

Reach Worship Leaders Nationwide

2027 Advertising & Sponsorship Guide

September 2026-
August 2027



1,500 + Members

1,600 Conferees each summer

6,000+ email contacts

20,000 website visits annually

5,500 Facebook followers

1,500 Instagram followers



PRESBYTERIAN
ASSOCIATION OF
MUSICIANS



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MUSICIANS

Why Partner with PAM?

Who is PAM?

WORSHIP LEADERS
PASTORS
CHURCH MUSICIANS
SEMINARY FACULTY
STUDENTS
ART LEADERS



PAM connects your organization with the people who shape worship every week

Call to Worship - 2,000+ churches
Email reach - 6,000+
Social Media reach - 6,300+
Annual Conference - 1,600+
Podcast - Nationwide Audience

20,000 website visits
Trusted by worship leaders
Multi-generational audience
50+ years of ministry impact

Organizations may purchase advertising, conference sponsorships, event sponsorships, or year round partnerships
•most partners combine multiple opportunities

Year Round Advertising

Reach over 7,000 worship leaders

Connect with church musicians, worship leaders, pastors, educators, artists, and congregations throughout the year. PAM offers a variety of advertising opportunities designed to keep your organization visible and engaged with our dedicated audience year-round.

Whether you are promoting products, services, educational programs, events, publications, or ministry resources, PAM provides multiple channels to reach individuals passionate about worship, music, and the arts in the church. Build brand awareness, share your message, and strengthen relationships with a highly engaged community through our diverse advertising options.

Explore the opportunities below to find the best fit for your goals and connect with the PAM audience all year long.

Email	1 Month	2 Months	3 Months	Website	
Midmonth newsletter to all contacts (15 th of every month)	\$650	\$925	\$1,200	Banner logo ad, 1 month	\$300
Newsletter to PAM members (1 st of every month)	\$350	\$625	\$900	Product spotlight, 2 months	\$450
Email blast	\$750	\$1,400	\$2,000	Featured ad of the month (3 tabs), 3 months	\$600

Socials	With Image	With Video	Podcast	
Facebook & Instagram post	\$250	\$400	Host read ad with slide	\$500
Post 4 consecutive Saturdays, Advertiser Special	\$800	\$1,400	Slides	\$250
Two posts a week for 4 weeks, Partner of the month	\$1,750	\$2,750	90-second video ad	\$750
			3-minute video ad	\$1,500
Image JPG or PNG, Video less than 60 secs			Full episode sponsorship	\$3,000

<i>Call to Worship</i>	1/4 Page		1/2 Page		Full Page	
	Black & White	Full Color	Black & White	Full Color	Black & White	Full Color
Lectionary Companion ads (Spring)	\$250	\$500	\$400	\$650	\$600	\$850
Thematic issues (Summer, Fall, Winter)	\$150	\$350	\$300	\$500	\$550	\$675

Partner Bundles

Build meaningful connections with worship leaders, pastors, musicians, and ministry decision-makers with year-round visibility across PAM's trusted platforms

Platinum Partner

Top-tier exposure to lead the conversation and stay in the spotlight all year.

Includes:

- ✓ Website logo banner, 1 year
- ✓ 8 social media posts with image or video
- ✓ 3 newsletter ads
- ✓ 1 *Sounding Board* host read ad

\$4,500/year

Value: \$6,550
Savings: \$2,050

Gold Partner

Elevated visibility to move beyond awareness and build lasting connections with church leaders.

Includes:

- ✓ Website logo banner, 3 months
- ✓ 4 social media posts with image in different quarters
- ✓ 1 e-blast

\$ 2,500/ year

Value: \$2,900
Savings: \$450

Silver Partner

Best for building awareness and interaction growth

Includes:

- ✓ Website logo banner, 3 months
- ✓ 2 social media posts with video in different quarters
- ✓ 1 newsletter ad

\$ 1,500/year

Value: \$1,750
Savings: \$250

Bronze Partner

Best for getting noticed fast

Includes:

- ✓ Website logo banner, 1 month
- ✓ 2 social media posts with image in different quarters

\$750/year

Value: \$800
Savings: \$50

PAM'S WORSHIP & MUSIC CONFERENCE JUNE 20-25 & JUNE 27- JULY 2, 2027

Presbyterian Association of Musicians



Conference Sponsorship Details

The Worship & Music Conference is PAM's flagship event and the largest annual gathering of Presbyterians. Each year, more than 1,600 participants from across the country gather for worship, learning, and fellowship. Known for its intergenerational participation and diverse representation from more than 20 Christian denominations, the conference offers sponsors meaningful access to worship leaders and ministry decision-makers nationwide.



Sponsorship Benefits at Worship & Music

Presbyterian Association of Musicians



**Worship
& Music
Conference**

Benefit	Premiere Ambassador	Ambassador	Benefactor	Friend	Supporter
Exhibit table	Preferred location	Classroom	Exhibit Hall	Exhibit Hall	
Bag Drop	Up to 2 items	Up to 2 items	1 item	1 item	1 item
Conference book	- Logo listed - Full-page color ad	- Logo listed - Full-page color ad (2-week sponsor) ½ page color ad (1-week sponsor)	Logo listed	Logo listed	Logo listed
Slide	Daily worship & evening activities	Daily worship & evening activities	Daily worship & evening activities	Daily worship & evening activities	Daily worship & evening activities
Conference App	Logo listed	Logo listed	Logo listed		
Conference Website	Banner ad	Banner ad			
Evening event introduction	Video or in-person				
Classroom Pitch		90 seconds, 2 classes			
Conference Registration	1 week	1 week	1 week w/ 2-week sponsorship		



Worship & Music Conference

Pricing Packages

PREMIERE AMBASSADOR

\$3,350 **\$5,550**

1 Week 2 Weeks

4 PER WEEK AVAILABLE

- Preferred location in exhibit hall
- 2 pieces of swag for each conference bag (Bag Drop)
- Name listed in conference book sized by sponsorship
- Full-page color ad in conference book
- Organization's slide shown at daily worship & evening events
- Dedicated page in conference app, push notifications available upon request
- Banner ad on conference webpage
- Sponsor Evening Event with intro, live, or video - 3 min
- Partner Seminar - 50 min daily seminar (5 days)
- 1 conference registration for each week sponsored
- Organization linked on conference website

AMBASSADOR

\$2,250 **\$3,350**

1 Week 2 Weeks

5 PER WEEK AVAILABLE

- Exhibit table in a classroom
- 2 pieces of swag for each conference bag (Bag Drop)
- Name listed in conference book sized by sponsorship
- 2-week sponsorship: full-page color ad, 1-week sponsorship: ½ page color ad in conference book
- Organization's slide shown at daily worship & evening events
- Dedicated page in conference app, push notifications available upon request
- Banner ad on conference webpage
- Classroom Pitch - 90 second pitch one time per week for each class
- 1 conference registration for each week sponsored
- Organization linked on conference website

BENEFACTOR

\$675 **\$1,200**

1 Week 2 Weeks

- Exhibit table in exhibit hall
- 1 piece of swag for each conference bag (Bag Drop)
- Name listed in conference book sized by sponsorship
- Organization's slide shown at daily worship & evening events
- Dedicated page in the conference app
- 1 conference registration for each week sponsored
- Organization listed on conference website



Worship & Music Conference

Pricing Packages

FRIEND

\$550

1 Week

\$850

2 Weeks

- Exhibit table in exhibit hall
- 1 piece of swag for each conference bag (Bag Drop)
- Name listed in conference book sized by sponsorship
- Organization's slide shown at daily worship & evening events
- Organization listed on conference website

SUPPORTER

\$400

- 1 piece of swag for each conference bag (Bag Drop)
- Name listed in conference book sized by sponsorship
- Organization listed on conference website

PUBLISHER READING SESSION

By invitation only

\$300

1 Week

\$500

2 Weeks

1 SESSION EACH WEEK

- Exhibit table in Reading Session Room
- Organization's slide shown at daily worship & evening events
- Reading session will be listed with organizations's name on our website, on registration, on the conference app, and also in the conference book - all locations the conference schedule can be found
- Publisher Reading Session sponsors may purchase additional sponsorships and/or additional space in the conference book
- Publisher is responsible for leading and playing at reading sessions
- Publisher will provide the printed reading session packets
- Publisher will not hold retail space at the conference



Additional Packages and Bundles

BEER & HYMNS SPONSOR - \$4,500

Sponsor our Tuesday night event at White Horse Black Mountain both weeks with your own branded swag (coaster, bottle opener, napkins, etc.). With this sponsorship you also receive all of the 2-week Ambassador sponsorship benefits.

GOLF CART SPONSOR - \$6,500

Help every conferee get where they need to go by sponsoring our four conference golf carts. Your logo will be displayed on the carts, at golf cart pickup locations, and on slides shown during worship and evening events. With this sponsorship you also receive all of the 2-week Ambassador sponsorship benefits.

STRATEGIC PARTNER - \$7,500

This is a great combination of year-round advertising with a spotlight at the Worship & Music Conference. With this sponsorship you receive the year-round Gold Partner bundle package and conference visibility of a 2-week Ambassador sponsorship.

LEGACY PARTNER - \$10,000

Sponsor conference t-shirts with your organization logo on the sleeve. With this sponsorship you receive all of the Gold Partner benefits and also receive all of the 2-week Premiere Ambassador sponsorship benefits.

PUBLISHER READING SESSION 2-WEEK SPONSORSHIP

Add Premiere Ambassador sponsorship for a total of \$5,500

That's a savings of \$550

Add Ambassador sponsorship for a total of \$3,600

That's a savings of \$250

Add Benefactor sponsorship for a total of \$1,550

That's a savings of \$150

Add Friend sponsorship for a total of \$1,225

That's a savings of \$125

Let's build a package that fits your goals and budget.
Email gail.carter@pcusa.org

WORSHIP & MUSIC CONFERENCE SPONSOR INFORMATION & KEY DATES

JUNE 20-25 & JUNE 27- JULY 2 IN MONTREAT, NORTH CAROLINA

Thank you for partnering with the Presbyterian Association of Musicians (PAM). The following information will help you maximize your visibility and prepare for a successful conference experience.

Important Deadlines

Advertising Materials:

Conference Book ad submission deadline: **March 10th**

Full page 7.5"x 10"

½ page 7.5" x 4.9" (horizontal)

Digital ad (slide, logo, banner ad) deadline: **May 30th**

High resolution PDF files are preferred

Conference Bag Inserts: (Quantity needed will be sent to you in May via email)

Bag drop items mailed to Montreat by **June 10th**

UPS or FEDex

USPS

Montreat Conference Center

Attn: Sarah Skinner/W&M BAG

401 Assembly Drive

Montreat, NC 28757

Montreat Conference Center

Attn: Sarah Skinner/W&M BAG

PO BOX 969

Montreat, NC 28757

Bag drop info to gail.Carter@pcusa.org by **June 10th**

What are you sending?, Number of boxes, &

What carrier and tracking?

Who's coming?

Please send the name and contact info for your organization's representative(s) to gail.carter@pcusa.org by **June 10th**

Bag drop Opportunities

Popular items conferees appreciate include:

- Pens & pencils
- Notepads
- Reuseable water bottles
- Wellness items
- Bookmarks
- Music resources
- Promo offers
- Small snacks



Exhibit Hall hours (Anderson Auditorium lobby)

Week 1:

Thursday and Friday 9:30 – 11:00 am & 6:30 – 8:30 pm

Thursday evening at the dessert reception directly following the Chamber Concert

Week 2:

Monday and Tuesday 9:30 – 11:00 am & 6:30 – 8:30 pm

Monday evening at the dessert reception directly following the evening event

Sponsors are welcome to staff their tables whenever they choose during conference hours

Sponsor Success Tips

- Bring business cards & contact info
- Consider offering a giveaway or drawing
- Schedule at least 1 representative to be present during open hours
- Display a clear call to action for conferees
- Engage attendees with demos, samples, or interactive resources

Move in & Out

Please contact Gail Carter when you arrive to set up your exhibit table. Breakdown and clean up Week 2 by Wednesday at noon

Typical Daily Conference Schedule

Sunday: Evening Worship 7:00 pm

Monday - Friday: Daily Worship 11:00 am

Monday & Wednesday-Friday Evening Event: 7:30 pm

Tuesday Youth Talent Show: 7:00 pm



Opportunities for every budget

These featured opportunities are just a sampling of what is available at each budget level. Be sure to explore the full Advertising & Sponsorship Guide to discover additional ways to connect with the PAM community.

Meet worship leaders wherever they engage with PAM

■ \$100-\$500



- Social media posts
- Conference sponsorship: Supporter level, 2 weeks
- Conference sponsorship: Publisher level, 2 weeks
- Podcast advertising slide
- Newsletter ad
- Website Banner

■ \$500-\$1,000



- Newsletter ads
- Website ads
- Podcast ads
- Conference sponsorship: Friend level, 2 weeks
- *Call to Worship* Advertising
- Email Blast

■ \$1,500-\$5,000



- Conference sponsorship: Benefactor level, 2 weeks
- Conference sponsorship: Ambassador level, 2 weeks
- Conference sponsorship: Beer & Hymns level
- *Call to Worship* year round advertising
- 4 social media posts, Advertiser Special

■ \$5,000+



- Conference sponsorship: Strategic Partnership level
- Conference sponsorship: Premiere Ambassador level, 2 weeks
- Conference sponsorship: Legacy level
- Conference sponsorship: Golf Cart level