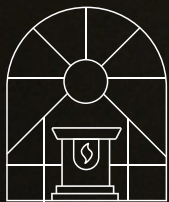


Festival of HOMILETICS

May 12-15, 2025 | Atlanta



2025 Media Kit
festivalofhomiletics.com



About the Festival of Homiletics

Thirty-three years ago, a few hundred pastors from around the country gathered to discuss a topic close to their hearts: the role and art of preaching in the context of modern society. David Howell, a Presbyterian minister and preaching journal creator, had sparked the very first Festival of Homiletics.

The Festival of Homiletics is now a week-long conference that reaches thousands of participants, inspiring yearly discourse about preaching and worship in today's world! Our mission is to provide refreshment and renewal for all who attend, as well as the opportunity for learning and theological reflection on the practices of preaching and worship in our unique century.

Each year we invite about 20 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.

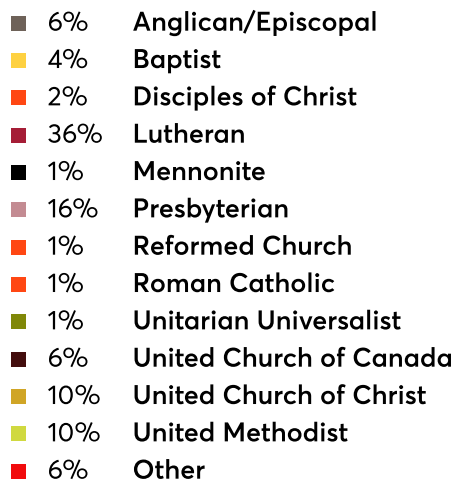
This year? We'll be in Atlanta, Georgia, focused on the theme: Preaching to Heal the Divide!

About 800 preachers, pastors, and lay people from all 50 states and more than 20 countries attend the conference in person each year – on average, 65% are returning participants, and in recent years thousands more have also registered for the opportunity to participate online.

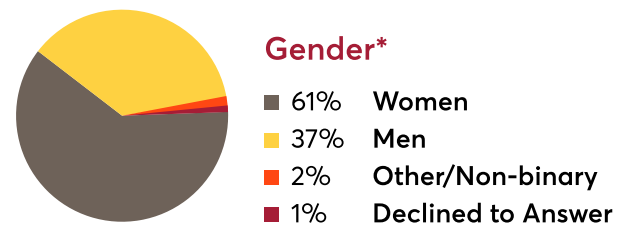
Audience Profile & Demographics (2024)

- The Festival of Homiletics is an annual event that brings together about 800 in-person attendees each year (an average of 2,000 more join in online). The Festival rotates between cities such as Denver, Minneapolis, Pittsburgh, and Atlanta.
- Our 2024 Festival in Pittsburgh had nearly 4,000 attendees between our online and in-person audiences!
- 78% of 2024's Festival registrants were rostered church leaders; 94% of participants said the Festival was worth their time and expense; and 96% said they would recommend the Festival to others. 62% were repeat attendees in 2024.*
- Views of festivalofhomiletics.com come from more than 100 countries and territories. For the 2024 Festival, the site received 100,000 visits from nearly 28,000 users annually. 22% are returning visitors while 78% are new visitors, and users' average visit duration is 1 minute 49 seconds.

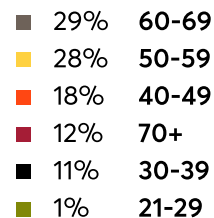
Denomination*



Gender*



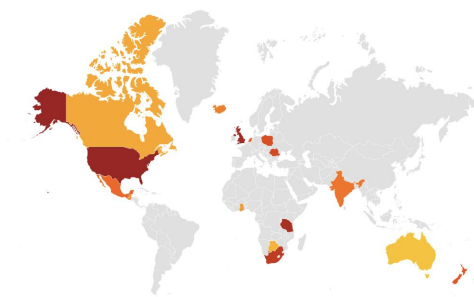
Age*



Why they attended*

- To hear great preaching
- To hear from diverse voices and perspectives
- To improve preaching skills
- For a time of refreshment and renewal
- Continuing education
- Interested in speakers
- To connect with other preachers

Virtual attendee locations



Type of Attendance



Products Overview

Those interested in advertising with, selling products through, or sponsoring the Festival of Homiletics can choose from a variety of options within our two menus of exhibitor (previously called "vendor") or sponsor-specific opportunities.

For those who joined us at the Festival in Atlanta previously, please take note: we will not be situated in the same space as prior years. All sponsors and exhibitors will be located in the Harp Center, just around the corner from Peachtree Road United Methodist Church's main building containing the two plenary spaces (including Grace Hall).

We're also excited to announce an enhancement to our exhibitor fair this year, based on valuable feedback from our participants. To offer a more diverse and engaging experience, we've introduced new categories for our exhibitors. This year, you'll find exhibitors categorized as follows:

- | | |
|-------------------------|-----------------------------------|
| 1. Clergy Wear & Stoles | 5. Educational Institutions |
| 2. Artisan Goods | 6. Coaching & Consulting Services |
| 3. Book Publishers | 7. Other |
| 4. Tour Guide Companies | |

Exhibitor Opportunities (formerly "vendors")

All of our exhibitor opportunities involve a profile page for sales on our website, one 100% discounted all-access registration to the Festival, and a physical display space for selling products, materials, or services.

8-Foot Exhibitor Table - \$510

Greet in-person Festival attendees with your display on an 8-foot table at our venue throughout the Festival! This package also includes a profile page for sales on our website and one 100% discounted all-access registration to the Festival.

10-Foot x 10-Foot Exhibitor Space + 2 Tables - \$710

Choose this exhibitor space if you require a larger area. In addition to a 10-foot x 10-foot display space (or comparable area) with one 8-foot table and one 6-foot table, this package includes a profile page for sales on our website and one 100% discounted all-access registration to the Festival. Space is limited, so reserve your spot as soon as possible!

Exhibitor Room + Multiple Tables - \$1,000

If you require a separate area or room, this is your best option. In addition to a separate room with several tables, this exhibitor package includes a profile page for sales on our website and one 100% discounted all-access registration to the Festival. Exhibitor rooms are available on a first-come, first-served basis.

Sponsorship Options

Each of our sponsorship options offer a wide variety of advertising opportunities (logo placement, ads in the Festival program, hosting breaks, etc.) and 100% discounted Festival participation.

Bronze (no table) - \$1,150

Bronze Sponsorship includes:

- Logo placement ad with linked URL on our website for the year!
- Acknowledgment in the printed program with company name and URL.
- Pre-event messaging as part of a virtual gift bag to the participants via Festival email and social media.
- Sponsor the workshop sessions (in-person only), including a program mentioned in the schedule and on the website.
- Participation in the online marketplace, which is available on the Festival website to both the public and paid participants.
- One 100% discounted registration for full in-person access at the Festival of Homiletics.

Silver (no table) - \$2,000

Silver Sponsorship includes:

- Rotating logo ad on the Festival of Homiletics Whova attendee profile page.
- Logo placement ad with linked URL on our website for the year!
- Acknowledgment in the printed program with company name and URL.
- Pre-event messaging as part of a virtual gift bag to the participants via Festival email and social media.
- Participation in the online marketplace, which is available on the Festival website to both the public and paid participants.
- One 100% discounted registration for full in-person access at the Festival of Homiletics.
- Logo ad as a part of the daily transition slideshow shown before, during, and after the sessions.
- ¼ page ad in the Festival Program.



Gold (includes table) - \$3,250

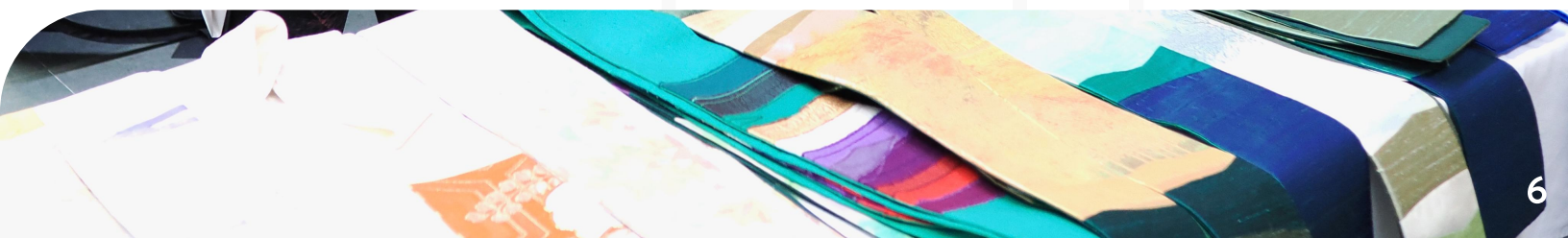
Bronze Sponsorship includes:

- *New Addition* Rotating logo ad on the Festival of Homiletics Whova agenda page.
- Logo placement ad with linked URL on our website for the year! (Logo ads appear on the sponsor page of the Festival website.)
- Acknowledgment in the printed program with company name and URL.
- Pre-event messaging as part of a virtual gift bag to the participants via Festival email and social media.
- Participation in the online marketplace, which is available on the Festival website to both the public and paid participants.
- One 100% discounted registration for full in-person access at the Festival of Homiletics.
- Rotating logo ad on the Festival of Homiletics Whova agenda page and web application.
- Sponsor a morning break, opening service, or Beer and Hymns. (Morning breaks are catered and include beverages and breakfast items for the participants. The Festival Project Manager handles all of the details.)
- A social media mention on the day of your sponsored event above, reaching our 1.7K followers on X, 5.7K followers on Facebook, and 450 followers on Instagram.
- An 8-foot exhibitor table.
- Logo ad as a part of the daily transition slideshow shown before, during, and after the sessions.
- ½ page ad in Festival Program.

Platinum (includes table) - \$5,000

Platinum Sponsorship includes all Bronze Sponsorship opportunities PLUS:

- *New Addition* Rotating logo ad on the Festival of Homiletics Whova web application and streaming home page.
- Logo placement ad with linked URL on our website for the year! (Logo ads appear on the sponsor page of the Festival website.)
- Acknowledgment in the printed program with company name and URL.
- Pre-event messaging as part of a virtual gift bag to the participants via Festival email and social media.
- Participation in the online marketplace, which is available on the Festival website to both the public and paid participants.
- Facilitate a 30-minute educational presentation to benefit in-person participants (approval required), scheduled as part of the in-person programming.
- Full-page ad in the printed program.
- An 8-foot exhibitor table.
- Signage at the venue day of, inclusion on schedules, and verbal announcement.
- Two 100% discounted registrations for full in-person access at the Festival of Homiletics.
- Highlight your organization with a photo, paragraph, and link in our pre-event emails.
- Your custom QR code that will be played with the logo slideshow throughout your sponsored day at the Festival. This QR code can link to your own custom video or website ad for Festival participants and those visiting our website!



Advertising Specifications– Festival of Homiletics 2025

Ad Rates and Size – Print Program (For Platinum, Gold, and Silver Sponsors Only)

Reserve ad space in the Festival of Homiletics 2024 conference program.

Full page	Platinum Sponsors Only
1/2 page	Gold Sponsors Only
1/4 page	Silver Sponsors Only

Only full-color ads are accepted. See below for full mechanical specifications.

Ad material due January 15, 2025.

Size (Dimensions are listed as width x height.)

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

1/2 page horizontal	
1/4 page vertical	3.4687 x 4.75 inches

Advertising Specifications – 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 Advertising

Advertising Specifications – Logo Ads (Sponsors Only)

- Logo ads are only a part of a sponsorship package.
- Logo ads on festivalofhomiletics.com will appear on the sponsor page.
- Ads should be a logo image with a working URL link.
- Image size should be at least 300px wide.
- Graphics need to be a .png file type (not .jpg).
- For best results, the file type should be a transparent PNG or GIF suitable for displaying on a white background.
- Dimensions should be a long rectangle or square.

Have questions?

Feel free to contact our Festival Team,
with any questions!

Email: festival@luthersem.edu

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
- Compatible with Festival of Homiletics' Advertising Mission Statement

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 on the contents or subject matter of such advertisements.



2025 Festival of Homiletics Sponsor / Exhibitor Process

