



ANNIVERSARY  
2 0 2 6

## **2026 MEDIA KIT**

20<sup>th</sup> ANNIVERSARY EDITION

### **Forever Us: From Vows to Victory**

#### **20 Years of Strengthening Marriages**

September 18-20, 2026

Atlanta Evergreen Lakeside Resort | Stone Mountain, GA

“In all these things we are more than conquerors through him who loved us”

Romans 8:37 (NIV)

*A sponsor-ready guide to the retreat, our audience and 2026 partnership opportunities.*

# Table of Contents

Heart of Marriage Retreat 2026.....	3
About the Heart of Marriage Retreat.....	4
Why the 20 <sup>th</sup> Anniversary Matters.....	5
About Our Marriage Ministries.....	6
Retreat Details & Weekend Snapshot.....	7
Who We Reach.....	8
Our Platforms.....	9
Why Participate as a Sponsor?.....	10
2026 Sponsorship Opportunities.....	11
Sponsor Comparison Grid.....	12
Contact Information.....	13



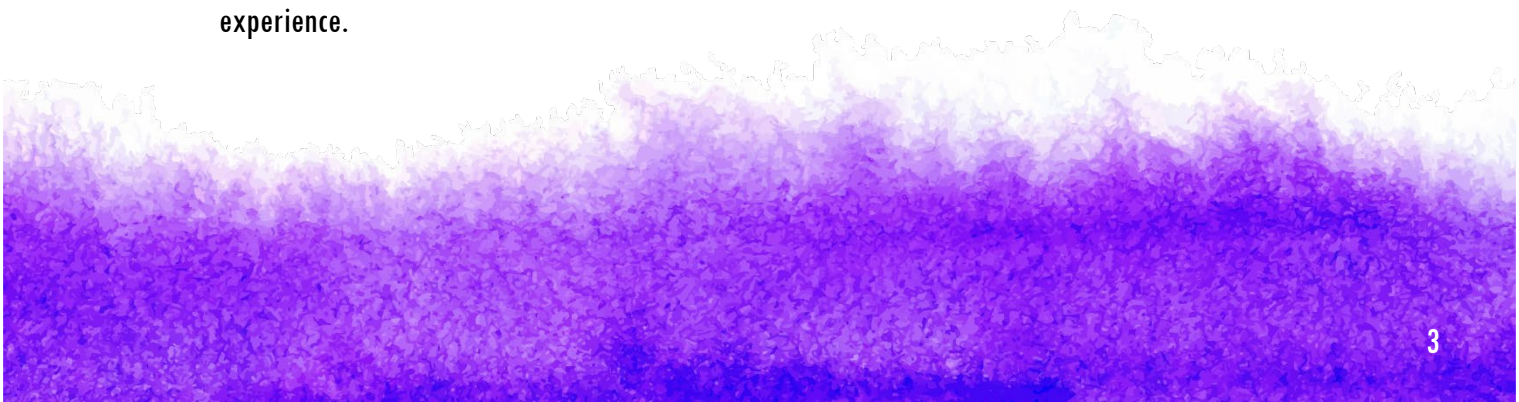


The Heart of Marriage Retreat celebrates a remarkable milestone in 2026: 20 years of strengthening marriages through Christ-centered encouragement, practical tools, and authentic community. What started as a marriage ministry effort has become a trusted annual experience that helps couples step away from the noise of everyday life and invest intentionally in the relationship that matters most.

This year's theme, *Forever Us: From Vows to Victory*, reflects both the promise and the process of marriage. Couples do not simply need inspiration; they need space to reconnect, language to communicate, tools to navigate real-life challenges, and reminders that lasting love can grow even stronger through faith, effort, and grace.

Set against the peaceful backdrop of the Atlanta Evergreen Lakeside Resort in Stone Mountain, Georgia, the 2026 retreat is designed to offer couples a meaningful blend of worship, practical teaching, breakout learning, reflection time, laughter, and memorable shared experiences. Whether a couple is thriving, feeling stretched, or simply ready for a fresh reset, the weekend is built to meet them where they are and move them forward together.

The 2026 retreat will once again feature Rev. Dr. Damon Williams and Rev. Dr. Khalia Williams as lead facilitators, bringing biblical depth, practical wisdom, authenticity, and joy to the weekend experience.



# About Us

The Heart of Marriage Retreat was founded in 2007 by the Couples Who Care Marriage Ministry at Ben Hill United Methodist Church. It was born out of a desire to provide married couples with an intentional, Christ-centered environment where they could strengthen their relationship and grow in God's purpose for marriage.

Over time, the retreat expanded through collaborative ministry partnerships. Cascade United Methodist Church joined in the effort to broaden the impact, followed by Providence Missionary Baptist Church. What began as one ministry's retreat evolved into a shared labor of love across churches and communities.

Today, the Heart of Marriage Retreat serves couples from multiple congregations, cities, and states. Guided by committed volunteer couples and ministry leaders, the retreat continues to create a welcoming and non-threatening space where marriages can be encouraged, challenged, and renewed.



Marriage Enrichment Ministry  
Cascade United Methodist Church



Couples Who Care Ministry  
Ben Hill United Methodist Church



Marriage Enrichment Ministry  
Providence Missionary Baptist Church

## Our Mission

The mission of the Heart of Marriage Retreat is to foster healthy, thriving, Christ-centered marriages.

Twenty years matters because trust matters. Over two decades, the Heart of Marriage Retreat has learned what couples need most: honest conversation, practical wisdom, biblical grounding, and time away to listen to one another again. That experience gives this anniversary year unusual depth and credibility.

- A richer and more curated retreat experience shaped by two decades of marriage ministry.
- Legacy-level wisdom and practical tools that speak to real everyday marriage life.
- Special 20th anniversary moments that celebrate the journey and look ahead with hope.
- A trusted environment for couples in every season, from early marriage to seasoned partnership.

For sponsors, the 20th anniversary creates an especially meaningful moment of alignment. This is not a first-year event trying to establish value. It is a proven platform with staying power, strong goodwill, and a growing audience that cares deeply about faith, family, and community.



*"Forever Us:  
From Vows to Victory!"*



ANNIVERSARY  
2026

Why the 20<sup>th</sup> Anniversary Matters

# About Our Marriage Ministries



## **Couples Who Care Marriage Ministry - Ben Hill United Methodist Church**

Couples Who Care strives to enrich and empower couples to develop a strong Christ-centered marital relationship. The ministry creates a non-threatening forum for couples to seek God's purpose for marriage and to grow through study, conversation, fellowship, and practical application. Topics often include commitment, intimacy, finance, communication, stress, and conflict resolution.

## **Marriage Enrichment Ministry - Providence Missionary Baptist Church**

Providence's Marriage Enrichment Ministry creates an environment where married, engaged, and seriously dating couples can share, learn, and grow together in Christ. Through biblically based principles and practical guidance, the ministry helps couples address real challenges in ways that are holistic, faithful, and relevant to everyday life.

## **Marriage Enrichment Ministry - Cascade United Methodist Church**

Cascade's marriage ministry exists to strengthen and support the institution of marriage by helping couples grow in their love of Christ and one another. Through prayer, worship, fellowship, workshops, seminars, Bible studies, and special events, the ministry encourages couples to discover how their relationship can be strengthened through the love of Jesus Christ.





### **Location**

Atlanta Evergreen Lakeside Resort

Located inside Stone Mountain Park, the resort offers beautiful lakeside views, quiet spaces for walks and conversations, on-site dining, and easy access from the Atlanta metro area. It is an ideal setting for couples to step away from routine and focus on one another.

### **Registration**

- Early Bird Registration: \$525 per couple through April 30, 2026.
- Regular Registration: \$550 per couple beginning May 1, 2026.
- Registration includes retreat materials, Friday night reception, Saturday breakfast and lunch, and Sunday breakfast.
- Hotel rooms are booked separately at the conference rate published by the resort.

### **Who Should Attend**

- Couples newly married, celebrating milestone anniversaries, and every season in between.
- Couples in a good place who want to grow stronger and more intentional.
- Couples who feel distant and want to reconnect.
- Couples facing challenges and ready to pursue help, hope, and practical tools.

### **Sample Weekend Snapshot**

- Friday: Check-in, welcome reception, opening session, and couple reflection time.
- Saturday: Devotional or worship, general sessions, breakout workshops, lunch, and guided couple time.
- Sunday: Closing worship, final reflection, and commissioning.

# Who We Reach

Heart of Marriage Retreat attendees are family-oriented, growth-minded, and invested in maintaining healthy relationships. They represent an audience that values faith, practical wisdom, and trusted recommendations.

- Married couples from newlyweds to couples married 40 years or more.
- Working and middle-income households, professionals, entrepreneurs, and ministry leaders.
- Family-focused couples with children at home, empty nesters, and multi-generational caregivers.
- College-educated adults and homeowners who influence purchasing and participation decisions within their households and networks.



## Geographic Reach

In prior years, attendees have come from **Georgia, Alabama, Florida, Tennessee, Michigan, California, Louisiana,** and other locations. That multi-state draw reflects both the retreat's credibility and the power of word-of-mouth among couples, churches, and communities.



## Why This Audience Matters

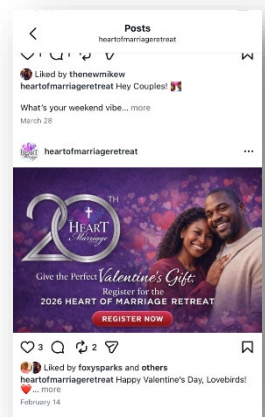
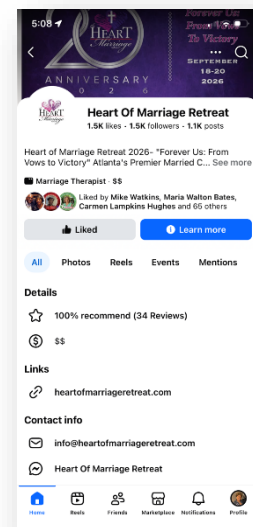
Our audience is highly relational and community connected. Couples do not simply attend; they share the experience with friends, church members, small groups, social networks, and family circles. That makes sponsorship visibility extend beyond the weekend itself.

The Heart of Marriage Retreat's reach extends beyond the event weekend through digital platforms, email communications, and social channels that keep couples informed and connected.

- Website traffic that grows significantly during the retreat promotion window.
- Email newsletter distribution to a highly engaged audience with historically strong open rates.
- Social media visibility through Facebook, Instagram, and retreat-related sharing.
- Mobile engagement from couples researching, registering, and interacting on the go.

### 2026 Platform Positioning

The retreat website functions as an information hub for event details, registration, FAQs, reviews, and sponsorship interest. The newsletter and social channels reinforce visibility before, during, and after the retreat. Together, these platforms provide sponsors with meaningful exposure across multiple touchpoints, not just a single weekend impression.



# Our Platforms

# Why Participate As a Sponsor?

Sponsoring the Heart of Marriage Retreat is an opportunity to align your brand with a trusted event centered on faith, family, commitment, and community. The retreat brings together couples who value meaningful experiences, practical resources, and organizations that support healthy homes and stronger relationships.

## Why Sponsors Choose This Event

- **Credibility:** 20 years of consistent ministry impact and audience trust.
- **Audience fit:** direct connection to family-oriented and community-minded couples.
- **Multi-channel value:** live event presence plus digital, program, and newsletter visibility.
- **Goodwill:** association with a mission that supports marriages, families, and communities.

For community businesses, professional service providers, healthcare organizations, nonprofits, and family-serving brands, the Heart of Marriage Retreat offers a natural partnership opportunity. Sponsorship is more than placement. It is participation in a mission that resonates deeply with attendees.



**Presenting Sponsor -  
20<sup>th</sup> Anniversary Partner  
\$5,000+ | Exclusive**

- Presented by sponsor name recognition tied to the retreat.
- Premium logo placement across key retreat materials and communications.
- Recognition from the stage during a main session.
- Opportunity to provide a welcome or brief greeting, as appropriate.
- Featured sponsor spotlight in newsletter and social media.
- Vendor or information table placement.
- Inclusion of products or promotional materials in attendee bags.
- Two couple registrations.

**Legacy Sponsor  
\$2,500**

- Prominent logo placement in official retreat materials.
- Recognition during a main session or featured moment.
- Website recognition as a conference sponsor.
- Program ad or logo placement.
- Vendor or display table opportunity.
- One couple registration.

**Victory Sponsor  
\$1,500**

- Recognition as a sponsor of a retreat experience, session, or featured area.
- Logo placement on signage and in the official retreat program.
- Website recognition and sponsor acknowledgment.
- Inclusion of promotional materials in attendee bags.

**Breakout Sponsor  
\$750**

- Breakout session presented by sponsor name.
- Logo or name placement in the program and on session signage.
- Opportunity to include promotional materials in conference bags.

**Supporting Partner  
\$300**

- Conference bag drop or product contribution recognition.
- Program listing or acknowledgment among retreat supporters.

*DISCLAIMER: Sponsorship packages are not exclusive unless otherwise indicated. For package or category exclusivity please contact us. Extra costs will apply. This kit is being circulated publicly, and nothing herein constitutes an offer. We will do our best to keep you informed of another company's interest in a package that you have expressed interest in. However, please assume that other brands have shown interest in each package and are simultaneously considering their participation. Except in special situations, we will be selling packages on a first come, first served basis. All payments are due at contract signing and must be received no later than July 31, 2026. If payment is not received by that date, your package will be released. Thank you in advance for your understanding.*

# Sponsorship Opportunities

# Sponsor Comparison Grid

<b>Level</b>	<b>Investment</b>	<b>Logo Visibility</b>	<b>Session/Stage Recognition</b>	<b>Bag Inclusion</b>	<b>Table Option</b>	<b>Registrations</b>
Presenting Sponsor	\$5,000+	Premium	Yes	Yes	Yes	2 couples
Legacy Sponsor	\$2,500	High	Featured	Yes	Yes	1 couple
Victory Sponsor	\$1,500	Standard	Acknowledged	Yes	Optional	-
Breakout Sponsor	\$750	Session-level	Breakout	Optional	-	-
Supporting Partner	\$300	Program only	-	Contribution	-	-

Custom packages, exclusivity enhancements, and in-kind partnership conversations are available upon request. Sponsorships are generally offered on a first-come, first-served basis unless otherwise arranged.

**Sponsorship Liaison** John Mapp  
johngail5@bellsouth.net  
770-363-3556

**Media Relations** Mike Watkins  
TheNewMikeW@yahoo.com  
404-906-2930

**Speakers/Content** Petra White  
famminst2010@gmail.com  
770-318-3325

**General Ministry** info@heartofmarriageretreat.com  
**Contact** www.heartofmarriageretreat.com

*Thank you for considering partnership with the 20th Anniversary Heart of Marriage Retreat. Together we can strengthen marriages, encourage couples, and extend this ministry's impact even further.*



**Contact Information**