



AN APPEAL TO HEAVEN

2027
*Sponsorship &
Media Packages*



Hello Friend!

What an absolutely incredible year we had in 2026. Our sponsors, speakers, vendors, volunteers, and team knocked the 2026 events out of the park. We received numerous testimonials detailing how our attendees and members appreciate our sponsors. And we appreciate our 2026 sponsors, too! You make our job easier by loving this community just as much as we do. You aren't just a sponsor that is marketing and advertising. Our attendees absolutely love connecting with you at our events and seeing the faces behind the business. It truly makes a difference!

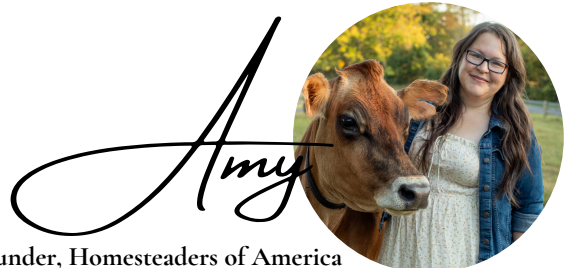
One thing we've always prided ourselves on here at HOA is that we don't just accept any sponsor who wants to give us money. We want to partner with people and businesses that truly understand, support, and enjoy this beautiful homesteading movement and community. Maybe that person or business is you!

This is not necessarily just an "advertising" opportunity—it is a branding opportunity. Some of the top homesteading businesses and people that have sponsored with HOA for years quickly became "the business" or person to go to for their specific niche. If a homesteader needed chickens, they knew to go to McMurray Hatchery because they have sponsored our event for the last decade. If a homesteader needed fencing, they would instantly recall Timeless Fencing, which offers solutions for netting or large livestock. The list is endless, and brand advertising is the evergreen marketing that works.

We are excited to partner with you in 2027. We have a brand new event where we know homesteaders will want to see and experience your brand and knowledge more than ever. And don't forget our annual conference with over 6,000 right outside the nation's capital!

Take a look through this media kit and let us know if you have any questions—we can't wait to work with you!

Thank you to our 2026 Premier Sponsors!



Founder, Homesteaders of America



Where You'll Be Seen

Social Media

With over 237,000 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 podcast.

In Print

Your sponsorship will be featured across our 2027 printed materials from flyers to our official conference program. You'll also be showcased in the Homesteaders of America Magazine, our 100+ page coffee-table publication released twice a year. Select tiers include premium advertising placements for even greater visibility year-round.

Our Members

Homesteaders of America has a rapidly growing online membership of individuals living and supporting the homesteading lifestyle. Sponsors and vendors have the option to offer exclusive discounts to our members fostering connection, community, and brand loyalty. With thousands of active members nationwide, your sponsorship helps you reach even more of the vibrant 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. We are also open to discussions of other ways we can specifically showcase YOUR business or service at the event.



2027 Sponsorship Levels

PREMIER SPONSORSHIP— \$18,000

The Premier Sponsorship covers every HOA event in 2027, including the April and October conferences, other HOA events throughout the year, and all HOA online events. **It also includes exclusivity** within an agreed-upon business niche at HOA events for both sponsors and vendors. We'll work with you to define that niche based on the products you offer.*

OCTOBER CONFERENCE

- 10 weekend passes
- Premier sponsor recognition and vendor space
- 10' x 20' vendor space with a table, 2 chairs, and a tent; larger spaces may be available
- Opportunity to introduce speakers
- A one to two minute video shown between speakers
- Your choice of a full-page or spread ad in the event program**

OTHER HOA EVENTS

- 10 passes to each event
- Premier sponsor recognition and vendor space at in-person events
- Opportunity to introduce speakers and show your video between speakers, where the event format allows
- A full-page or spread ad in the event program, where a program is produced**
- Sponsorship of all HOA online events held during 2027
- Free access to online events

APRIL CONFERENCE

- 10 regular passes
- Premier sponsor recognition and vendor space
- 10' x 20' vendor space with a table, 2 chairs, and a tent; larger spaces may be available
- Opportunity to introduce speakers
- A one to two minute video shown between speakers
- Your choice of a full-page or spread ad in the event program**

YEAR ROUND BENEFITS

- An ad on the cover or a full-page ad in both 2027 HOA magazines***
- Sponsorship of one HOA podcast episode per month, or an equivalent placement
- Your information and logo on HOA print and online promotional materials
- One marketing email to our newsletter subscribers per month
- Possible use of your event video as an ad on HOA YouTube content
- First opportunity to sponsor HOA events the following year

*Business niche exclusivity applies to the category agreed upon with your sponsorship representative. For example, a hatchery could have exclusivity in the hatchery category without covering all chicken products. We'll confirm the scope of your category before your sponsorship begins.

** If we do not receive a completed ad by the submission deadline, we will create a basic program ad using your logo and company description. To ensure your ad reflects your brand and includes your preferred design and messaging, we strongly encourage you to submit a ready-to-use ad.

*** HOA publishes a spring/summer and a fall/winter magazine, with a print run of more than 3,700 copies. Cover ad placement is subject to availability.



2027 Sponsorship Levels

THE RANCH SPONSORSHIP— \$11,000

The Ranch Sponsorship includes both the April From Homestead to Legacy Conference and the October Homesteaders of America Conference. You'll receive the event benefits listed below at each conference, along with the year-round benefits. This tier does not include sponsor exclusivity.

OCTOBER CONFERENCE

- 6 weekend passes
- Sponsor recognition at the event
- 10' x 20' vendor space with a table and 2 chairs*
- Opportunity to introduce speakers
- A 1-2 minute video shown between speakers
- A full-page, 8.5" x 11" ad in the event program**

APRIL CONFERENCE

- 6 regular passes
- Sponsor recognition at the event
- 10' x 10' vendor space- 10' x 20' upgrade available*
- Opportunity to introduce speakers
- A 1-2 minute video shown between speakers
- A full-page, 8.5" x 11" ad in the event program**

YEAR-ROUND BENEFITS

- A half-page ad in HOA magazines for 2027
- Sponsorship of two HOA podcast episodes during the year
- Your logo on most printed and online promotional materials for both events
- Two marketing emails to our newsletter subscribers during the year
- Possible use of your event video as an ad on HOA YouTube content

**Tents are not included. They may be available upon request.*

*** If we do not receive a completed ad by the submission deadline, we will create a basic program ad using your logo and company description. To ensure your ad reflects your brand and includes your preferred design and messaging, we strongly encourage you to submit a ready-to-use ad.*

Sponsorship of our online events may be added for \$1,000 per event. Sponsorship of other HOA events may also be added separately.



2027 Sponsorship Levels

BIG RED BARN SPONSORSHIP— \$6,000

Choose one 2027 event: the April From Homestead to Legacy Conference or the October Homesteaders of America Conference. This sponsorship includes the event benefits listed below for your selected event only. It does not include sponsorship of both events.

This tier is an opportunity to be one of our top sponsors at the event you choose. Sponsorship of our online events may be added for \$1,000 per event. Sponsorship of other HOA events may also be added separately.

WHAT'S INCLUDED:

- 6 passes to your selected event
- Sponsor recognition at your selected event
- Vendor space at your selected event: 10' x 20' at the October Conference, with a table and 2 chairs, or 10' x 10' at the April event*
- Opportunity to introduce speakers at your selected event
- A one to two minute video shown between speakers at your selected event, with possible use as an ad on HOA YouTube content
- A full-page ad, 8.5" x 11", in your selected event's program**
- A half-page ad in HOA magazines for 2027
- Sponsorship of two episodes of the HOA podcast during the year
- Your logo on most printed and online promotional materials for your selected event
- Two marketing emails to our newsletter subscribers during the year

**Tents are not included. They may be available upon request.*

***If we do not receive a completed ad by the submission deadline, we will create a basic program ad using your logo and company description. To include your preferred design and messaging, please submit a ready-to-use ad.*



2027 Sponsorship Levels

THE GOLDEN COOP SPONSORSHIP— \$3,000

Choose one 2027 event: the April From Homestead to Legacy Conference or the October Homesteaders of America Conference. The event benefits below apply to your selected event only.

AT YOUR SELECTED EVENT:

- 4 passes
- 10' x 10' vendor space*
- A half-page, 8.5" x 5.5" ad in the event program**
- For the October Conference, a table and chairs are provided with your vendor space.

ADDITIONAL BENEFITS:

- A quarter-page ad in HOA magazines for 2027
- Your information and logo on the HOA website

**Tents are not included. They may be available upon request.*

*** If we do not receive a completed ad by the submission deadline, we will create a basic program ad using your logo and company description. To ensure your ad reflects your brand and includes your preferred design and messaging, we strongly encourage you to submit a ready-to-use ad.*

THE WOOD SHOP SPONSORSHIP— \$1,000

Choose one 2027 event: the April From Homestead to Legacy Conference or the October Homesteaders of America Conference. This sponsorship covers your selected event only.

WHAT'S INCLUDED:

- Sponsor recognition at your selected event
- 4 passes to your selected event
- 10' x 10' vendor space*
- A quarter-page ad in the event program**
- Your logo on the HOA website

For the October Conference, a table and 2 chairs are provided with your vendor space.

**Tents are not included. They may be available upon request.*

*** If we do not receive a completed ad by the submission deadline, we will create a basic program ad using your logo and company description. To ensure your ad reflects your brand and includes your preferred design and messaging, we strongly encourage you to submit a ready-to-use ad.*



2027 Sponsorship Levels

THE MILKING PARLOR SPONSORSHIP— \$500

Choose one 2027 event: the April From Homestead to Legacy Conference or the October Homesteaders of America Conference. This sponsorship covers your selected event only.

WHAT'S INCLUDED:

- Sponsor recognition at your selected event
- 2 passes to your selected event
- A business card size ad in the event program*
- A small logo on the HOA website

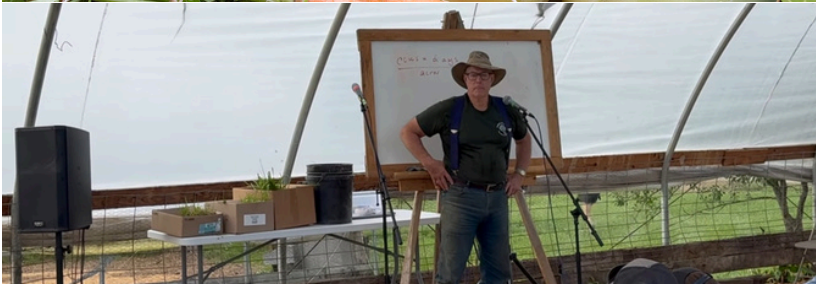
* If we do not receive a completed ad by the submission deadline, we will create a basic program ad using your logo and company description. To ensure your ad reflects your brand and includes your preferred design and messaging, we strongly encourage you to submit a ready-to-use ad.

All sponsors will have their logo on promotional material at their sponsored event, including a "Thank You Sponsors" graphic that plays on all screens in between lectures during the 2027 sponsored events, and on any banners that may be purchased for the 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. <<

Thank you to our 2026 Premier Sponsors!





WHAT'S COMING IN 2027?

FROM HOMESTEAD TO LEGACY: A 3-DAY INTENSIVE HOMESTEAD CONFERENCE

April 1-3 @ Warren County Fairgrounds

In April, we'll gather in Front Royal, Virginia, for From Homestead to Legacy, a three-day intensive conference designed to take homesteaders beyond the basics. Through focused instruction and practical demonstrations, attendees will explore how to build productive land, a sustainable livelihood, a resilient household, and a legacy that can serve generations to come.

HOMESTEAD WOMEN'S RETREAT
TBD

OCTOBER ANNUAL HOA CONFERENCE

6,000+ attendees, 150+ vendors!
October 8-9 in Front Royal, VA

Come be part of the most sought-after homesteading conference in the nation! This highly anticipated event sells out well before the gates even open- with thousands eager to attend in person and many more joining us online. Don't miss this incredible opportunity to connect with over 6,000 attendees, showcase your brand, and learn alongside the nation's leading homesteaders. We can't wait to grow with you!

Conference Program

ADVERTISING

Connect with homesteaders far and wide in our annual conference programs! Each attendee receives a conference program when they arrive at 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 **\$3,000**

8.5" x 11"

INSIDE BACK CV **\$2,700**

8.5" x 11"

BACK COVER **\$3,000**

8.5" x 11"

FULL PAGE SPREAD **\$3,000**

8.5" x 11" each

HALF PAGE SPREAD **\$2,000**

8.5" X 5.5" each

FULL PAGE **\$2,000**

8.5" x 11"

HALF PAGE HORIZONTAL **\$1,000**

8.5" X 5.5"

THIRD PAGE SQUARE **\$800**

5.5" X 5.5"

COLUMN VERTICAL **\$500**

2.25" X 11"

SIXTH PAGE VERTICAL **\$225**

3.125" X 5.5"



- 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 2021?

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