



# 2022 MEDIA KIT

Enriching healthy marriages since 2006



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**The Heart of Marriage Retreat**

## **MARRIAGE – Version 2.0** **Updating Your Marriage in God's Image**

*"And this is my prayer: that your love may abound more and more in knowledge and depth of insight, so that you may be able to discern what is best and may be pure and blameless for the day of Christ. Phillippians 1:9-10*

This is the 16<sup>th</sup> annual Heart of Marriage Retreat and this year's event will be bigger and more impactful than ever. For this year's retreat we will be live and virtual. After a 2 year in person absence, we're back live at the Crowne Plaza Peachtree City, GA, Friday, September 16<sup>th</sup> – Sunday, September 18<sup>th</sup>. Plus, we will make this year's event available worldwide with a special virtual edition. And when we say worldwide, we mean worldwide as we have been joined from Nigeria, The UK, Bahamas and more.

This year's event will be headlined by our Lead Facilitators Rev. Dr's. Damon & Khalia Williams. Rev. Dr. Damon Williams is Sr. Pastor of Providence Missionary Baptist Church in Atlanta and Rev. Dr. Khalia Williams is first lady. The Williams are Heart of Marriage Retreat alumni having presented to rave reviews in previous years.

We're excited about the new opportunities to bless couples in person after a 2-year hiatus as well as offer this valuable ministry to couples virtually who otherwise would not be able to receive these powerful marriage enriching tools.

In 2022, the Heart of Marriage Retreat will be jointly sponsored by the marriage ministries at: Ben Hill United Methodist Church, Cascade United Methodist, and Providence Missionary Baptist Church. The combined membership of these three churches in Southwest Atlanta totals more than 8,000 members.

Guided by a team of committed volunteer couples, the weekend format helps couples communicate openly and honestly. There are large and small group sessions facilitated by professionals with opportunities to share.

# ABOUT US

The Heart of Marriage Retreat was founded by the Couples Who Care Marriage Ministry at Ben Hill United Methodist Church in 2007. It was born as a continuation of other marriage ministry retreats and efforts at Ben Hill UMC to offer couples an opportunity to better equip marriages with a Christ centered foundation for marriage. After a few years the marriage ministry of Cascade United Methodist Church joined forces to extend the partnership of the marriage ministries and expand the reach of married couples. In subsequent years Central United Methodist Church has been a participating church. In 2021 Providence Missionary Baptist Church joined the planning team.

In 2022 the marriage ministries of Ben Hill UMC, Cascade UMC and Providence Missionary Baptist Church have teamed up along with other couples from as far away as Jacksonville, Florida to develop a program that will hopefully cover the needs of couples from every age, background, and marriage perspective.



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,  
Christ-centered marriages.



# ABOUT OUR MARRIAGE MINISTRIES

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

Couples Who Care Marriage Ministry strives to enrich and empower couples to develop a strong Christ-centered, marital relationship. The ministry presents a non-threatening forum for couples to search for the meaning of marriage in their lives and seek God's purpose in their marriage. The ministry meets twice a month and uses Christian-based books for study and discussions on such topics as commitment, intimacy, finance, communication, stress, and conflict resolution that focus on the marriage relationship. The vision of Family Ministries is to equip and empower the family with wisdom and understanding of God's principles through Christian training, fellowship and the opportunity to our community and the world.



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

Cascade's Marriage Enrichment Ministry seeks to strengthen and support the institution of marriage that God ordained, and help husbands and wives grow in their love of Christ and each other. Our mission is to use God as the foundation to encourage spiritual growth in couples through prayer, worship, and fellowship. The ministry serves married and committed couples, its church, and the community by sponsoring events throughout the year which include Marriage Enrichment Weekend, Seminars, Scholarships for married individuals pursuing 2-4yr diplomas or technical certificates, Date Your Mate Events, Bible Study, and the Heart of Marriage Retreat. The ministry is guided by the scripture, Ecclesiastes 4:9, 10 and 12 (NIV) - Two are better than one, because they have a good return for their labor. If either of them falls down, one can help the other up. Though one may be overpowered, two can defend themselves. A cord of three strands is not easily broken.

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

The Marriage Enrichment Ministry of PMBC creates an environment where married, engaged, and seriously dating couples of all ages can share, learn, and grow together in Christ to bring glory to God through the ministry of marriage. The purpose of the Marriage Enrichment Ministry is to provide biblically based principles in holistic and Godly practical ways to the challenges that couples face so that they can walk together in unity.

The ministry began as Marriage Chats, a Sunday school class that provided a safe-haven and relevant teachings designed to strengthen the foundations of marriages. In addition to Sunday school, Marriage Chats has now evolved into the Marriage Enrichment Ministry through events such as the Sweetheart Ball, date nights, game nights, cooking classes, retreats, and much more.

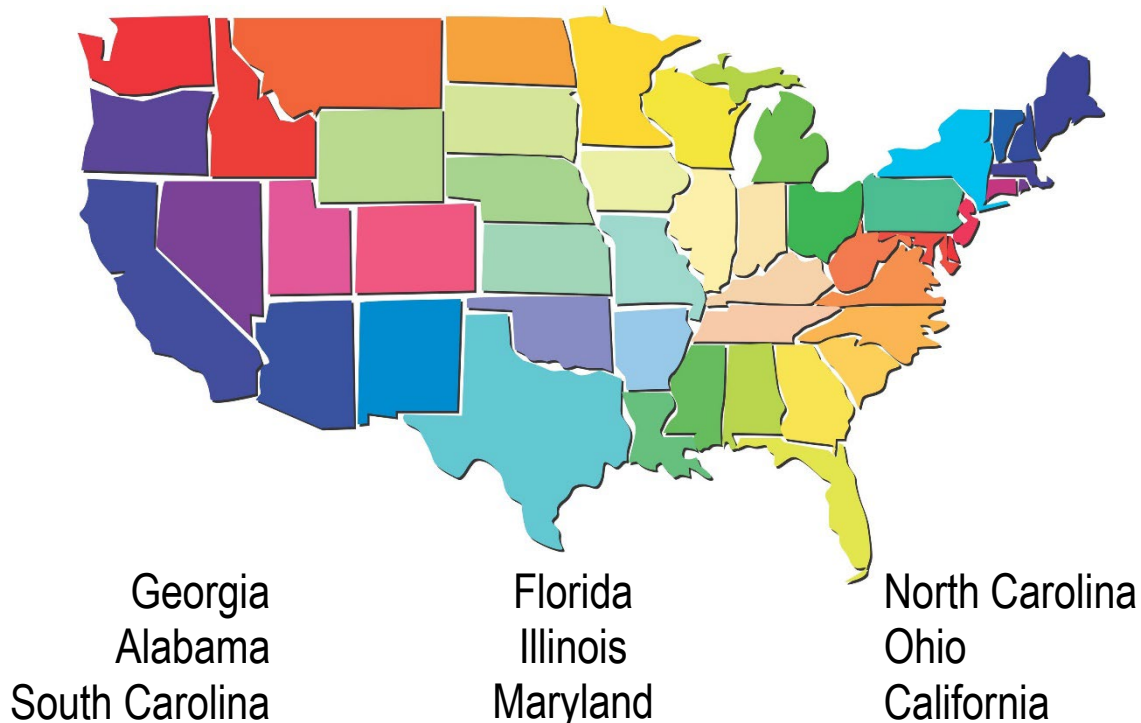


# WHO WE REACH

Heart of Marriage Retreat attendees are **family-oriented** and focused on maintaining healthy marriages.

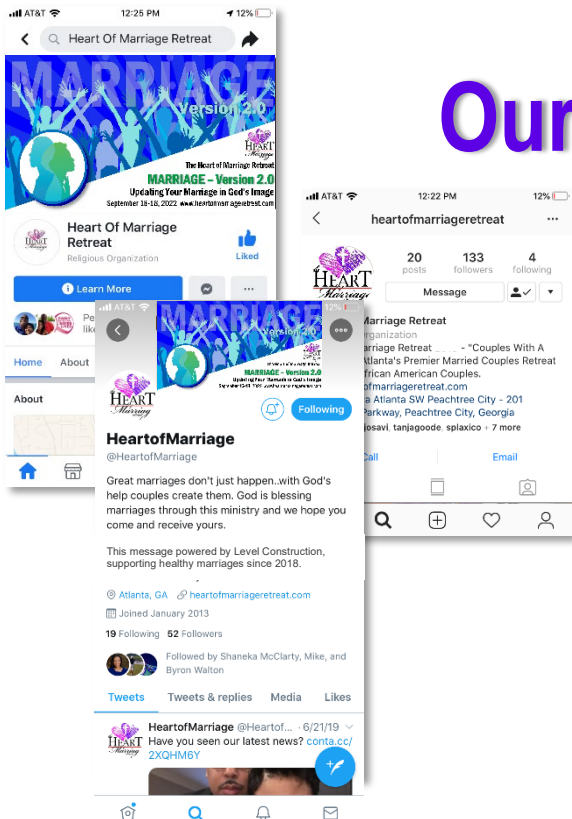


## ATTENDEES FROM MANY STATES



# OUR PLATFORMS

Our attendees are on the go.



25% Visit Heart of Marriage Retreat weekly or more

47% Visit Heart of mobile devices

**DIGITAL**

**SOCIAL**

600 (1,500+ July-Sept)  
monthly  
page views at  
heartofmarriageretreat.com

400  
e-newsletter  
readers

50+ Twitter  
followers

1,250+ Facebook  
followers

130+ Instagram  
followers

[www.heartofmarriageretreat.com](http://www.heartofmarriageretreat.com)

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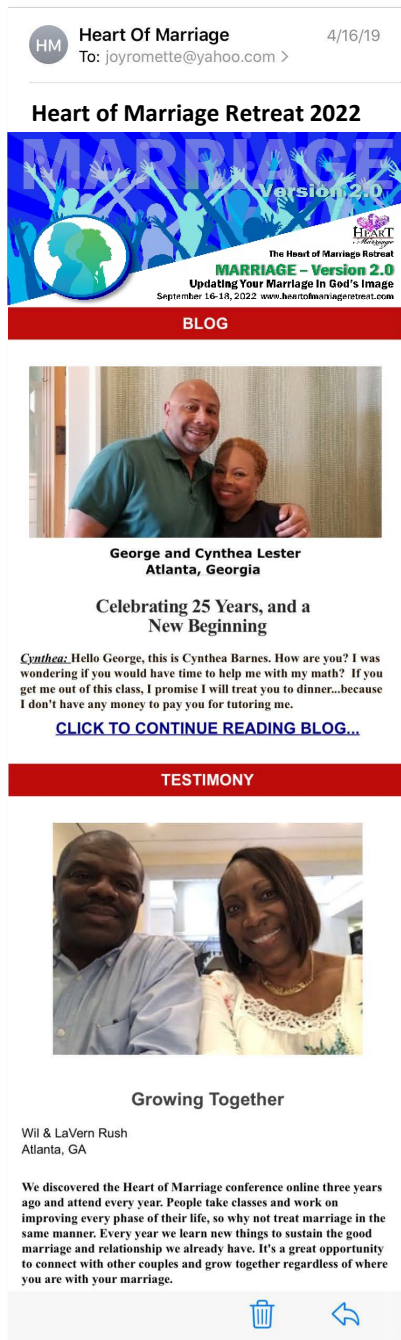
# WHY PARTICIPATE AS A SPONSOR?

The Heart of Marriage Retreat 2022 is an opportunity for your brand to connect with influencers of the community. With more of our attendees being socially coherent and sharing their experiences through Twitter, Facebook, Instagram blogging and or video, your brand message will reach far beyond our Marriage Retreat to thousands of other potential influential consumers. The Heart of Marriage is also a great opportunity for you to create relationships and target an untapped market with boundless potential.





# SPONSORSHIP OPPORTUNITIES



## Monthly Newsletter

The Heart of Marriage Retreat Newsletter reaches **1,200+** people, giving advertisers an additional, direct way to reach our most loyal readers.

The Heart of Marriage Retreat Newsletter provides a valuable platform and audience for your business' story. Provide **content for a blog or a company ad** to draw more focused attention to your products, program, or services.



## Digital Exposure

## Conference Bags



## Inclusion of Products/Promotional Materials



# SPONSORSHIP OPPORTUNITIES

## Event Sponsor \$750 – 1,000

*Limited opportunities  
available on a first come,  
first choice basis*

- Event presented by sponsor name;
- Company ad posted in our official event program;
- Name and logo on session signage;
- Inclusion of products and/or promotional materials in the conference bags;
- Logo placement on our website as a conference sponsor with link to your website;
- Logo placement on official conference e-guide;
- 1-month newsletter ad space

## Breakout Session Sponsor \$500

*Multiple opportunities  
available on a first come,  
first choice basis*

- Breakout Session presented by sponsor name;
- Company ad posted in our official event program;
- Name and logo on session signage;
- Inclusion of products and/or promotional materials in the conference bags;
- Logo placement on our website as a conference sponsor with link to your website;
- Logo placement on official conference e-guide;
- 1-month newsletter ad space

## Conference Bag Drop Contributor \$250

- Company ad posted in our official event program;
- Name and logo on session signage;
- Inclusion of products and/or promotional materials in the conference bags;
- Logo placement on our website as a conference sponsor with link to your website

**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, 2022. If payment is not received by that date, your package will be released and your association with HOM 2022 will be removed. Thank you in advance for your understanding.





## PLEASE DIRECT INQUIRIES TO:

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