

# OGR LEADERSHIP Summit

September 19-21  
Hotel Carmichael  
Carmel, Indiana

This event will mark OGR's return to in-person events. The gathering will focus on members who are owners or otherwise established in the funeral profession and looking to take their career to the next level. The two-day professional development summit will be held at the Hotel Carmichael in Carmel, Indiana, a suburb on the north side of Indianapolis.

## PRESENTING SPONSOR - \$2,500

- Day of Event
  - » Company spokesperson may welcome attendees during opening session each morning
  - » Logo recognition on signage at registration and meeting space during Summit
  - » Logo recognition on select event material
  - » Full-page ad in Summit printed program
  - » Opportunity to place company literature at each attendee's seat on both days
  - » Opportunity to place branded item in attendee swag bag
- Pre- and Post-Event
  - » Logo recognition on OGR website relating to Leadership Summit
  - » Logo recognition on electronic and printed material related to the Leadership Summit
  - » Half-page ad in *The Independent*® magazine
  - » Recognition on OGR social media – minimum of four posts



*Hotel Carmichael's Adagio Lounge*

## INNOVATION WORKSHOP & IDEATION TOOLKIT - \$2,000

The funeral profession serves a wide variety of families. While tradition will always be a part of the profession, firms need to embrace innovation to appeal to the new generations of families they serve. As the sponsor of this unique workshop, your company will receive benefits at not only the Leadership Summit, but in subsequent Innovation Workshop material and resources developed and shared with OGR members after the event.

Benefits for this sponsorship will start at a two-hour, interactive session during the 2021 Leadership Summit in September. With the help of a professional facilitator, participants will break into groups to discuss, imagine and conceptualize four key areas of funeral service from an innovative lens. The groups will then come together to share their findings and vision with the greater group for additional fine tuning. Information gleaned from the Workshop will be shared to OGR's entire membership (not just Summit attendees) and utilized for additional interactive, virtual discussions.

- Leadership Summit
  - » Logo recognition as Innovation Workshop sponsor
  - » Opportunity to introduce Innovation Workshop facilitator in-person or via video if you cannot attend
  - » Opportunity to provide 30 second video to be shown during workshop
  - » Logo recognition on OGR's website leading up to the Summit
  - » Half-page ad in the Summit printed program
  - » Opportunity to place branded item in attendee swag bag

- Pre-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 Summit
  - » Logo recognition on OGR’s website leading up to the Summit
- Post-event
  - » Recognition as Innovation sponsor in ofThe Independent magazine as part of a multi-part series outlining the innovations discussed; quote from company representative included in each article.
  - » Logo recognition in digital Toolkit made available to members as a result of discoveries at Workshop
  - » 30-second video provided by company will be included in OGR video highlighting the innovations discussed at the Workshop; video will be available to members 24/7 on OGR’s online Learning Library.
  - » Inclusion in minimum of four social media posts highlighting four separate innovations discussed at Workshop
  - » Recognition in OGR blog with quote from company

## WELCOME RECEPTION SPONSOR - \$1,500

- 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 provide 30 second video to be shown during reception
  - » Recognition from stage as Reception Sponsor at opening session the next morning
  - » Half-page ad in the Summit printed program given to all attendees
  - » Opportunity to place branded item in attendee swag bag

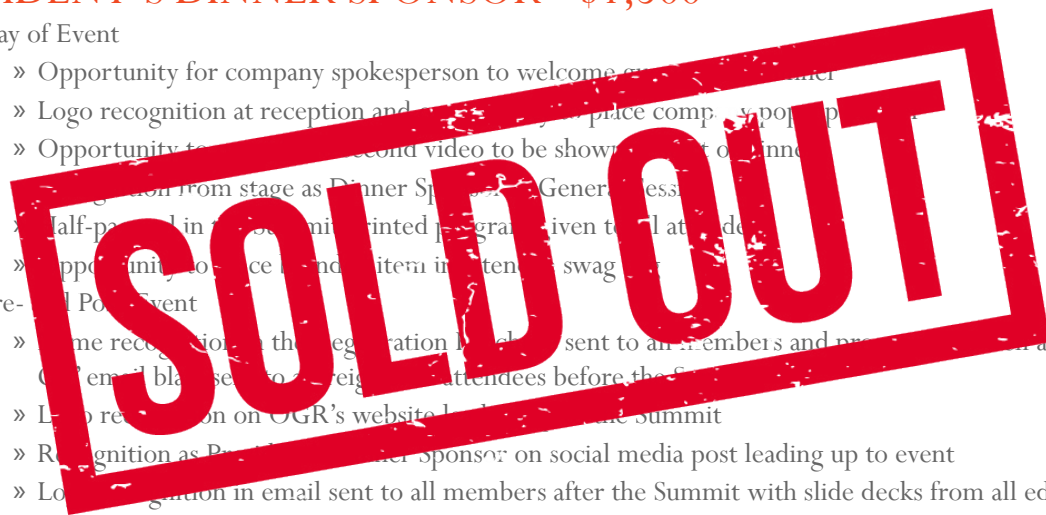


*Hotel Carmichael’s Feinstein Bar*

- 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 Summit
  - » Logo recognition on OGR’s website leading up to the Summit
  - » Recognition as Reception Sponsor on social media post leading up to event
  - » Logo recognition in email sent to all members after the Summit with slide decks from all educational sessions, links to educational session recordings, and a feedback survey link

## PRESIDENT’S DINNER SPONSOR - \$1,500

- 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 provide 30 second video to be shown during reception
  - » Recognition from stage as Dinner Sponsor at General Session
  - » Half-page ad in the Summit printed 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 Summit
  - » Logo recognition on OGR’s website leading up to the Summit
  - » Recognition as President’s Dinner Sponsor on social media post leading up to event
  - » Logo recognition in email sent to all members after the Summit with slide decks from all educational sessions, links to educational session recordings, and a feedback survey link



## DAY 1 OR CLOSING LUNCHEON - \$1,000 (SELECT ONE)

- 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
  - » Opportunity to provide 30 second video to be shown at start of chosen luncheon
  - » Half-page ad in the Summit printed 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 Summit
  - » Logo recognition on OGR’s website leading up to the Summit
  - » Recognition as a Luncheon Sponsor on social media post leading up to event
  - » Logo recognition in email sent to all members after the Summit with slide decks from all educational sessions, links to educational session recordings, and a feedback survey link



## SILENT AUCTION SPONSOR - \$1,000

- Day of Event
  - » Logo on all individual auction description displays
  - » Opportunity to provide 30 second video to be shown during Summit
  - » Half-page ad in the Summit printed 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 Summit
  - » Logo recognition on OGR’s website leading up to the Summit
  - » Recognition as Silent Auction Sponsor on social media post leading up to event
  - » Logo recognition in email sent to all members after the Summit with slide decks from all educational sessions, links to educational session recordings, and a feedback survey link

## ADDITIONAL SPONSORSHIP OPPORTUNITIES - \$750 EACH

- Coffee & Tea Station
- Water and Soda Station
- Education Session (3 available)
- Attendee Swag Bag (your logo on the bag in addition to placing something inside the bag)
- Name Badges
- City Experience Brochure

For each option above, sponsor will receive:

- Day of Event
  - » Logo recognition during the segment of the program pertaining to your sponsorship
  - » 30 second PA announcement during the Summit or sponsored session
  - » Quarter-page ad in the Summit printed 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 Summit
  - » Logo recognition on OGR’s website leading up to the Summit
  - » Logo recognition in email sent to all members after the Summit with slide decks from all educational sessions, links to educational session recordings, and a feedback survey link