



Funeral Women Lead Sponsorships

2025

Partner with Purpose

Support the future of death care by investing in women's leadership journey to unleash their greatness

**"Let's create the future of death care
– together." Lisa Baue, Founder**

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**Funeral
Women
Lead**



Introduction



In a profession where women comprise over 75% of mortuary science graduates yet remain underrepresented in leadership roles, Funeral Women Lead stands as a beacon for change. We are the first and only national organization dedicated exclusively to supporting and educating women long term in the funeral and death care profession.



Our mission is to unleash greatness in women by providing mentorship, coaching, education, and a ongoing community that fosters personal and professional growth. Through our Leadership Academy, Wellness Summit, and Resource Education Center, we equip women with the tools they need to lead with confidence and compassion.



By partnering with us, you're not just sponsoring an organization and it's programs—you're investing in a transformative movement that seeks to redefine leadership in the profession.

With your support we will create a future where women's voices are heard, their contributions valued, and their leadership celebrated!

Meet Our Team



Lisa Baue
Founder & CEO



Kristen Ernst
MA LPC
Dean -Leadership Academy



Dr. Ruth Bedell
Research & Development



Taylor Crabbs
Marketing & Operations



Erin Devaney
Engagement & Events

Our Founding Board



Alicia Carr
Board Member



Melissa Loose
Board Member



Brenda Suit
Treasurer

WHO WE ARE

Funeral Women Lead is a pioneering organization dedicated to empowering women in the funeral profession to step confidently into leadership roles and shape the future of death care. Founded on the belief that women are the key to the survival and transformation of the profession, we offer a space where women are supported, mentored, and celebrated at every stage of their career journeys.

We are more than a leadership organization — we are a movement. Through innovative programs like our Leadership Academy, annual Wellness Summits, Community Conversations, and career-long mentoring, we create an environment where women can thrive professionally, mentally, and emotionally. Funeral Women Lead provides the resources and community women need to unlock their potential, build meaningful careers, and drive positive change across the industry.

Our mission is to “Unleash Greatness” in women by investing in their growth, amplifying their voices, and reshaping the profession to be more inclusive, forward-thinking, and women-welcoming. As we champion the next generation of leaders, we invite partners and sponsors to walk alongside us — fueling this important transformation and creating lasting impact for generations to come.

Together, we are building a future where leadership is defined by compassion, resilience, innovation, and community.

Vision



- Elevate women in the profession to find their voice, build confidence, and rise into leadership roles.
- Create a connected, supportive community that reshapes and redefines the future of the profession.
- Establish Funeral Women Lead as the premier organization for developing women leaders in death care.

Mission



- Inspire women in the profession to realize and embrace their full leadership potential.
- Provide mentorship, coaching, education, and empowerment programs that fuel personal and professional growth.
- Champion a new era of leadership that reflects compassion, resilience, and innovation.

Funeral Women Lead Sponsorship Benefits



Partnering annually with Funeral Women Lead at the highest level means making a powerful, lasting impact on the future of death care. Through your year-round support, you will fuel transformational programs including the Leadership Academy, the Wellness Summit, and the Mentorship and Scholarship initiatives. Together, we will create new pathways for women to thrive, lead, and redefine leadership in the funeral profession.

Maximum Visibility

As a premier sponsor, your brand will enjoy year-round exposure across all Funeral Women Lead initiatives — from the Leadership Academy to the Online Community. Your visibility will extend across national events, digital platforms, marketing campaigns, and leadership milestones.

Meaningful Impact

Your investment directly fuels leadership development, education programs, wellness initiatives, and scholarships that empower women to rise into leadership roles. Every sponsorship dollar creates measurable change, supporting women as they step forward to lead the future of death care.

Authentic Partnership

As one of our top-tier sponsors, you will be recognized as a founding partner shaping the future of an evolving profession. Your company's leadership will be celebrated as part of the movement to create a more inclusive and resilient industry.

Sponsorship Packages



Founders Circle

Stand alongside us as a
Founding Partner across all
major initiatives

Title sponsor for all FWL
programs

Prime logo placement all year

Featured sponsor
spotlight in emails/social

Speaking opportunity at
major events

3 Summit passes + 1 named
scholarship

\$50,000



Visionary

Drive transformative leadership,
education, and wellness
programs year-round.

Featured sponsor at
Summit and Academy

Logo on all major event
materials

Provide a keynote webinar
speaker of choice

2 Summit passes included

Visibility across digital
campaigns

\$25,000

"Invest in her. Invest in tomorrow."



Empowerment

Fuel impactful programs that inspire leadership and career growth.

Logo on event signage and promotions

Recognition during major programs

Listing on website sponsor page

1 Summit pass included

Swag bag sponsor opportunity

\$10,000



Mentor

Support foundational initiatives that strengthen and sustain women's leadership pathways.

Name listed on sponsor signage

Recognition during onsite events

Mention in sponsor appreciation email

Opportunity to sponsor swag insert

Discounted Summit ticket access

\$5,000

Leadership Academy Sponsorship Benefits



The Funeral Women Lead Leadership Academy equips women with the skills, confidence, and tools they need to step boldly into leadership roles. Your sponsorship directly supports intensive leadership training, mentorship connections, and professional development opportunities for women determined to shape the future of the profession.

Empowering Future Leaders

Your sponsorship provides women access to a rigorous, one-year leadership experience designed to sharpen their skills, boost their confidence, and position them for personal success. By investing in their journey, you are directly contributing to reshaping the leadership landscape of the funeral profession..

Strategic Brand Alignment

Sponsors of the Leadership Academy are positioned alongside excellence, professionalism, and the future of death care leadership. Your brand will be associated with transformative education and will be recognized throughout Academy milestones, ceremonies, and communications.

Legacy- Building Impact

Supporting the Academy means leaving a legacy of strong, connected, and visionary women leaders. Your impact will extend far beyond one cohort — helping to build a profession where compassionate, confident leadership is the standard.

About The Academy



The Funeral Women Lead Leadership Academy is a transformational, year-long experience designed to cultivate strong, compassionate leaders within the funeral and death care profession. Through personalized coaching, dynamic group learning, and deep self-reflection, participants build the confidence, emotional intelligence, and leadership vision needed to thrive in a demanding and evolving industry.

The Academy empowers women to break internal barriers, foster emotional resilience, and strengthen their ability to lead with authenticity, clarity, and compassion. Graduates leave with lifelong networks of support, renewed confidence, and the clarity to drive meaningful change within their careers, communities, and the profession at large.

What students will receive at The Leadership Academy:

- **Strengthen self-confidence, break internal barriers, and unlock authentic leadership potential.**
- **Build emotional resilience, empathy, and communication skills to lead with compassion and clarity.**
- **Foster powerful influence, trust, and connection across teams and communities.**
- **Graduate with renewed purpose, personal empowerment, and a clear vision for leadership success.**



Sponsorship Packages



Leadership Visionary

Lead the way in shaping future women leaders through an immersive Academy experience.

Full Leadership Academy sponsor

Logo on Academy materials + portal

Rep invited to attend Academy social/online events

Sponsor remarks at opening & graduation ceremony

1 Women Rep Academy Student

\$26,000



Leadership Builder

Invest in the professional and personal development of tomorrow's leaders.

Shared Leadership Academy sponsor

Logo on Academy welcome + event signage

Recognition during kickoff and graduation

Attendance at Academy webinars/ social events

Group photo inclusion and sponsor intro

\$16,000



Exclusive Scholarship

Sponsor a woman's full journey
through the Funeral Women
Lead Leadership Academy.

Provide full Academy
access for one woman

Recognition with sponsored
scholar

Name on scholarship
recipient
announcement

\$3,600



Wellness Summit Sponsorship Benefits



The Wellness Summit is a cornerstone event designed to recharge, inspire, and empower women in funeral service. Your sponsorship helps create an immersive experience where attendees can focus on mental, physical, and emotional well-being — essential for sustaining leadership and success in a demanding profession.

Wellness Centered Brand Alignment

Position your company at the heart of the wellness movement within the profession. Sponsoring the Summit aligns your brand with the essential values of resilience, self-care, and leadership sustainability.

Engagement with Emerging Leaders

The Summit gathers women who are current and rising stars in death care, offering sponsors a rare opportunity for authentic engagement. Through your sponsorship, you'll build brand trust and loyalty with future decision-makers and innovators.

Premier Event Visibility

The Wellness Summit is one of Funeral Women Lead's most highly anticipated events, drawing a vibrant, engaged audience. As a sponsor, your brand will be front and center, recognized before, during & after the event, in materials, and throughout the onsite full event experience.

About The Summit



The Funeral Women Lead Wellness Summit will be an unforgettable experience, taking place November 17–19, 2025, at the stunning Scottsdale Resort and Spa. Designed to nourish the mind, body, and spirit, the Summit blends leadership development, personal renewal, and authentic community connection into a one-of-a-kind retreat for women in funeral service.

The experience begins with a private Leadership Academy kickoff, followed by a vibrant welcome reception where all guests can connect and build new relationships. Over the next two days, attendees will engage in dynamic education and wellness sessions led by top industry experts, enjoy curated activities like yoga, meditation, and resort excursions, and gather for an elegant retreat dinner. The Summit concludes with another powerful half-day of leadership insights, leaving guests recharged, inspired, and ready to lead with renewed clarity and confidence.

Set against the serene backdrop of the Scottsdale desert, this retreat offers more than education — it offers a transformative space for growth, connection, and leadership renewal.

Our Speakers



Cate Collins

Experience an inspiring keynote session based on The Four Rooms Formula from the book *The Powerhouse in You: How to Lead with Greater Resilience, Courage, and Confidence*. This transformational framework focuses on building mental, emotional, physical, and spiritual resilience, empowering leaders to navigate challenges with strength and self-compassion. Attendees will gain practical strategies to master their mindset, regulate emotions, strengthen well-being habits, and reconnect with purpose leaving renewed, energized, and ready to lead with clarity and confidence.



Dr. Susan S. Wilder MD

Dr. Susan S. Wilder, MD, will deliver an empowering keynote session focused on *Brilliant Health Breakthroughs*: simple, proven strategies to achieve optimal health, longevity, and resilience. Drawing from her work in functional medicine, Dr. Wilder challenges the status quo of chronic disease management and offers a transformative approach rooted in prevention, vitality, and personal empowerment. Attendees will leave inspired with practical tools to strengthen their well-being, extend their health span, and lead with renewed energy — proving that true, lasting health is within everyone's reach.

Sponsorship Packages



Summit Champion

Be recognized as a leading force for resilience, renewal, and wellness.

Overall Summit sponsor
(1 of 4)

Logo on Summit signage and banners

Speaking opportunity during opening session

2 Summit passes included

Visibility across Summit marketing

\$10,000



Summit Advocate

Inspire a healthier, stronger community of women leaders through your support.

Logo on program guide + website

Sponsor introduction during sessions

Mention in Summit press and social

Swag bag insert opportunity

1 summit pass included

\$7,500



Summit Add-Ons

Additional Sponsorship Opportunities – Summit Only

Cate Collins– 4 hr Retreat
Keynote Sponsor:
\$6,500

Dr Wilder– 90 Min Keynote
Speaker Sponsor:
\$4,500

1 Hr. Workshop Speaker
Sponsor:
\$3,300

Summit Scholarship Sponsor:
\$2,600

Exclusive Swag Bag Sponsor:
\$2,300

Swag Bag Insert Sponsor:
\$1,300 per item



"Together, we rise. Together, we lead."



Thank you for considering the opportunity to partner with Funeral Women Lead. Your support fuels more than just programs — it empowers women to find their voice, embrace their leadership, and reshape the future of the profession with compassion, resilience, and vision. Together, we can create a legacy that uplifts women today and strengthens the profession for generations to come. We are grateful for your partnership and excited to build the future — with you by our side.

Contact

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Check Us Out

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LINKEDIN

