



2024

*Sponsorship & Media
Packages*



Welcome!

We're so happy you've chosen Homesteaders of America to partner with to get the word out about your business, product, service, or idea! There's something special about this homesteading community that we continue to cultivate in the United States and beyond.

In 2024 we are focusing hard on our annual Virginia conference in October. With our 8th conference happening, we want to make sure that we're ironing out all of the kinks and wrinkles. We also may have in the works another women's event AND health event (but we haven't ironed out the details yet!)

Also, we're considering our homesteading community with inflation and recession. More and more people need to learn about homesteading, but they won't necessarily be able to travel multiple times a year. So in 2024, you'll notice some pop-up events. We're also really excited about our brand new Homesteaders of America magazine! You'll learn more about that later in this package.

The homesteading community is growing by leaps and bounds, and it has only just begun. Now, more than ever, people need to know about YOU. What do you have to offer? What do you know that makes their homesteading lifestyle easier to navigate? We want to partner with you for these very reasons.

Please remember that with a Homesteaders of America sponsorship (or advertising) you aren't just partnering with us to get in front of "a lot" of people. You're partnering with us to help brand your business as a homestead business that truly cares about this community. Often times people gravitate towards the companies they see us promote simply because we promote trusted sources. Our community is intentional with their money, and we have no doubt that they will, indeed, come back to those which Homesteaders of America supports and promotes!

We can't wait to work with you this year!

Founder, Homesteaders of America

Amy





Where You'll Be Seen

Social Media

With over 100,000 followers online, we are reaching homesteaders across the globe! Your business, product, or service will be shared online on our social media, website, and more! For top tier sponsors, videos about your business will be shared on our YouTube Channel and revamped podcast.

In Print

Your sponsorship will be seen on our printed materials for 2024. From our printable flyers, to our program. We've got you covered. We're also excited to announce our twice a year Homesteaders of America magazine! Some sponsorship tiers receive advertising in our 100+ page table magazine, twice a year!

Our Members

Homesteaders of America has a quickly growing online membership of people supporting and living the homesteader lifestyle. We offer special discounts for our members from our sponsors and vendors (optional). This creates a sense of community and partnership in our homesteading member community. With thousands of online members, you're certain to reach another part of the homesteading community!

At Conference

We highly encourage our sponsors to also have a booth at the conference. But if that isn't an option for you, that's ok! Your logo will be seen on banners at the event, in our program, and on each screen in the speaker lecture areas.





2024 Sponsorship Levels

PREMIER SPONSORSHIP -- \$15,000

This sponsorship includes EVERYTHING, for EVERY SINGLE HOA event. This level also includes sponsorship of ALL online events that we choose to do during the year. The special thing about this sponsorship is the EXCLUSIVITY in your business niche for both sponsors and vendors at our HOA events. You will be given options on what niche you'd like to fit into in regard to which product(s) you offer.**

Truly become a patriot and PREMIER sponsor of the HOA events. Brand your business as "the" business to patronize in the homesteading community! Let our attendees know you're serious about their homestead and farm, while making a huge impact in our community!

WHAT'S INCLUDED:

- 10 weekend passes to the October event
- Free access to online events
- Sponsorship across all HOA events for the calendar year (including online)
- Vendor space - 10'x20' (with table, 2 chairs, and tent)
- Opportunity to introduce speakers at event
- One to two minute video which will be shown between speakers at events (and possibly as ads on HOA YouTube content)
- Full page ad: 8.5"x11" in event program
- Cover ad (inside or back) in BOTH of our HOA Magazines in 2024 ***
- First opportunity to be a sponsor the following year
- Podcast sponsorship once a month on the HOA podcast
- Information and logo on ALL print and online material

*** For example, if you are a hatchery, then you'll have exclusiveness to the hatchery niche, but may not have exclusiveness in the "chicken products" niche. If you are a fencing company, you can choose to have exclusiveness in a particular fence (like netting), but not every kind of fence (like pole fences and insulator fences). If you are a seed company, you may have exclusiveness in seeds, but not in selling garden tools. This keeps the market fair and gets more products in front of our audience. Your niche will be what you are most well-known for. Please work with your sponsorship rep to nail down details for your sponsorship exclusiveness.*

**** With over a 3,000 member print run. This magazine is mailed out with a spring/summer issue and a fall/winter issue. Availability on cover ads is first come first serve in regard to inside front, inside back, and back cover.*



2024 Sponsorship Levels

BIG RED BARN SPONSORSHIP-- \$6,000

For the sponsor who just wants to be involved with the annual October event we host in Virginia, this is a great opportunity for you to be one of our top tier sponsors at the event! *If you'd like to be a sponsor of our online events, add-ons can be accepted with this sponsorship for an additional \$1,000 per event.*

WHAT'S INCLUDED:

- 6 weekend passes to the October event
- Sponsorship of 2024 October HOA event
- Vendor space - 10'x20' (with table and 2 chairs)
- Opportunity to introduce speakers at event
- One to two minute video which will be shown between speakers at events (and possibly as ads on HOA YouTube content)
- Full page ad: 8.5"x11" in event program
- Full page ad in HOA magazines for 2024
- Podcast sponsorship 2 times a year on the HOA podcast
- Logo on most printed and online promotional material

THE GOLDEN COOP SPONSORSHIP-- \$3,000

WHAT'S INCLUDED:

- 4 weekend passes to the HOA October event
- 10x10 vendor space at HOA October event (table and chairs provided)
- Half page ad: 8.5"x5.5" in event program
- 1/8th page ad in HOA magazines for 2023
- Information and logo on HOA website



2024 Sponsorship Levels

THE WOOD SHOP SPONSORSHIP— \$1,000

WHAT'S INCLUDED:

- Sponsorship of 2024 HOA October event
- 4 weekend passes
- Vendor space - 10'x10' (with table and 2 chairs)
- Quarter page ad: 4.5"x5.5" in HOA program
- Logo on website

THE MILKING PARLOR SPONSORSHIP— \$500

WHAT'S INCLUDED:

- Sponsorship of 2024 HOA October Event
- Includes 2 weekend passes
- Small logo on website
- Business card size ad in conference program

All sponsors will have their logo on promotional material at the event, including a "Thank You Sponsors" graphic that plays on all screens in between lectures during the 2023 event. And on any banners that may be purchased for the 2023 event. For online event sponsors, the same will be true for online banners and content. However, depending on your sponsorship level, your logo may be smaller than those of top tiered sponsors.

>> Sponsorships will not be promoted until your sponsorship contract is signed and payment is received. <<



WHAT'S COMING IN 2024?

With inflation and recession, we've decided to pull back on some of our in-person events in 2024, and instead focus on less expensive online events, relaunching our podcast with a podcast company, and making the annual October event even better than ever! Here's what we currently have planned for 2024. Please ask your sponsorship rep for any events that may not be listed in this media kit.

OCTOBER 11 & 12
8TH ANNUAL CONFERENCE
6,000+ attendees, 150+ vendors!

Come and join us for one of the most popular homesteading events in the country! Each year this event sells out well before the conference date. We have people banging on the doors trying to get in! You won't want to miss this opportunity to reach 5,000+ attendees in-person, and thousands more online. We can't wait to learn with you!

APRIL
HOMESTEAD BUSINESS EVENT

NOVEMBER
HOMESTEAD WOMEN'S RETREAT

OTHER UPCOMING EVENTS

As we wait to see what the economy does in 2024, on the table for events is a potential health & wellness event (that's homesteading related). Please check back with our sponsor coordinator often for more info!

Conference Program

ADVERTISING

Connect with homesteaders far and wide in our annual conference programs! Each attendee receives a conference program when they attend the event. Inside of its beautiful covers, this conference program includes vital information about the organization, conference, sponsors, discount codes, and more! Your ad will be seen by the people who will utilize your business, service, or product at the event. If you contract a sponsorship, you will automatically receive an ad in the program. However, if you only want to buy advertising space for your business, that's possible too! Find the information below and we can help you get started!

8.5" x 11" program .125" bleed

SPECIFICS

FULL PAGE

\$400

8.5" x 11"

HALF PAGE

\$300

8.5" x 5.5"

QUARTER PAGE

\$200

4.25" x 5.5"

BUSINESS CARD

\$125

3.5" x 2"

*-- All specifications are width by height --
If we need to create the ad for you, please add an
additional \$50 to your advertising cost.*





Reach your Audience!

We want to partner with the products, brands, and services that will help our readers and members grow thriving and abundant homesteads, small farms, and healthy homes. Advertise in the Homesteaders of America Magazine to reach an audience committed to a self-sufficient lifestyle.

AD SIZES & RATES

INSIDE FRONT CV <i>8.5" x 11"</i>	\$3,000
INSIDE BACK CV <i>8.5" x 11"</i>	\$2,700
BACK COVER <i>8.5" x 11"</i>	\$3,000
FULL PAGE SPREAD <i>8.5" x 11" each</i>	\$3,000
HALF PAGE SPREAD <i>8.5" X 5.5" each</i>	\$2,000
FULL PAGE <i>8.5" x 11"</i>	\$2,000
HALF PAGE HORIZONTAL <i>8.5" X 5.5"</i>	\$1,000
THIRD PAGE SQUARE <i>5.5" X 5.5"</i>	\$800
COLUMN VERTICAL <i>2.25" X 11"</i>	\$500
SIXTH PAGE VERTICAL <i>3.125" X 5.5"</i>	\$225

HALF PAGE HORIZONTAL

COLUMN VERTICAL

SIXTH PAGE VERTICAL

THIRD PAGE SQUARE

Sample Ad Sizes

- All ads must include a .125" bleed and .25" margin on all sides. Increase the margin to .5" for spreads.
- Images must have 300-450 dpi resolution.
- Export ads with CMYK color format.
- File type must be PDF.
- Email ad insertion to advertising@homesteadersofamerica.com.
- Ad design services may be purchased for an additional \$75 (+\$45 per each revision.)
- Deadlines- Fall/Winter: June 1st; Spring/Summer: December 1st



Ready to Join Us in 2024?

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