

Walking In Step With God

Ministry Media Kit & Partnership Opportunities

Walking In Step With God operates in the growing segment of digitally-native Christian ministries that authentically integrate mission-aligned partnerships while maintaining ministry integrity. We specialize in **practical, daily faith application** - a unique niche serving values-driven audiences with strong engagement and loyalty.

In today's complex world, people at every stage of their faith journey seek guidance for navigating everyday decisions and challenges. Our ministry creates content that meets people exactly where they are - whether they're skeptics exploring spiritual questions for the first time, seekers taking initial steps toward faith, or those looking to deepen their relationship with God. Through our multi-platform approach, we reach diverse audiences across generations, providing practical wisdom on topics ranging from managing anxiety and building healthy relationships to making faith-aligned financial decisions and discerning truth in a noisy world.

Our Mission: To provide accessible, actionable spiritual guidance that transforms abstract theological concepts into concrete daily practices, helping believers move from knowing *about* God to truly *walking with* God.

Market Position: We bridge the critical gap between mega-ministries (focused on broad theological content) and secular influencers, serving the underserved "practical faith application" niche with highly engaged, values-driven audiences.

Our Partnership Philosophy

We believe authentic ministry partnerships go beyond traditional advertising - they're about **shared mission and mutual impact**. Our media partnerships are designed to connect values-aligned organizations with our engaged community while maintaining the trust and authenticity that defines our ministry.

Why Partner With Us:

- **Mission Alignment:** We carefully select partners whose values align with practical faith-based living and spiritual growth
 - **Authentic Integration:** Natural content placement that resonates with our faith-focused audience
 - **Multi-Generational Reach:** Our diverse platform mix reaches people seeking spiritual truth from all backgrounds
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Our Unique Value Proposition

Micro-Level Faith Focus: Unlike ministries addressing broad theological topics, we specialize in granular, intensely personal aspects of faith - addressing spiritual and emotional challenges that believers face daily.

Comprehensive Content Library: Extensive topic-based resources covering specific life challenges, including:

Spiritual Growth & Daily Faith:

- "Take Your First Steps With God"
- "When God Wants Your Attention: Signs from God"

Life Challenges & Emotional Wellness:

- "What Does it Mean to Live by Faith, Not Fear?"
- "Letting Go and Letting God Handle Your Worries"

Relationships & Community:

- "How Can We Find God in Our Community?"
- "Walking in Love: Practical Ways to Show Christ's Love Daily"

Financial & Practical Living:

- "How Can We Embrace Our Faith With Our Spending Habits?"
- "Making Time for God in a Busy Schedule"

Spiritual Discernment & Growth:

- "Who Do You Follow? God as Your #1 Source for Truth"
- "How to Hear God's Voice in a Noisy World"

Consistent Multi-Platform Delivery:

- **Long-form content:** 2 videos and 2 podcasts monthly (15-25 minutes each)
 - **Mini-podcasts:** 14 episodes monthly (1-3 minutes each) - 7 per topic, 2 topics per month
 - **Short-form content:** Daily 60-90 second videos/reels across platforms
 - **Newsletter:** Monthly engagement with 1,000 active subscribers
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Current Audience & Growth Metrics

Platform Statistics (September 2025)

- **Facebook:** 25,000 followers (established community with high engagement)
- **YouTube:** 32,000+ monthly views | 11,000 subscribers | 170+ watch hours
- **Newsletter:** 1,000 active subscribers
- **Website:** 700+ weekly visitors (3,000+ monthly)
- **Podcast:** 500+ monthly downloads
- **TikTok:** 1,647 followers (fastest growing platform)
- **Instagram:** 229 followers (growing engagement)

Content Schedule & Format

- **Long-form Videos:** 2 per month (15-25 minutes) - Premium partnership opportunity
 - **Long-form Podcasts:** 2 per month (15-25 minutes) - Audio partnership focus
 - **Mini-podcasts:** 14 episodes monthly (1-3 minutes each) - 7 per topic, 2 topics per month
 - **Short-form Content:** Daily 60-90 second videos/reels across all platforms
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Premium Partnership Opportunities

Professional sponsorship options designed for authentic ministry integration

YouTube Partnership Opportunities

2 video slots available monthly | 15-25 minute videos | 32,000+ monthly YouTube views All long-form videos are automatically shared on Facebook Group and YouTube for dual-platform exposure

Video Mid-Roll Partnership: \$320 per video

- 15, 30, or 60-second dedicated advertisement placement
- Professional integration during natural content break
- Sponsor provides video content

Video Sponsorship Integration: \$220 per video

- Host mention: "This message is sponsored by [Company]"
- Immediately followed by 15 or 30-second sponsor segment
- Placement following video introduction when attention is highest

Host Sponsored Mention: \$160 per video

- Professional sponsored content mention immediately after video introduction
- Natural integration: "This message is sponsored by [Company] - [description of product or company]. [Call to action]."
- Leverages host credibility for maximum sponsor visibility
- Clear, authentic sponsored content disclosure format

YouTube Sponsor Content Guidelines:

For Video Mid-Roll Partnerships:

- Provide 15, 30, or 60-second video content in MP4 format (1080p minimum)
- Content should align with faith-based values that encourage spiritual growth and truth-seeking
- Include clear call-to-action with custom tracking URL if desired

For Video Sponsorship Integration:

- Provide 15-30 second video content plus brief sponsor message
- Format: "This video is sponsored by [Company] - [15-30 word description]"
- Video content should complement our ministry focus on walking with God
- Authentic integration that serves our diverse faith-seeking audience

For Host Sponsored Mentions:

- Provide company/product information and key talking points
 - Include any special offers or discount codes for our audience
 - Emphasize connection to spiritual living and faith-based growth
 - We craft professional sponsored content mention based on provided information
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Podcast Partnership Opportunities

2 episode slots available monthly | 15-25 minutes each | 500+ monthly downloads All podcasts are automatically shared on YouTube Podcasts, expanding audience reach with audio-preferred listeners

Premium Host-Read Sponsorship:

- **60-second mid-roll:** \$60 per episode
- **60-second pre-roll:** \$45 per episode
- **60-second post-roll:** \$35 per episode

Standard Host-Read Sponsorship:

- **30-second mid-roll:** \$40 per episode
- **30-second pre-roll:** \$25 per episode
- **30-second post-roll:** \$20 per episode

Quick Mention Sponsorship:

- **15-second mid-roll:** \$25 per episode
- **15-second pre-roll:** \$20 per episode
- **15-second post-roll:** \$15 per episode

Podcast Multi-Episode Packages:

- **3-episode commitment:** 15% discount
- **6-episode commitment:** 25% discount
- **Perfect for:** Building brand awareness over time

Sponsor Content Guidelines:

Audience Targeting: Our podcast episodes are structured in two parts to serve different audiences:

- **Pre-Roll & Host Mentions (before content break):** Aimed at broad faith-based audience - suitable for general spiritual growth products/services
- **Mid-Roll & Post-Roll (after content break):** Focused on Christian-specific audience - ideal for explicitly Christian products/services

For 15-30 Second Ads (Pre-Roll, Post-Roll, or Quick Mentions): Please provide up to 300 characters or approximately 40 words in the following format: "This episode is brought to you in part by [product or organization], [description of product or company]. [Call to action]."

For 60-Second Mid-Roll Sponsorships: Please provide up to 1,000 characters or approximately 150 words in the following format: "This episode is brought to you in part by [product or organization], [description of product or company]." Be sure to include a compelling call to action at the end, ideally with a custom URL for tracking purposes.

Content Standards:

- All content must align with faith-based values that encourage spiritual growth and relationship with God
- Include clear value proposition for our audience seeking truth and spiritual guidance

- Custom URLs encouraged for performance tracking
 - We reserve the right to suggest edits for authentic integration with our mission
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Mini-Podcast Partnership Opportunities

14 episode slots available monthly | 1-3 minutes each | 7 slots per topic, 2 topics monthly All mini-podcasts are automatically shared on YouTube Podcasts for expanded audio content exposure

Mini-Podcast Sponsor Integration:

- **Pre-roll mention (10 seconds):** \$5 per episode
- **Post-roll mention (10 seconds):** \$5 per episode
- **Episode description credit:** \$5 per episode

Topic-Based Packages:

- **Single topic series (7 episodes):** \$35 per topic
 - **Both topics bundle (14 episodes):** \$70 per month
 - **Perfect for:** Consistent weekly brand exposure
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Newsletter Partnership Opportunities

Monthly newsletter to 1,000 engaged subscribers

Primary Newsletter Sponsorship: \$120 per newsletter

- **Featured placement** within newsletter content
- Dedicated paragraph with compelling call-to-action
- Natural integration with monthly spiritual themes
- Trackable links and performance analytics

Secondary Newsletter Sponsorship: \$80 per newsletter

- **Banner placement** (header or mid-newsletter position)
- Visual brand presence with clickable integration
- Professional design that complements newsletter aesthetics

Newsletter Sponsor Content Guidelines:

For Primary Newsletter Sponsorship:

- Provide 150-300 words describing your product/service and its value to those seeking spiritual truth and growth
- Include compelling call-to-action with custom tracking URL
- Format: Brief introduction, value proposition, call-to-action
- Content should connect to practical faith-based living and spiritual development themes

For Secondary Newsletter Sponsorship:

- Provide banner image (600x200 pixels recommended) in PNG or JPG format

- Include destination URL for click-through tracking
 - Banner should be professional and family-friendly
 - Alt text description for accessibility
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Pricing Methodology & Options

Why We Use Fixed-Rate Pricing:

- **Revenue Predictability:** Ensures consistent partnership value regardless of algorithm fluctuations
- **Easy Budgeting:** Sponsors know exact costs upfront for campaign planning
- **Fair Value:** Protects both parties from performance variables outside our control
- **Industry Standard:** Most creators in our size range use flat-rate pricing for reliability

CPM Alternative Available: For sponsors preferring performance-based pricing, we offer CPM options:

- **YouTube Videos:** \$16-20 CPM (based on verified monthly views)
- **Podcast Episodes:** \$40-60 CPM (based on confirmed download numbers)
- **Newsletter:** \$100-120 per 1,000 subscribers (industry standard for engaged faith-seeking audiences)

CPM pricing calculated monthly based on verified analytics. Minimum campaign requirements apply.

Short-Form Content Partnership Opportunities

Daily 60-90 second reels with automatic multi-platform distribution Single sponsorship = immediate exposure across our entire social media ecosystem: YouTube Shorts, Facebook, Instagram, and TikTok Combined reach of 25,000+ followers across all platforms with one placement

Weekly Brand Integration: \$40 per week

- **7 days of brand presence** across all platforms in daily reel content
- Subtle logo or mention integration in video outros
- Automatic distribution to YouTube Shorts, Facebook, Instagram, and TikTok
- Reaches entire combined social media audience with single weekly placement

Monthly Brand Partnership: \$140 per month (save \$20)

- **Full month of daily brand presence** in all reel content
- Consistent exposure building brand recognition over time
- Automatic multi-platform distribution maximizes reach
- Maximum exposure across our entire social media ecosystem

Short-Form Content Sponsor Guidelines:

For Weekly/Monthly Brand Integration:

- Provide company logo in PNG format (transparent background preferred)
- Provide logo versions for both light and dark backgrounds
- Logo should be simple and readable at small sizes

- Include brand colors or style guidelines for consistent integration
- Optional: Brief tagline or slogan (under 10 words)

Content Integration Options:

- **Logo placement:** Subtle brand presence in video outro/corner
- **Verbal mention:** Brief sponsor acknowledgment in video
- **Text overlay:** Brand name displayed during natural content pause

Technical Requirements:

- Logo files should be high-resolution (300 DPI minimum)
 - Provide both horizontal and square logo versions if available
 - Brand guidelines document helpful for consistent representation
 - All integration subject to content appropriateness review
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Partnership Package Solutions

Strategic combinations for maximum impact and value

Foundation Partnership Package

Total Value: \$360 | Package Price: \$290 (Save \$70) Includes:

- 1 YouTube host sponsored mention
- 2 podcast premium host-read sponsorships (30-second mid-roll)
- 1 newsletter primary sponsorship
- **Perfect for:** Testing our audience and establishing partnership relationship

Growth Partnership Package

Total Value: \$560 | Package Price: \$380 (Save \$180) Includes:

- 1 YouTube video mid-roll partnership
- 2 podcast premium host-read sponsorships (60-second mid-roll)
- 1 newsletter primary sponsorship
- Dedicated partnership analytics dashboard
- **Perfect for:** Building consistent brand awareness

Impact Partnership Package

Total Value: \$1,160 | Package Price: \$680 (Save \$480) Includes:

- 2 YouTube video mid-roll partnerships
- 3 podcast premium host-read sponsorships (60-second mid-roll)
- 1 monthly short-form brand partnership
- 1 newsletter primary + 1 secondary sponsorship
- Priority partnership consultation and optimization
- Comprehensive performance analytics

- **Perfect for:** Significant brand building and community engagement

Ministry Partner Package

Total Value: \$990 | Package Price: \$625 (Save \$365) Includes:

- 2 YouTube sponsorship integrations
- 4 podcast premium sponsorships
- Both mini-podcast topic bundles (14 episodes)
- 2 newsletter sponsorships
- **Perfect for:** Maximum audio content exposure across all podcast content

Campaign Partnership Package

4-Month Investment: \$2,520 | Package Price: \$1,595 (Save \$925) Includes:

- 4 YouTube video partnerships (strategic distribution)
- 8 podcast premium sponsorships (2 per month)
- 4 newsletter features (1 per month)
- 2 monthly short-form brand partnerships
- Campaign-specific content creation and branding
- Comprehensive 4-month analytics and ROI reporting
- **Perfect for:** Product launches, book releases, course promotions, or sustained brand building

Partnership Investment & Value Proposition

Why Choose Walking In Step With God:

- **Authentic Mission Alignment:** Genuine partnership between values-driven organizations focused on spiritual growth
- **Multi-Generational Reach:** Facebook's established community + YouTube/TikTok's growing demographics seeking truth
- **High Conversion Rates:** Faith-based audiences demonstrate 15-25% higher brand loyalty
- **Growth Trajectory:** Consistent month-over-month growth across all platforms
- **Professional Integration:** Natural, authentic sponsorship placement maintains audience trust while welcoming all spiritual backgrounds

Partnership Development Process

Getting Started: Express interest by contacting our partnership representative at partnerships@walkinginstepwithgod.org. Our representative is available to answer questions and guide you through the process.

The Process:

1. **Express Interest:** Contact our sales representative or respond to partnership inquiry
2. **Receive Proposal:** Our representative will work with you to create a custom proposal with pricing and partnership details, including a payment link

3. **Make Payment:** Review and approve proposal, then complete payment via the provided link
 4. **Submit Materials:** Sales representative will gather all necessary content and creative materials from you
 5. **Review & Approval:** We'll review materials and may suggest edits to ensure authentic integration with our content
 6. **Schedule & Launch:** Receive confirmed dates for content deployment and partnership launch
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Partnership Quality Standards

Mission Alignment Requirements:

- **Values Compatibility:** Products/services that enhance faith-based living and spiritual growth
 - **Community Benefit:** Clear value proposition for our audience seeking truth and relationship with God
 - **Authenticity Standards:** Natural integration that maintains content integrity and resonates with our diverse faith-based audience
 - **Long-term Relationship Focus:** Partnerships built for mutual growth and impact in serving those on their faith journey
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Ready to Build an Authentic Partnership?

Contact Us:

1. **Email:** partnerships@walkinginstepwithgod.org
 2. **Website:** walkinginstepwithgod.org/partnerships
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Media kit current as of September 2025. All audience metrics verified and updated monthly. Flexible terms and custom partnership packages available. All partnerships subject to mission alignment review to ensure authentic value for our diverse faith-seeking community.