

A large, arched stained glass window with intricate geometric and floral patterns in shades of blue, red, yellow, and green. The window is set within a dark stone frame, and the light filtering through creates a warm, colorful glow. The background of the entire image is dark, making the window and the white text stand out.

Festival of HOMILETICS

May 13-16, 2024 | Pittsburgh



About the Festival of Homiletics

Thirty-two years ago, a few hundred pastors from around the country gathered together to learn and converse about preaching in a contemporary context. David Howell, a Presbyterian minister, had created the very first Festival of Homiletics as an extension of his preaching journal, "Lectionary Homiletics."

Today the Festival of Homiletics is a wide-reaching, week-long conference designed to inspire discourse about preaching and worship in the context of modern society among our thousands of participants! Our mission is to provide refreshment and renewal for all who attend, as well as the opportunity for theological reflection on the practices of preaching and worship in the unique context of the 21st century.

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.

An average of 1,200 preachers, pastors, and lay people from all 50 states and more than 20 countries attend the conference in person each year – about 70% are returning participants, and in recent years thousands more have also registered for the opportunity to participate online. (In 2020, the first all-virtual conference drew more than 15,000 registrants from over 50 countries and 70 denominations!)

Audience Profile & Demographics (2023)

• The Festival of Homiletics is an annual event that brings together about 1,200 in-person attendees (and even more online!) each year. It rotates between cities such as Atlanta, Denver, Minneapolis, San Antonio, and Pittsburgh.

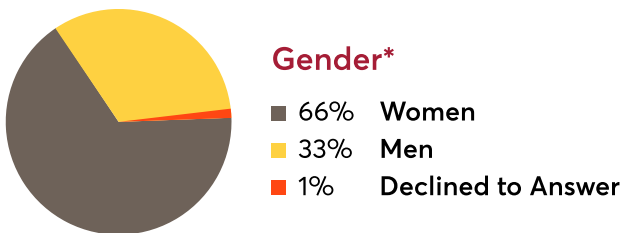
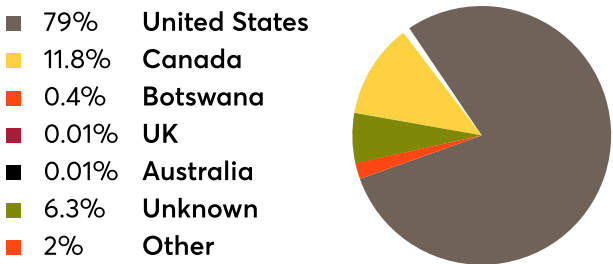
• Our 2023 Festival in Minneapolis had more than 4,000 attendees between our online and in-person audiences!

• 76% of 2023’s Festival registrants were rostered church leaders in a single call; 93% of participants said the Festival was worth their time and expense; and 95% said they would definitely recommend the Festival to others. 70% were repeat attendees in 2023.

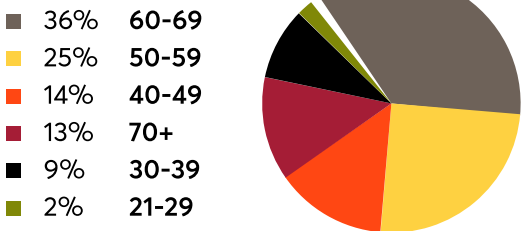
• Views of festivalofhomiletics.com come from more than 100 countries and territories. For the 2022 Festival, the site received 76,000 visits from more than 35,000 users annually. 23% are returning visitors while 77% are new visitors, and users’ average visit duration is more than 3 minutes.

Virtual Attendee Locations

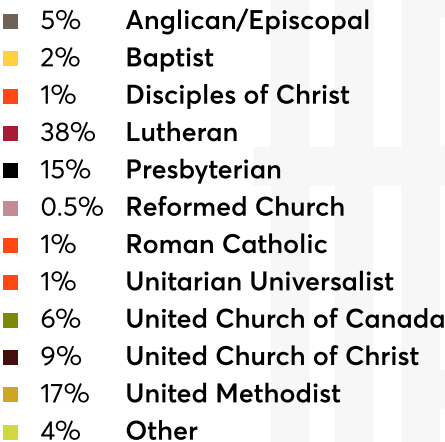
Representing: Free Streamers, Paid Online, Paid In-Person



Age*



Denomination*



Why they attended*

1. To hear great preaching
2. To hear from diverse voices and perspectives
3. To improve preaching skills
4. For a time of refreshment and renewal
5. Interested in speakers
6. Continuing education



*Based on 469 Survey Responses

Products Overview

This year, 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 in-person or sponsor-specific opportunities. All of our in-person opportunities involve a profile page on our Online Marketplace, one 100% discounted all-access registration to the Festival, and a physical display space for selling products, materials, or services; while 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. See below for a more detailed breakdown of each option!

In-Person Opportunities

8-Foot Vendor 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 in the online marketplace on our website and one 100% discounted all-access registration to the Festival.

10-Foot x 10-Foot Vendor Space - \$710

Choose this vendor 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 on the Online Marketplace on the Festival website and one 100% discounted all-access registration to the Festival. Space is limited, so reserve your spot as soon as possible!

Sponsorship Options

Bronze Sponsor - \$1,150

Bronze Sponsorship includes:

- Logo placement ad with linked URL on our website for the year! (Logo ads appear on the homepage and 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.
- Sponsor the workshop sessions—a new sponsorship opportunity for this year's Festival! Includes a program mention in the schedule and on the website.
- Participation in the Online Marketplace, which is available on the Festival website to both paid participants and free streamers.
- One 100% discounted registration for full in-person access at the Festival of Homiletics.

Silver Sponsor - \$2,000

Silver Sponsorship includes:

- Logo placement ad with linked URL on our website for the year! (Logo ads appear on the homepage and the sponsor page of the Festival website.)
- Logo ad as a part of the daily transition slideshow shown before, during, and after the sessions.
- Acknowledgement 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 paid participants and free streamers.
- ¼ Page Ad in the Festival Program.
- One 100% discounted registration for full in-person access at the Festival of Homiletics.





Gold Sponsor - \$3,250

Gold Sponsorship includes:

- 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.)
- An 8-foot vendor table.
- Participation in the Online Marketplace, which is available on the Festival website to both paid participants and free streamers.
- Logo placement ad with linked URL on our website for the year!
- Logo ads appear on the homepage and the sponsor page of the Festival website.
- Logo ad as a part of the daily transition slideshow shown before, during, and after the sessions.
- Acknowledgment in the printed program and on the website with company name and URL.
- Pre-event messaging as part of a virtual gift bag to the participants via Festival email and social media.
- ½ Page Ad in Festival Program.
- One 100% discounted registration for full, in-person access at the Festival of Homiletics.

Platinum Sponsor - \$5,000

Platinum Sponsorship includes:

- Facilitate a 30-minute educational presentation to benefit participants (approval required), scheduled as part of the in-person programming.
- Pre-event messaging as part of a virtual gift bag to the participants via Festival email.
- Full-page ad in the printed program.
- An 8-foot vendor table.
- Participation in the Online Market - each sponsorship includes an individual profile page on the online market on the Festival website.
- 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 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 2024

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

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

Ad material due January 15, 2024.

Size (Dimensions are listed width x height)

Full page8.5 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 vertical3.4687 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

- Logo ads are only a part of a sponsorship package.
- Logo ads on festivalofhomiletics.com will appear on the homepage and 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.

Frequently Asked Questions

Why have our prices increased?

To maintain our ability to host and run the Festival of Homiletics while providing a high-quality experience for both our attendees and our vendors/sponsors, it has become necessary to raise the cost of our vendor and sponsorship options. We're confident you'll find the investment worthwhile!

Who can I reach out to with questions?

Feel free to contact Rachel Postler, the Festival of Homiletics Project Manager, 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 & 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 in the contents or subject matter of such advertisements.