

Homesteaders of Iowa



2025

*Sponsorship
Et Media
Package*

Welcome



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

In 2025 we will begin the year with HOI Expo 2025, Midwest Conference. It brings in homesteaders who are eager to learn new facets of homesteading, and who are eager to see products that will make their day a little easier and more fulfilling. We are also in the planning stage for a Fall Retreat and an increasing online presence. By joining us for the full 2025 experience, you will be fueling the Midwest growth of this movement.

We are going into our 3rd conference in February. Due to our rapid growth, we need to move the event to a larger venue and we chose Bridge View Center in Ottumwa, an award-winning conference center. This center also alleviates previous challenges with shorter walking distances, larger classrooms, and temperature control.

At the conference center, you will be able to drive into the Expo Hall to unload if you have chosen to be a vendor. You will have access to electricity, 2 tables and 2 chairs per 10'x10' booth, and the front tables will be skirted. Ottumwa has several excellent hotels, all within a 10-minute driving distance, with one right next door.

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 that very reason.

Please remember that with a Homesteaders of Iowa sponsorship (or advertising) you are not only 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 Iowa supports and promotes!

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

Randy & Linda Spears
Founders, Homesteaders of Iowa
www.homesteadersofiowa.com/sponsor-package/

Where You'll Be Seen



Social Media

With 7,000 followers online, we are reaching Iowa homesteaders. They are telling their friends and family and we are growing daily. Part of your sponsorship goes to social media advertising that will include your logo.

In Print

Your sponsorship will be seen on our printed materials for 2025. From our printable fliers to our conference program, we've got you covered. Our volunteers print and post our fliers in different communities across Iowa.

Our Members

Homesteaders of Iowa is planning to offer memberships before the end 2024. The members will be offered special features not open to the public, such as viewing recordings of classes they may have missed. Your logo will be in front of them as they enjoy different features of their membership.

At Conference

We highly encourage our sponsors to have a booth at the conference. But if that's not an option for you, that's ok! Your logo will be seen on banners at the event, in our program, and any other printed material in our hand-outs.



2025 Sponsorship Levels

Summit Sponsorship – \$ 8,000

Bold Print indicates additional benefits

This is an annual sponsorship and covers every event we host in 2025, whether in person or online. The special part of this sponsorship is the EXCLUSIVITY in your business niche, both as a sponsor and as a vendor at our HOI events. You will be given the option of what, of your business, you want to choose for the exclusivity. You may offer other products, but will be exclusive for the one you tell us.

This is a great way to Brand your Business as “THE” business for the homesteading community to patronize. They will come away knowing that you are serious about their homestead and farm, while making a huge impact in our community.

- This is an Annual Sponsorship, covering every event we host in 2025!
- **Exclusivity in your business niche.**
- **8 Guest Pass tickets to EVERY event HOI hosts in 2025.**
- **You will be the Exclusive Theater Sponsor.** This will be where the better-known speakers will have their classes. Your banner(s) can adorn the stage and for our event, the theater will be named for your business. You provide the banner(s).
- **You will have first opportunity to introduce speakers at the events.**
- **Full Page Ad in our Expo 2025 Program (8.5”x5.5”).** This booklet contains information, schedules and logistics for participants. It is a take-home memento item.
- **You will get the first opportunity to be a sponsor for the following year.**
- **We will run a post about you** on our Social Media **once a month**, with link.
- Vendor Space – 10’x20’ booth at all physical events in 2025.
- Ad Space on our Sponsor Page to run from now thru 2025.
- Vendor Page Business Card Ad. This will be used by homesteaders to find trusted businesses.
- Sponsorship presence across all HOI events for the calendar year (Including Online).
- Your logo will be on printed material and on our website for 2025.
- Stand-Alone Banner that you provide for display in the lobby’s high-traffic area at the event. This promotes you to all who enter. There will be some outside traffic.
- You will have the opportunity to introduce speakers at the events.
- Your company will be presented to our 7,000-member Facebook group as a supporter of homesteading and a business to look for at the event.



2025 Sponsorship Levels

Golden Hills Sponsorship – \$ 5,000

Bold Print indicates additional benefits

This level includes sponsorship of the February Conference and other events in 2025, including any online events.

You will be letting the attendees know that you are very serious about their homesteading lifestyle as well as seeing you as supportive through your business involvement. You will still get special treatment! (Exclusivity is not included in this tier.)

- **This is an Annual Sponsorship, covering every event we host in 2025!**
- **6 Guest Pass tickets to EVERY event HOI hosts in 2025.**
- **Sponsorship presence** across all HOI events **for the calendar year** (Including Online).
- **Sponsor 1 of 3 classrooms** by having your banner prominently placed in the classroom and having the classroom named for your business. You provide the banner.
- **Vendor Space** – 10'x20' booth **at all physical events in 2025.**
- **We will run a post about you** on our Social Media **5 times a year.**
- **Your logo will be on printed material and on our website for 2025.**
- **Ad Space on our Sponsor Page to run from now thru 2025.**
- Vendor Page Business Card Ad. This will be used by homesteaders to find trusted businesses.
- Half-Page Ad in our Expo 2025 Program (8.5"x5.5"). This booklet contains information, schedules and logistics for participants. It is a take-home memento item.
- Stand-Alone Banner that you provide for display in the lobby's high-traffic area at the event. This promotes you to all who enter. There will be some outside traffic.
- You will have the opportunity to introduce speakers at the events.
- Your company will be presented to our 7,000-member Facebook group as a supporter of homesteading and a business to look for at the event.



2025 Sponsorship Levels

Woodland Trail – \$ 3,000

Bold Print indicates additional benefits

If you want to become a top tier sponsor at HOI Expo 2025, this is a great opportunity!

- **6 Guest Pass tickets** to our February Expo 2025 Conference.
- **Vendor Space – 10'x20' booth** with 4 tables and 4 chairs.
- **Opportunity to introduce Classroom Speaker(s) at the event.** Introduce yourself and the speaker to 100-200 people.
- **Half-Page Ad in our Expo 2025 Program** (8.5"x5.5"). This booklet contains information, schedules and logistics for participants. It is a take-home memento item.
- **We will run a post about you on our Social Media two times prior to our conference.**
- **Ad Space on our Sponsor Page** to run from now thru the event.
- Vendor Page Business Card Ad. This will be used by homesteaders to find trusted businesses.
- Stand-Alone Banner that you provide for display in the lobby's high-traffic area at the event. This promotes you to all who enter. There will be some outside traffic.
- Your logo will be posted on our Home page and Expo 2025 page, now through the event.
- Your company will be presented to our 7,000-member Facebook group as a supporter of homesteading and a business to look for at the event.

Apple Grove – \$ 1,500

Bold Print indicates additional benefits

To gain the confidence of homesteaders this option provides a nice amount of exposure and presence.

- **5 Guest Pass tickets** to our February Expo 2025 Conference.
- **Quarter-Page Ad in our Expo 2025 Program** (4.2"x5.5"). This booklet contains information, schedules and logistics for participants. It is a take-home memento item.
- **Stand-Alone Banner** that you provide for display in the lobby's high-traffic area at the event. This promotes you to all who enter. There will be some outside traffic.
- Vendor Space – 10'x10' booth with 2 tables and 2 chairs.
- Your logo will be posted on our website's Expo 2025 page, now through the event.
- Your Business Card Ad will be posted on our Sponsors page and Vendors Page. This will be used by homesteaders to find trusted businesses.
- Your company will be presented to our 7,000-member Facebook group as a supporter of homesteading and a business to look for at the event.



2025 Sponsorship Levels

Upper Creek – \$ 1,000

Bold Print indicates additional benefits

This is a good level for the business who wants a single booth along with some promotion.

- **4 Guest Pass tickets** to our February Expo 2025 Conference.
- **Vendor Space** – 10'x10' booth with 2 tables and 2 chairs.
- **Your logo will be posted on our Expo Page**, now through the event.
- You will be promoted as a sponsor of the event through the following:
- Business-Card Ad in our Expo 2025 Program (3.5"x2"). This booklet contains information, schedules and logistics for participants. It is a take-home memento item.
- Your Business Card Ad will be posted on our Sponsors page and Vendors Page. This will be used by homesteaders to find trusted businesses.
- Your company will be presented to our 7,000-member Facebook group as a supporter of homesteading and a business to look for at the event.

Lower Creek – \$ 450

This is the beginner level of the Sponsorship Packages. It is very popular for businesses that see the homesteading experience as being important to the community and want to help out.

- 2 Guest Pass tickets to our February Expo 2025 Conference.
- You will be promoted as a sponsor of the event through the following:
- Business-Card Ad in our Expo 2025 Program (3.5"x2"). This booklet contains information, schedules and logistics for participants. It is a take-home memento item.
- Your Business Card Ad will be posted on our Sponsors page and Vendors Page. This will be used by homesteaders to find trusted businesses.
- Your company will be presented to our 7,000-member Facebook group as a supporter of homesteading and a business to look for at the event.

Who are Modern Homesteaders?

The whole idea of modern homesteading comes from people's desire to re-connect with their food source and live a more self-sufficient lifestyle. They don't need to own a big piece of land or raise their own animals to be a homesteader.

Homesteaders are motivated by a range of forces, from a longing to take more control over life to wanting to seek a better diet. They are providing goods and services to themselves through their own labor. Most of all; it provides an opportunity to pursue a life on their own terms.

Urban and suburban homesteading is a subset of homesteading. These are people who live in or near cities and still consider themselves homesteaders because they are trying to provide for their own needs within the confines of a small suburban house and yard, or even a tiny city lot.

What does the Average Homesteader Look Like?

They are Self-Starters, Self-Determined, Self-Sufficient, and Self-Motivated. They see intrinsic value in taking the traditional route of hard work and self-reliance.

The largest age group of homesteaders is 30-39 (38.5%), and after that is 40-49 (28.1%). They are approaching the prime of their life. They are college-educated. 36.7% have bachelor's degrees, 17.2% have master's degrees, and some have PhD's. They own their home, are married, and together with their spouse, they work less than 10 acres of land.

50% of homesteaders earn more than \$70,000 annually. More than one-third of homesteaders earn more than \$80,000 annually. They earn more than the average American (\$56,000), and they live below their wages.



Conference Program Advertising

Connect with homesteaders far and wide in our annual conference program! 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 with .125" bleed

SPECIFICS

FULL PAGE

\$400

8.5" x 11"

HALF PAGE

\$200

8.5" x 5.5"

QUARTER PAGE

\$100

4.25" x 5.5"

BUSINESS CARD

\$50

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.



Half-Page Ad

Business-
Card Ad

Quarter-
Page Ad

Quarter- Page Ad