



Conversations for Christ Podcast Sponsorships - 2025

Christ-centered storytelling with LCMS clarity and care.

About the show: Conversations for Christ shares Gospel-centered conversations with pastors, schools, and ministries in the Lutheran Church—Missouri Synod (LCMS). Sponsors help keep the microphones on while we keep Christ at the center.

Ad Slots (4-week campaigns; one insertion per episode)

Slot	Length	Rate (4 weeks)	Placement & Description
Pre-Roll	15–30 sec	\$250	Played near the opening theme or right after the intro. Host-read only for tone consistency.
Mid-Roll	30–60 sec	\$200	Integrated at a natural pause between segments. Host-read or pre-approved sponsor audio.
Post-Roll	15–30 sec	\$125	Shared after the closing prayer in the final segment. Respectful space with lasting recall.
Ministry Partner	15 sec	Included	Each week's guest church/school/ministry is acknowledged to support local Gospel work.

Optional Add-Ons

Add-On	Description	Rate
Social Mention	One social media acknowledgment post written and published by Phoenix Anthem, LLC. Per episode run.	\$50 flat
Extended Run (8 weeks)	Two-month campaign at a discounted per-week rate.	Save 10%
Extended Run (12 weeks)	Three-month campaign at a discounted per-week rate.	Save 15%

Renewal & Payment: All campaigns are billed in full prior to first insertion. Sponsors may renew before the final episode of their 4-week term. Sponsorships are treated as paid advertising, not tax deductible donations. Rates may change with 30 days' notice; existing contracts are honored through term.

Contact

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Conversations for Christ - Sponsorship Terms & Conditions

Last Updated: October 2025

1. General Agreement

By purchasing or accepting a sponsorship placement on Conversations for Christ (produced by Phoenix Anthem, LLC), you agree to the following terms and conditions. These terms are governed by the laws of the State of Wisconsin and applicable United States federal regulations governing advertising, marketing, and broadcast communications.

2. Sponsorship Duration & Renewal

Each paid sponsorship placement runs for four (4) consecutive weeks, beginning from the date of first insertion (the first public episode featuring the ad). After the initial 4-week term, Phoenix Anthem, LLC reserves the right to digitally insert new ads or reassign available ad slots unless a written renewal agreement is signed before the end of the current term.

3. Content Independence

All podcast content, interviews, and editorial direction remain solely under the control of Phoenix Anthem, LLC. Sponsors may not influence, edit, or dictate the theological, religious, or editorial content of any episode. The show's discussions and viewpoints are based on the confessional teachings and values of the Lutheran Church—Missouri Synod (LCMS).

4. Exclusivity Limitations

Sponsors may not purchase or advertise under the title of an exclusive show sponsorship (e.g., "Conversations for Christ is brought to you by..."). Sponsorships are limited to designated ad slots as outlined in the official rate schedule.

5. Sponsor Conduct & Termination Rights

Phoenix Anthem, LLC may refuse, suspend, or remove any sponsor or advertisement to ensure legal compliance and preserve the program's moral and theological integrity. Grounds include:

- Conduct contrary to public decency, good faith business practice, or Christian values;
- False, misleading, or deceptive content, or violations of FTC standards or Wisconsin Statutes §100.18;
- Behavior likely to injure the reputation, goodwill, or public perception of Phoenix Anthem, LLC, the podcast, or any affiliated ministry;
- Messages or corporate activity conflicting with LCMS doctrine;
- Any other violation of applicable law or these terms.

If terminated for cause: Multi-Episode — aired episodes are fulfilled and non-refundable; unused value refunded pro rate less a 10% admin fee. Single-Episode — full refund before release; no refund after release. Removals are at Phoenix Anthem, LLC's sole discretion and without further liability beyond the applicable refund.

6. Compliance with Advertising Laws

All sponsors must comply with the following:

- FTC 16 CFR Part 255 (truth-in-advertising, endorsements, sponsorship identification);
- FCC sponsorship identification (47 U.S.C. §317 & §508) for paid content disclosures;
- Wisconsin Statutes §100.18 (no false or misleading advertising);
- All materials must be factual, non-deceptive, and appropriate for public religious broadcasting;
- Sponsorships are paid advertising (not donations) for IRS purposes; Phoenix Anthem, LLC is a for-profit Wisconsin LLC.

7. Ad Placement Standards

Up to (3) paid placements + one Ministry Partner acknowledgment per episode: Pre-Roll (near opening), Mid-Roll (between segments), Post-Roll (after the closing prayer), and a 15-sec Ministry Partner mention. All ads subject to quality and compliance review.

8. Optional Add-Ons

Social Mention (FB & LinkedIn) written and posted by Phoenix Anthem, LLC; and Extended Runs (8 or 12 weeks) at discounted per-week rates with written confirmation before the initial term ends.

9. Additional Policy Note

No website advertisements on phoenixanthem.com or affiliated pages. No ad placement or recognition will be required on partner websites or social media. Exposure remains limited to the podcast and Phoenix Anthem official channels.

10. Payment & Cancellations

Full payment is required prior to the first insertion. For single-episode sponsorships, cancellation seven (7) or more days before the scheduled release date will result in a full refund. Cancellations made less than seven (7) days before release are non-refundable.

For multi-episode sponsorships (four or more episodes), cancellation before the campaign begins will result in a full refund. Cancellations made after the campaign has started will result in a refund of the unused portion, less a ten percent (10%) administrative fee. Episodes that have already aired are non-refundable.

Phoenix Anthem, LLC reserves the right to cancel any sponsorship and refund unused fees at its sole discretion.

11. Liability & Indemnification

Sponsor agrees to indemnify and hold harmless Phoenix Anthem, LLC from claims, damages, or liabilities arising from sponsor ad content or breach of these terms.

12. Force Majeure

No liability for delay/failure due to events beyond reasonable control (acts of God, illness, platform outages, technical failures, regulation). Reasonable efforts will be made to reschedule or substitute placement.

13. Confidentiality

Nonpublic information exchanged for sponsorship services is confidential and will not be disclosed without written consent except as required by law or for standard accounting/compliance purposes.

14. Governing Law & Venue

Wisconsin law governs; venue is Sheboygan County, Wisconsin.

15. Audio Quality Standards

Sponsor-submitted audio must meet professional broadcast standards. Phoenix Anthem, LLC may reject or edit content that fails standards or disrupts production quality.

16. Religious Expression

Phoenix Anthem, LLC operates under LCMS teachings and retains sole editorial discretion. Nothing requires Phoenix Anthem, LLC to publish content contrary to its beliefs or values.

Compliance References: FTC 16 CFR Part 255; 47 U.S.C. §317 & §508; Wisconsin Statutes §100.18; IRS Publication 598.