

Festival of HOMILETICS

May 18–22, 2020 | Atlanta

2020 Media Kit





About Festival of Homiletics

Now in its 28th year, Festival of Homiletics began in 1992 with a gathering of 400 pastors from around the country for the purpose of learning and conversing about preaching in a contemporary context. David Howell, an ordained minister in the Presbyterian Church, created the festival as an extension of his preaching journal "Lectionary Homiletics."

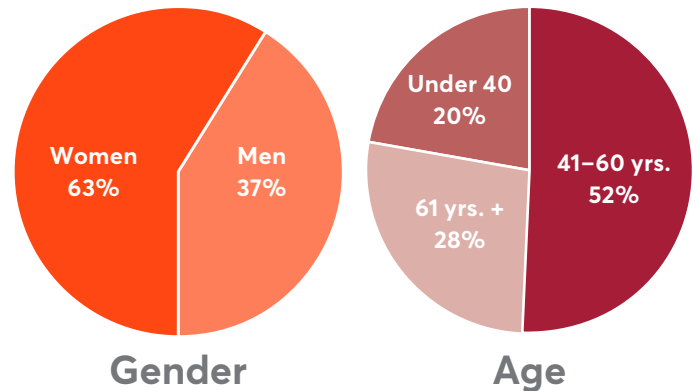
Festival of Homiletics is a weeklong conference that brings together a wide variety of outstanding preachers and professors of homiletics to inspire discourse about preaching, worship, and culture. Its goal is to theologically engage the practices of

preaching and worship as well as issues related to congregations in the 21st century. Preachers are invited to consider various styles and methodologies of preaching in the hopes that they will renew their faith and refresh their spirits through engaging worship, lectures, and workshops. Throughout the week we aim to inspire preachers in their roles of proclaiming the gospel.

Speakers this year include Carmen Agra Deedy, Lenny Duncan, Anna Carter Florence, Katharine Hayhoe, Bill McKibben, Otis Moss III, and Raphael Warnock.

Audience profile and demographics*:

- Festival of Homiletics is an annual event that averages 1,500 attendees each year and rotates between cities including Atlanta; Denver; Minneapolis; San Antonio; and Washington, D.C.
- Ecumenical and engaging: 46% are solo pastors, 95% of participants said the festival was worth their time and expense, and 97% said they would definitely recommend it to others.
- Viewership of festivalofhomiletics.com reaches more than 100 countries and territories. This site receives upwards of 50,000 visits from more than 31,000 users annually. Twenty percent are returning visitors while 80% are new visitors, and users' average visit duration is 2.35 minutes.
- Why they attended:
 1. To improve preaching skills
 2. Interested in speakers
 3. To hear great preaching
 4. Time of refreshment and renewal
 5. Continuing education
 6. Connect with other preachers
- Fifty-five percent were repeat attendees in 2019.



Denomination

Anglican and Episcopal	7.5%
Baptist	2.5%
Lutheran	38%
Presbyterian	14%
United Church of Christ.	12.5%
United Methodist	15.5%
Other	10%

* 2019 statistics



Ad rates and sizes

Festival of Homiletics 2020 program

Rates

Reserve ad space in Festival of Homiletics 2020 conference program.

Full page	\$475
1/2 page	\$325
1/4 page	\$250

Full color ads accepted. See below for full mechanical specifications.

Ad material due March 16, 2020.

Size

(Dimensions are listed width x height.)

Full page	8.5 x 11 inches
<i>Please include a 0.125 inch bleed and 0.025 inch inset.</i>	
1/2 page horizontal	7.25 x 4.75 inches
1/4 page vertical	3.4687 x 4.75 inches

Advertising specifications

Festival of Homiletics 2020 print program

- Send a high resolution, press-ready PDF, JPG, TIF, or EPS file.
- Embed all fonts.
- Provide all press-ready ads in CMYK (full color) or grayscale.
- All artwork must have a minimum resolution of 266 dpi.
- We cannot accept Microsoft Publisher, Word, or PowerPoint files.
- Include a working URL address to link to your ad for use in the online interactive version of the program.

Online

Sponsorship logo placement

All online logo ads are part of a sponsorship package. Please see page 4 for all of the details and pricing.

Logo ads on festivalofhomiletics.com will appear on the homepage and the sponsor page. They will run beginning on the first of the month after they are received through the week of the festival.

Ads should be a logo image with a working URL link. See below for full mechanical specifications.

Advertising specifications

Festival of Homiletics 2020 online logo ad

- Graphics need to be a .png file type (not .jpg).
- For best results, file type should be a transparent PNG or GIF suitable for displaying on a white background.
- Image size should be at least 300px wide.
- Dimensions should be a long rectangle or square.

App

You can also advertise on our event app. Add your logo with hyperlink for \$50 during the event.

Logo ad 200 x 200 pixels

- Include a working URL to link the ad.

Logo ads on the event app are included as part of all sponsorship packages. See page 4 for all of the details and pricing.



Sponsorship opportunities

Silver sponsor \$500

The silver sponsorship includes an acknowledgement on the projected morning announcements the week of the festival and online through social media (Facebook, Twitter, and blog), a logo placement ad on our website for the year—a \$375 per month value—and a logo ad on the app—a \$50 value.

Gold sponsor \$1,250 (Limit: 7)

Sponsor a break, communion at a worship service, or Beer and Hymns on one of the days of the festival. Morning breaks are catered and include beverages and breakfast items for the participants. The festival coordinator handles all of the details. The gold sponsorship includes an eight-foot vendor table at the resource fair—a \$250 value—and a program mention in the schedule ("Break sponsored by ..."), and signage at the venue during the break acknowledging the sponsor—a \$100 value. This sponsorship also includes an acknowledgement on the projected morning announcements the week of the festival and online through social media (Facebook, Twitter, and blog), a logo placement ad on the festival website for the year—a \$375 per month value—and a logo ad on the app—a \$50 value.

Platinum sponsor \$5,000 (Limit: 4)

Each platinum sponsor is scheduled a 30-minute period to hold a presentation with audio-visual assistance provided. The platinum sponsorship includes an eight-foot vendor table at the resource fair—a \$250 value—a listing in the schedule in both the program and online, as well as signage at the venue on the day of the presentation—a \$100 value. This sponsorship also includes a verbal acknowledgement day of and inclusion on the projected morning announcements the week of the festival, online through social media (Facebook, Twitter, and blog), a logo placement ad on the website for the year—a \$375 per month value—and a logo ad on the app—a \$50 value. We will also create a festival T-shirt with the four platinum sponsors' logos printed on the back.

Resource fair

Eight-foot vendor table \$300

In addition to an eight-foot display table, each registration includes acknowledgment in the program (name and website) as well as access to plenary sessions for one person.*

Eight-foot vendor table with small display space \$400

This option includes an eight-foot table with an additional two to three feet of adjacent space for display purposes (e.g., a single rolling rack, card rack, or a couple dress forms.) Each registration includes acknowledgment in the program (name and website) as well as access to plenary sessions for one person.*

10 feet x 10 feet vendor space \$500

Choose this vendor space if you require a larger area. In addition to a 10 feet x 10 feet display space (or comparable area) with two eight-foot tables, each registration includes acknowledgment in the program (name and website) as well as access to plenary sessions for one person. Due to limited availability at this size, contact the festival event coordinator as soon as possible.*

Vendor room \$750

If you require a separate area or room, this is your best option. In addition to a separate room with several tables, each registration includes acknowledgment in the program (name and website) as well as access to plenary sessions for one person. A vendor room is only available at some locations on a first-come, first-served basis, so contact the festival event coordinator as soon as possible.*

**Additional vendors may register to attend the plenary sessions at a fee of \$100 per person. Indicate additional vendors on your registration form. Vendors may have additional workers, but they are not granted admission to the events during the festival.*

If you are interested in being a Festival of Homiletics sponsor or a part of the resource fair, contact the event coordinator and a registration form will be emailed to you. Vendor tables are limited, so reserve your space early. Registration is not complete until payment is received. We look forward to working with you.



Advertising mission statement

Festival of Homiletics sees advertising as an extension of our mission. Through advertising, we seek to make church leaders aware of the resources that are available to assist them in their life and ministry.

Advertising terms and conditions

Festival of Homiletics advertising policy

Festival of Homiletics accepts advertising that is:

- Deemed valuable and inoffensive to our readers
 - Consistent with Festival of Homiletics' objectives
 - Compatible with Festival of Homiletics' vision and mission
1. Festival of Homiletics may accept or reject advertising at its sole discretion at any time with full reimbursement being made and/or request that changes be made to the advertising copy or photos/illustrations. Furthermore, the publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.
 2. Festival of Homiletics does not guarantee, warrant, or endorse any product, program, or service advertised, unless otherwise indicated.

Festival of Homiletics advertising guidelines

1. It is the sole responsibility of the advertiser to comply with all legal requirements relating to the marketing and sale of products or services advertised. By providing such advertisements to Festival of Homiletics, the advertiser represents that they have done so.
2. Advertisements are accepted and published upon the representation that the agency and/or advertisers are authorized to publish the entire contents and subject matter thereof.
3. In consideration of Festival of Homiletics' acceptance of such advertisements, the agency and/or advertiser will indemnify and hold Festival of Homiletics harmless from and against any loss or expense resulting from claims and suits based in the contents or subject matter of such advertisements.

Contact Information: Festival of Homiletics

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