

Homesteaders of Iowa



Iowa's Homesteading Leader

*Sponsorship
Et Media
Package*

2026

Why Partner With Us?



1. Targeted Exposure to a Niche Market

Our attendees aren't just browsing—they're buying, building, preserving, planting, and planning. They come to our event looking for real tools, products, and services that support a self-reliant lifestyle. As a sponsor, your business will be in front of thousands of engaged, intentional consumers.

2. Brand Alignment with Trust and Values

Homesteaders of Iowa is built on faith, family, and sustainability. Our community supports brands that reflect those same values. Sponsorship allows you to position your company as a trusted voice in the homesteading movement.

3. Multiple Points of Visibility

From digital promotions and printed programs to live stage mentions and premium booth placement, sponsors enjoy multi-channel visibility before, during, and after the event.

4. Growing Audience—Growing Opportunity

Each year, attendance has nearly doubled, with participants from across the Midwest and beyond. Our email list, social media presence, and web traffic are all increasing—your sponsorship reaches far beyond the event itself.

5. Flexible Sponsorship Options

We offer a range of sponsorship levels and customizable packages designed to suit your goals and your budget. Whether you're a local startup or a national brand, there's a perfect fit for you.

2026 Sponsor Perks May Include:

- **Logo placement** on all event materials and website
- **Vendor booth(s)** in a prime location
- **Shout-outs on stage and online**
- **Featured content** in emails and social media
- **Inclusion in swap bags, prize drawings, or advertising inserts**

If you want to get your brand in front of people who truly value quality, purpose, and community – this is the place to be.

Below are sponsorship package tiers and ad opportunities.

We'd love to discuss them with you and talk about the best fit for your business.

And, YES, we can customize one just for you!

We're here to help.

Let's Grow Together.

Randy & Linda Spears
Founders, Homesteaders of Iowa
hello@homesteadersofiowa.com

Where You'll Be Seen

Social Media

With over 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 2026. 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 in June of 2025. 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.



2026 Sponsorship Tiers

Your business will be recognized as a trusted supporter of the homesteading community.

All sponsors are promoted on the HOI website, to our 7,000+ member Facebook group and across printed and online materials.



SUMMIT SPONSOR | \$8,000 (*Annual – All Events*)

EXCLUSIVE SPONSORSHIP in your business niche

- Sponsorship of all HOI events in 2026 – in person & online
- Exclusive Theater Sponsor – name on theater, banners on stage
- Opportunity to introduce speakers
- 8 Guest Passes to every HOI event
- 10'x20' Premium Vendor Booth
- Full-page ad in Expo Program (8.5"x11")
- Monthly social media spotlight
- Prime logo placement (website, materials, signage)
- Standalone banner in high-traffic lobby area
- Business Card Ad on Vendor & Sponsor Pages
- First right of refusal for 2027



GOLDEN HILLS SPONSOR | \$5,000 (*Annual – All Events*)

- Sponsorship of all 2026 HOI events
- Classroom Sponsor – banners + room naming
- 6 Guest Passes to every HOI event
- 10'x20' Vendor Booth
- Half-page ad in Expo Program (8.5"x5.5")
- 5 social media mentions
- Sponsor & Vendor Page promotion
- Website & printed logo placement
- Standalone banner at event
- Introduce select speakers

No refunds on sponsorships.



2026 Sponsorship Tiers

WOODLAND TRAIL SPONSOR | \$3,000

- 6 Guest Passes to February 2026 Conference
- 10'x20' Vendor Booth with 2 tables & 4 chairs
- Introduce classroom speakers
- Half-page ad in Expo Program
- 2 social media posts before event
- Banner placement at event
- Logo + Business Card Ad on website & sponsor pages

APPLE GROVE SPONSOR | \$1,500

- 5 Guest Passes to February 2026 Expo
- 10'x10' Vendor Booth with 2 tables & 2 chairs
- Quarter-page ad in Expo Program
- Business Card Ad on website & sponsor pages
- Banner placement at event

UPPER CREEK SPONSOR | \$1,000

- 4 Guest Passes to February 2026 Expo
- 10'x10' Vendor Booth with 2 tables & 2 chairs
- Business Card Ad in Expo Program
- Logo on Expo website
- Listed on Sponsor & Vendor Pages

LOWER CREEK SPONSOR | \$450

- 2 Guest Passes to February 2026 Expo
- Business Card Ad in Expo Program
- Listed on Sponsor & Vendor Pages

No refunds on sponsorships.

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

\$250

8.5" x 5.5"

QUARTER PAGE

\$135

4.25" x 5.5"

BUSINESS CARD

\$75

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

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.

