathcare.

**This is more than a sponsorship.
It's a legacy.**

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

Support the mission and long-term growth of Funeral Women Lead through strategic, high-impact partnership.

**EXCLUSIVE – 1
AVAILABLE**

Strategic Partner

\$50,000/year

Two-year commitment (\$100K total). Maximum visibility across every program, event, and communication. The ultimate brand partnership.

**FLAGSHIP – 1
AVAILABLE**

Legacy Leadership Partner

\$25,000/year

Two-year commitment (\$50K total). Deep integration with FWL's core mission, year-round initiatives, and Summit presence.

8 AVAILABLE

Visionary Partner

\$15,000/year

Annual sponsorship with strong brand presence across events, digital channels, and FWL programming throughout the year.

**OPEN
ENROLLMENT**

Empowerment Partner

\$10,000/year

Community-level partnership supporting FWL's mission with recognized visibility and access across the organization's platforms.

Podcast Sponsorship

Be part of the only women-led podcast in the deathcare profession, 4 Women and a Funeral. More than 1K downloads.

\$2,000/year
Annual sponsorship

\$600/quarter
Quarterly sponsorship

Digital Advertising

\$1,000/year
Newsletter sponsorship (12 issues)

\$300/quarter
Newsletter (4 issues)

\$2,000/year
Website banner ad (annual)

\$600/quarter
Website banner ad (quarterly)



Funeral
Women
Lead

Organizational Support Partners

Strategic Partner

1 AVAILABLE

\$50,000/year

Two-year commitment (\$100K total). Maximum visibility across every program, event, and communication. The ultimate brand partnership.

Leadership Access Benefits

- ★ Board seat + Committee Chair position
- ★ Private executive access to Funeral Women Lead leadership
- ★ Active participation in strategic planning
- ★ Membership in a Funeral Women Lead community

Visibility + Recognition Benefits

- ★ Logo placement on website, event and program materials
- ★ Recognition across all Funeral Women Lead platforms, programs and communications
- ★ Annual presentation at the Funeral Women Lead Board Meeting
- ★ Speaking opportunity at the Annual Summit
- ★ Complimentary swag bag insert at the Annual Summit
- ★ Inclusion in partner appreciation and recognition efforts

Engagement + Programming Benefits

- ★ Direct engagement with Funeral Women Lead audience and programming
- ★ Three complimentary Summit registrations plus discounted additional tickets
- ★ Complimentary Women's Leadership Academy seat (2026/2027 cohort)

Organizational Support Partners

Legacy Partner

1 AVAILABLE

\$25,000/year

Two-year commitment (\$50K total). Integration with our core mission, year-round initiatives, and Summit presence. Academy co-partner

Leadership Access Benefits

- ★ Choice to join a Funeral Women Lead Strategic Committee
- ★ Active participation in strategic planning
- ★ Membership in a Funeral Women Lead community

Visibility + Recognition Benefits

- ★ Logo placement on website, event and program materials, including the education platform
- ★ Recognition across all Funeral Women Lead platforms, programs and communications
- ★ Annual presentation at the Funeral Women Lead Board Meeting
- ★ Invitation to Board Dinner at the Annual Summit
- ★ Complimentary swag bag insert at the Annual Summit
- ★ Inclusion in partner appreciation and recognition efforts

Engagement + Programming Benefits

- ★ Direct engagement with Funeral Women Lead audience and programming
- ★ One complimentary Summit registration
- ★ Complimentary Women's Leadership Academy seat (2026/2027 cohort)

Organizational Support Partners

Visionary Partner

8 AVAILABLE

\$15,000/year

Strong brand presence across events, digital channels, and programming throughout the year.

Visibility + Recognition

- ★ Enhanced logo placement on website, event and program materials
- ★ Recognition across all Funeral Women Lead platforms, programs and communications as a premier annual partner

Engagement + Programming Benefits

- ★ Direct engagement with Funeral Women Lead audience and select programs
- ★ One complimentary Summit registration

Additional Perks

- ★ Complimentary swag bag insert at the Annual Summit
- ★ Inclusion in partner appreciation and recognition efforts

Organizational Support Partners

Empowerment

\$10,000/year

Strong brand presence across events, digital channels, and programming throughout the year.

Visibility + Recognition

- ★ Logo placement on select materials
- ★ Recognition across all Funeral Women Lead platforms, programs and communications as a community supporter

Engagement + Programming Benefits

- ★ Direct engagement with Funeral Women Lead audience through online community events
- ★ One complimentary Summit registration

OPEN ENROLLMENT

Additional Perks

- ★ Complimentary swag bag insert at the Annual Summit
- ★ Inclusion in partner appreciation and recognition efforts

Summit Event Sponsorships

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

Keynote & Speaker Sponsorships

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

Premier Event Sponsorships

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

Meal & Snacks Sponsorships

Breakfast: Monday

\$5,000 • WLA Cohort (~50 attendees)

Lunch: Monday

\$5,000 • WLA Cohort (~50 attendees)

Snacks: Monday

\$1,000 • WLA Cohort (~50 attendees)

Breakfast: Tuesday

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

Lunch: Tuesday

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

Snacks: Tuesday

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

Breakfast: Wednesday

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

Snacks: Wednesday

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

Additional Sponsorships

Scholarship Sponsor

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

Onsite Branding & Experience

\$2,000

Swag Bag Sponsor

Brand the official Summit swag bag distributed to all attendees

\$100

Swag Insert Item

Include a branded item or collateral in every attendee swag bag



Program Partners

Support Funeral Women Lead's long-term mission beyond the Summit.

2 AVAILABLE

Women's Leadership Academy Sponsor

\$20,000

Premier naming sponsorship of FWL's 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 FWL's member community

Online Wellness Community Sponsor

\$5,000

Brand FWL's digital wellness community and ongoing programming

Educational Programming/ Webinar Sponsor

\$500/webinar

Sponsor individual FWL webinars– flexible, targeted exposure



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