

Festival of HOMILETICS

May 16–20, 2022 | Denver and Virtual



festivalofhomiletics.com

2022 Media Kit



Speakers this year include:

- William Barber II
- Traci Blackmon
- Nadia Bolz-Weber
- Anna Carter Florence
- Cláudio Carvalhaes
- Rolf Jacobson
- Eunjoo Kim
- Jacqui Lewis
- Karoline Lewis
- David Lose
- Joy J. Moore
- Otis Moss III
- Vashti Murphy McKenzie
- Luke Powery
- Matt Skinner
- Richard Ward
- Raphael Warnock
- Robert Wicks
- Lauren Winner
- Rob Wright

ABOUT THE FESTIVAL OF HOMILETICS

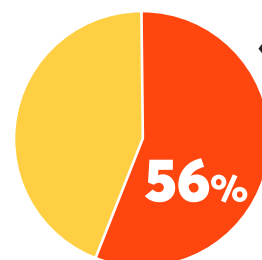
Now in its 30th year, the festival began in 1992 with a gathering of 400 pastors from around the country for the purpose of learning and conversing about preaching in a contemporary context. David Howell, an ordained minister in the Presbyterian Church, created the festival as an extension of his preaching journal, "Lectionary Homiletics."

The Festival of Homiletics is a weeklong conference designed to inspire discourse about preaching, worship, and society. Our mission is to provide the opportunity for theological reflection on the practices of preaching and worship, especially as congregations navigate being the church in the 21st century. The Festival of Homiletics is a week of refreshment, renewal, and inspiration for all who attend. Between 1,500 and 1,800 preachers, pastors, and lay people from all 50 states and more than 20 countries attend the conference each year, and about 50% are returning participants. In 2020, the first all-virtual conference drew more than 15,000 registrants from more than 50 countries and 70 denominations.

Each year we invite about 25 outstanding preachers and professors of homiletics from diverse backgrounds, traditions, and ministry settings to engage the complexities of today's culture through the wideness of God's grace and varied presence as revealed to us through the witness of Scripture and the person of Jesus Christ. When selecting presenters, the Festival of Homiletics is committed to offering a diverse slate of voices depending on the chosen theme, participant evaluations from previous years, financial stewardship, and speaker availability.

AUDIENCE PROFILE AND DEMOGRAPHICS (2020)

- The Festival of Homiletics is an annual in-person event that averages 1,500 attendees each year and rotates between cities including Atlanta; Denver; Minneapolis; San Antonio; and Washington, D.C.
- In 2021 we held the second virtual conference for free and had more than 6,500 registrations from more than 50 countries and 70 denominations (87% United States, 9% Canada, 1% United Kingdom, 1% Australia and New Zealand, and 2% Other).
- Ecumenical and engaging: 42% are solo pastors, 87% of participants said the virtual festival was worth their time and expense, and 88% said they would definitely recommend the virtual version to others.
- Views of **festivalofhomiletics.com** come from more than 100 countries and territories. This site receives upward 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.



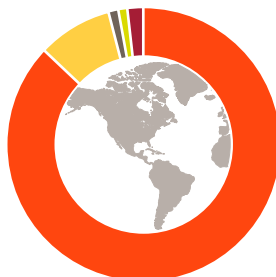
« Fifty-six percent were repeat attendees in 2020.

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
7. No or low cost

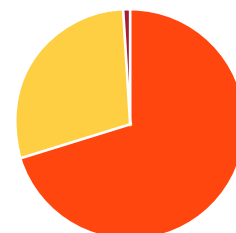
Virtual attendee locations

- 87% United States
- 9% Canada
- 1% United Kingdom
- 1% Australia and New Zealand
- 2% Other locations



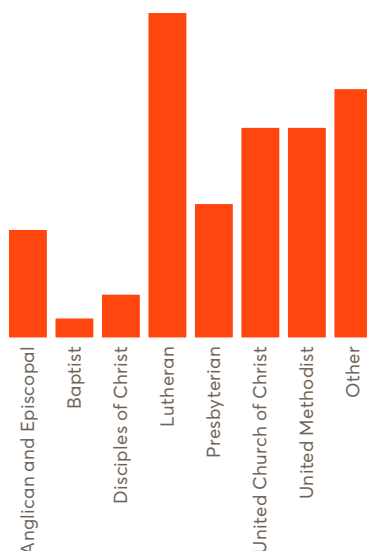
Gender

- 69% women
 - 30% men
 - 1% nonbinary
- (from 550 survey responses)



Denomination

- 8% Anglican and Episcopal
- 2% Baptist
- 3% Disciples of Christ
- 26% Lutheran
- 11% Presbyterian
- 15% United Church of Christ
- 15% United Methodist
- 20% Other



Age

- 36% 60–69
- 26% 50–59
- 14% 40–49
- 9% 30–39
- 1% 21–29
- 0% Under 21





DIGITAL ADVERTISING AND VENDOR OPTIONS

Online marketplace \$150

Hard-to-find gifts, handmade goods, helpful preaching resources, educational opportunities, apparel to outfit you as a church leader, and more—you can find it all in the first-ever Festival of Homiletics online marketplace. The marketplace is a hub to help participants support their favorite vendors and discover new shopping surprises. Secure your spot on the online marketplace. Included:

- An individual marketplace entry with company name, contact name, address, phone number, and email address
- Description of your product or service
- A high-resolution image of the product or service
- A working URL to your company website. It would be beneficial to create a festival-specific landing page on your site with any special offers.
- Acknowledgement in a special festival blog (name and website), as well as the festival Twitter and Facebook feeds
- Promotion of online marketplace on pre-event participant messaging

Information for the online marketplace is due March 15, 2022. If you are interested in being a part of the virtual marketplace, contact Teri Temple at ttemple001@luthersem.edu.

Virtual gift bag \$100

We are creating a virtual gift bag to be shared in pre-event messaging via email to the registered participants. We will also include it during the event via Facebook and Twitter. Put together a virtual gift for the participants in the form of a code, subscription, digital publication, discount, free trial, or online course. Increase your visibility by sharing the event hashtag #Homiletics2022.

Social media promotion \$150

Be included on the festival social media promotions as part of the friends of the festival. Be included the week of the festival as we thank all of our vendors, advertisers, and sponsors on our Facebook, Twitter, and a special blog post. Acknowledgement includes company's name and URL. Use the event hashtag #Homiletics2022 to increase your exposure.

Transition slideshow: branded transition between speakers/sessions

Video ad (30 seconds) \$500

Full slide ad \$250

Logo ad \$100

Reserve ad space on the Festival of Homiletics 2022 transition slideshow. Create your ad artwork or create a video testimonial. Videos and static ads will be shown at minimum once daily during the week on the transition slideshow, and video and full slide ads will appear once on the festival Twitter and Facebook feeds. Full color ad artwork accepted. Ad material due March 15, 2022. See page 8 for full technical specifications.





Sponsorship opportunities – In person and online

Get more bang for your buck by being a sponsor!

BRONZE SPONSOR \$500
(Limit: 16)

The bronze sponsorship includes:

- Logo placement ad with linked URL on our website for the year
- Logo ads appearing on the homepage and the sponsor page of the festival website
- Your logo ad will also be part of the daily transition slideshow shown before, during, and after the sessions
- Online with an individual social media entry on Facebook and Twitter, and as part of a marketing blog
- Acknowledgement in the printed program with company name and URL

SILVER SPONSOR \$1,000
(Limit: 12)

The silver sponsorship includes:

- Participation in the online market
- 30-second video or full slide ad on the transition slideshow
- Pre-event messaging as part of a virtual gift bag to the participants via festival email and social media
- All of the items included in the bronze sponsorship

GOLD SPONSOR \$1,500
(Limit: 8)

The gold sponsorship includes:

- Sponsor a break, communion at a worship service, or Beer and Hymns. Morning breaks are catered and include beverages and breakfast items for the participants. (The festival coordinator handles all of the details.)
- An eight-foot vendor table as part of the resource fair, the online marketplace, as well as access to plenary sessions for one person*
- A program mention in the schedule and on the website with linked URL ("Break sponsored by ...")

- Signage at the venue day of and verbal announcement
- All of the items included in the bronze sponsorship

PLATINUM SPONSOR \$2,500
(Limit: 5)

The platinum sponsorship includes:

- 30-minute pre-recorded, educational presentation to benefit participants (approval required; final content due April 28, 2022), scheduled as part of the livestream programming and included in the recording package
- Participation in the online market
- Full slide ad on the transition slideshow
- Pre-event messaging as part of a virtual gift bag to the participants via festival email and social media
- One complimentary recording package of all livestreamed, pre-recorded, and bonus material
- All of the items included in the bronze sponsorship

PREMIER SPONSOR \$4,000
(Limit: 3)

The premier sponsorship includes:

- 30-minute educational presentation to benefit participants (approval required), scheduled as part of the in-person programming and included in the recording package
- Half-page ad in the printed program and a full slide ad on the transition slideshow
- An eight-foot vendor table as part of the resource fair, the online marketplace, as well as access to plenary sessions for one person*
- Signage at the venue day of, including on schedules and verbal announcement
- One complimentary recording package of all livestreamed, pre-recorded, and bonus material
- All of the items included in the bronze sponsorship



In-person 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.





Ad rates and sizes

Festival of Homiletics 2022 program

Rates

Reserve ad space in Festival of Homiletics 2022 conference program.

| | |
|---------------------|-------|
| Full page | \$450 |
| 1/2 page | \$350 |
| 1/4 page | \$250 |

Full color ads accepted. See below for specifications.

Ad material due March 15, 2022.

Size

(Dimensions are listed width x height.)

| | |
|---|----------------------|
| Full page | 8.5 x 11 inches |
| Please include a 0.125-inch bleed and 0.025-inch inset. | |
| 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 2022 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

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 until the next festival’s registration opens November 1.

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

Advertising specifications

Festival of Homiletics 2022 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 300 pixels wide.
- Dimensions should be a long rectangle or square.





ADVERTISING, VENDOR, AND SPONSORSHIP OPTIONS

Advertising specifications - Size

Dimensions are listed width x height.
Please include a 0.125-inch bleed and 0.025-inch inset.

Full Slide - 1/2 page horizontal . . . 7.25 x 4.75 inches

Logo 300 x 300 pixels

Advertising specifications - Logo ad

- Graphics need to be a .PNG file type (not .JPEG).
- 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 300 pixels wide.
- Dimensions should be a long rectangle or square.
- Include a working URL for your website.

Advertising specifications - Full Slide

- Send a high resolution, press-ready PDF, JPG, TIF, or EPS file.
- Embed all fonts.
- Image needs to be vertically oriented.
- Provide all press-ready logo 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 for your website.

Advertising specifications - Video

- The video spot should be 15 to 30 seconds long and formatted as .mp4 file at 720p resolution minimum (1080p is preferred). Video files in .mov are acceptable but not preferred.
- The video presentation should be less than 30 minutes and formatted as .MP4 at 720p resolution minimum (1080p is preferred). Video files in .MOV are acceptable but not preferred.





ADVERTISING MISSION STATEMENT

The 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

The 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. The 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. The 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 the 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 the Festival of Homiletics' acceptance of such advertisements, the agency and/or advertiser will indemnify and hold the 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

Teri Temple

2481 Como Avenue, St. Paul, MN 55108

651-523-1645

ttemple001@luthersem.edu