WALKING INSTEP WITH GOD

Media Kit & Partnership Opportunities



Ministry Media Kit & Partnership Opportunities

Walking In Step With God operates in the growing segment of digitally-native Christian ministries that 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 - providing practical wisdom on topics from managing anxiety and building relationships to making faith-aligned 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 partnerships 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





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.

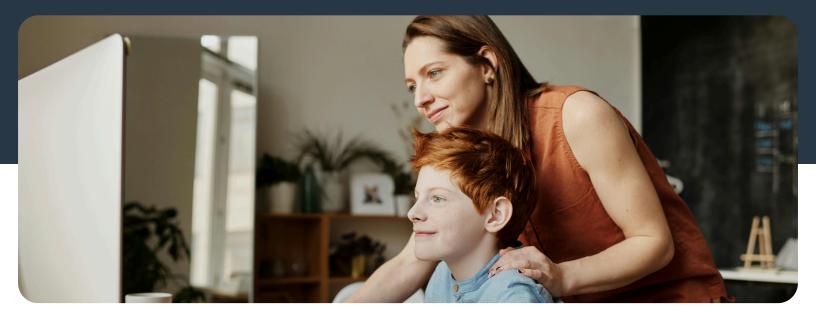
COMPREHENSIVE CONTENT LIBRARY:

Extensive topic-based resources covering:

- **Spiritual Growth & Daily Faith** First steps with God, recognizing God's guidance, living by faith not fear
- Life Challenges & Relationships Emotional wellness, community connection, showing Christ's love daily
- Practical Living & Discernment Faithaligned spending, time management, hearing God's voice, seeking truth

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)
- **Short-form content:** Daily 60-90 second videos/reels across platforms
- **Newsletter:** Monthly engagement with 1,000 active subscribers



Current Audience & Growth Metrics

PLATFORM STATISTICS (SEPTEMBER 2025)

Facebook

25,000

followers

Newsletter

1,000

subscribers

YouTube

45,000+

monthly views

13,000

subscribers

Website

3,000+

monthly visitors

Podcast

500+

monthly downloads

TikTok

1,647

followers

Instagram

229

followers

Sponsorship Opportunities Overview

We offer flexible sponsorship opportunities across all our platforms:

YOUTUBE SPONSORSHIPS

2 video slots available monthly | 15-25 minute videos | 32,000+ monthly views

Our YouTube partnerships include host-read sponsorships, mid-roll placements, and sponsorship integrations. All long-form videos are automatically shared on Facebook for dual-platform exposure.

Sample Investment: \$160-\$320 per video

PODCAST SPONSORSHIPS

2 episode slots available monthly | 15-25 minutes each | 500+ monthly downloads

Choose from premium 60-second, standard 30-second, or quick 15-second sponsorships in pre-roll, mid-roll, or post-roll positions. All podcasts are automatically shared on YouTube Podcasts.

Sample Investment: \$15-\$60 per episode

NEWSLETTER SPONSORSHIPS

Monthly newsletter to 1,000 engaged subscribers

Primary featured placements or secondary banner placements available with trackable links and performance analytics.

Sample Investment: \$80-\$120 per newsletter

SHORT-FORM CONTENT SPONSORSHIPS

Daily 60-90 second reels with automatic multi-platform distribution

Single sponsorship provides immediate exposure across YouTube Shorts, Facebook, Instagram, and TikTok - reaching 25,000+ combined followers.

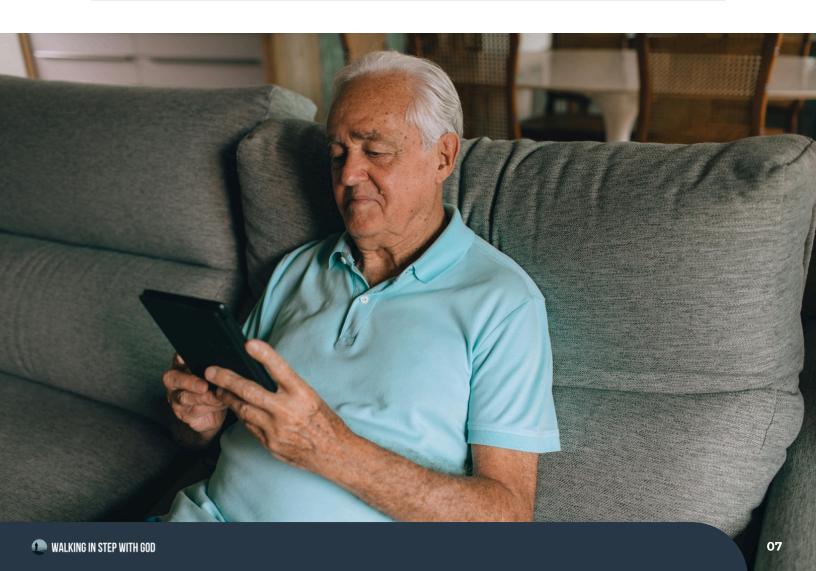
Sample Investment: \$40 per week | \$140 per month

MINI-PODCAST SPONSORSHIPS

14 episode slots monthly | 1-3 minutes each

Pre-roll and post-roll mentions with episode description credits. Topic-based packages available for consistent weekly exposure.

Sample Investment: \$5-\$70 per month





Partnership Package Solutions

Strategic combinations for maximum impact and value

TIER 1

FOUNDATION PARTNERSHIP PACKAGE

Perfect for Testing Our Audience

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

Best for: Testing audience engagement and establishing partnership

TIER 2

GROWTH PARTNERSHIP PACKAGE

Perfect for Building Consistent Brand Awareness

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

Best for: Building consistent brand awareness with quality touchpoints

IMPACT PARTNERSHIP PACKAGE

Perfect for Significant Brand **Building**

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

Best for: Significant community engagement and multi-platform presence

TIER 4

MINISTRY PARTNER **PACKAGE**

Perfect for Maximum Audio Content Exposure

Package Price: \$625 (Save \$365)

Includes:

- ✓ 2 YouTube sponsorship integrations
- √ 4 podcast premium sponsorships
- ✓ Both mini-podcast topic bundles (14 episodes)
- 2 newsletter sponsorships

Best for: Maximum audio content exposure across all podcast formats





CAMPAIGN PARTNERSHIP PACKAGE

Perfect for Product Launches & Sustained Growth

4-Month Investment: \$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

Best for: Product launches, book releases, and sustained brand building campaigns

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: Established Facebook community plus growing YouTube/TikTok demographics seeking truth
- **High Conversion Rates:** Faith-based audiences demonstrate 15-25% higher brand loyalty than general audiences



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

We invite you to join us in building a movement that brings faith and truth to millions. Your partnership helps us continue creating content that transforms lives through God's Word. Together, we can make a lasting impact in the lives of those seeking to walk more closely with Him.

Whether you're a ministry, faith-based business, or valuesaligned organization, we believe in partnerships that serve a higher purpose. Let's explore how we can work together to reach hearts, inspire growth, and strengthen faith in practical, meaningful ways.

READY TO BUILD AN AUTHENTIC PARTNERSHIP THAT TRANSFORMS LIVES?

CONTACT US:

- partnerships@walkinginstepwithgod.org
- walkinginstepwithgod.org/partnerships

Request Complete Rate Sheet: Contact us for detailed pricing on all individual sponsorship options, multi-episode packages, CPM alternatives, and custom solutions for organizations of all sizes.

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