

American Herbalists Guild



As we all adjust to the changes set in motion by the situation with COVID-19, the American Herbalists Guild remains committed to providing support to the herbal community. Our combined wisdom as herbalists and healers is needed more than ever as we take action together to support our families and communities.

In the past few days, we've made some significant changes in our plans for the year we want you to know about. We are excited to announce that the AHG 31st Annual Symposium will now be presented as an Online Experience for October 15-19, 2020. Though things are still in the early planning stage, we're excited about the many creative ways we can connect with the herb community using this format. We will miss seeing everyone in person but we look forward to reuniting in Granby in 2021 for the 32nd Annual AHG Symposium.

AHG is committed to transforming the challenges we're facing into new ways of building connections with each other, serving our members as you've come to expect, and finding new ways to advance the practice of herbalism.

What does this mean for sponsors?

We appreciate and value you and know how much your exposure at Symposium matters! Rest assured that we will be doing our best to offer comparable or even superior benefits for sponsors within our new online format.

AHG is committed to transforming the challenges we're facing into new ways of building real connections with each other, serving our members and sponsors as you've come to expect, and finding new ways to advance the practice of herbalism.

We are exploring a range of opportunities for sponsors to meaningfully interact and be noticed by our symposium attendees. Our new format offers lots of creative ways to give sponsors even greater exposure to our virtual attendees, and we can all expect a significant increase in registration as greater numbers of people can "attend" symposium. In the next few weeks we'll be expanding and revising the benefits available to our sponsors and you'll be notified as soon as they are ready.





Why is sponsorship more important than ever?

As a thought-leader in the herbal world, health education is a cornerstone of the AHG mission. During the COVID-19 pandemic, we are carrying out our mission by creating a comprehensive coronavirus resource hub for credible information surrounding public health, herbal medicine, mental health, and more. This page has rapidly become one of our most visited and shared web pages. As we witness a massive increase in false claims about virus prevention and treatment, AHG is committed to taking a proactive role as a reliable and trustworthy source of herbal information.

Obviously, we had not budgeted for this crucial project, so we are relying on sponsors like you to support our ability to provide accurate information and act as a clearinghouse for herbalists on the front lines of community healthcare. Your sponsorship at any level makes it possible for us to continue curating this data and sharing it as soon as it becomes available.

Why sponsor now?

While most of us have been convinced that herbal medicine is central to creating good health, we are now seeing the demand for herbal products and services increase dramatically. As access to conventional medicine becomes restricted due to the pandemic, the need for safe, effective herbal products, comprehensive herbal education, and access clinical services will only grow.

Our plans for the virtual symposium include a dynamic, interactive “vendor area” that guarantees that attendees can learn about your business, ask questions and even make purchases from anywhere. We anticipate that your exposure and potential for generating revenue will increase significantly.

Although we are still reworking our benefits package, attached is a sponsor form, we hope you will consider joining us as an organizational sponsor today. We will launch registration for the Online Symposium Experience in mid May and want your business to headline our event outreach. A commitment by May 1 will ensure your company maximum visibility, as well as provide us with needed funds to continue our COVID-19 educational programming. Please either fill out the form and email back to office@americanherbalistsguild.com or give us a call at **617-520-4372** with questions or to set up a payment plan.

All of us at AHG thank you so much for your ongoing support in these unprecedented times. We are in this together.

American
Herbalists
Guild

Sponsor Prospectus



American Herbalists Guild Sponsorship

The American Herbalists Guild (AHG) promotes clinical herbalism as a viable profession rooted in ethics, competency, diversity, and freedom of practice. The American Herbalists Guild supports access to herbal medicine for all and advocates excellence in herbal education.

As a year long sponsor of the American Herbalists Guild, your organization joins the widespread network of herb enthusiasts, practitioners, schools, and businesses rooted in the healing arts. Your sponsorship of American Herbalists Guild will bring about a number of special projects detailed below that support optimal health on a national level. AHG looks forward to working together to create a collaboration that will enrich and nurture the entire herbal and wellness community.

The American Herbalists Guild envisions a world where herbal medicine is accessible to all as a core component of health care. One mission of the American Herbalists Guild is co-creating a culture of vocational empowerment for aspiring and practicing clinical herbalists, as well as other members of the herbal profession including educators, growers, wildcrafters, and product makers. Over the past three decades, the American Herbalists Guild vision of making herbal medicine accessible to all people has manifested in tangible ways and will only continue to grow with the expansion of wellness culture.



What does my Sponsorship do for AHG?

Your donation or sponsorship helps to support AHG's current growing programming, including:

-  **AHG educational programming, which includes free monthly webinars**
-  **Educational opportunities and scholarships**
-  **Educational resources, such as the Guide to Getting an Herbal Education, the AHG Mentoring program, and AHG Directories of member schools, RH members, and institutional members**
-  **Community based awards**
-  **And more!**

“As a small herbal business, we look forward to presenting our new innovations in front of this gathering of eminent herbalists and scholars at the AHG Symposium. We receive valuable feedback, which helps us fine tune our products and make them market-ready.”

Sandeep Agarwal,
Pure Indian Foods

As an Annual Sponsor, your contribution supports the AHG on many levels. Here is an overview of the many ways the Guild currently promotes herbalism.

The Journal of the American Herbalists Guild

For over 20 years, the Journal has presented cutting-edge, peer-reviewed articles on the use of herbs in clinical practice, has been regularly cited by the American Botanical Council's Herb Clips and American Herbal Pharmacopoeia's monographs, and is CINAHL and MANTIS listed. Now available in digital format and with additional digital features, the JAHG will reach an even wider audience in the years to come.

Webinar Program

Thousands participate each year in our educational webinar series taught by leading herbal practitioners. Our webinars provide up-to-date clinical resources and have become the gold standard for reliable, herbal information. Our webinar program includes over 80 webinars, which are offered free live to the public, with recordings available for AHG members.

AHG Chapters

There are currently more than 20 AHG chapters, including special interest chapters. Chapters play a vital role in their communities to promote herbal education, community awareness, and healthcare through lectures, free clinics, field trips, sponsored seminars, and networking among herbalists.

Mentorship Program

One of the key programs of our organization, the Mentorship Program, provides support for student practitioners as they begin to develop successful careers as practicing herbalists.

Community Service Award (CSA)

Each year, the AHG recognizes an organization or individual working to increase community access to healthcare and herbal medicine, preservation of indigenous traditions, or protection of endangered and at-risk herbs. Recipients receive a cash award to be used to fund their work.

The AHG Award for Notable Work Supporting Diversity, Equity, and Justice in Herbalism

The purpose of this annual award from the AHG is to recognize outstanding accomplishments in herbal medicine that address health care needs, and strengthen herbal traditions, heritage, and wisdom within diverse communities. Above all, this award recognizes communities speaking with their own voices and on their own behalf. Recipients receive a cash award to be used to fund their work.

Annual Symposium

Now in its 31th year, the Symposium showcases lectures by leading practitioners of herbalism, attracting professional herbalists, a wide range of health professionals, and students. Our Symposium is attended by 400+ socially and environmentally conscious

professionals dedicated to herbalism. We are especially proud of the large number of herbal students and student practitioner attendees who are present at Symposium each year. They are the next generation of herbalists and supporting them is central to our organizational mission.

The 2020 Symposium, October 9th through 14th, will be in Granby, CO. This year, we expect to attract more attendees than ever as we continue to present cutting edge herbal information by some of the best and brightest practitioners in the country.

Leading Voices of Herbalism

The Symposium hosts outstanding keynote speakers to inspire our vision of herbalism. Past keynote speakers include Mark Blumenthal, Steven Foster, Rosemary Gladstar, Ethan Russo, Patrisia Gonzales, Kevin Spelman, Phyllis Hogan, and Phyllis D. Light.

Forums for Learning

Our Symposium offers three days of presentations through variety of forums, including: Lectures, Case Study Review Panels, Open Discussions, Herb Walks, and more. Pre- and post-Symposium Intensives offer further opportunity to gain in-depth knowledge. We seek to curate information that addresses the needs of herbalists and other healthcare professionals to increase communication, foster safe practice guidelines, and expand the role herbalism plays in healthcare.

In 2017, we launched our first ever Virtual Symposium, featuring live-stream and recordings of three days of presentations from one of our Symposium classrooms, as well as the post-Symposium Intensive. The Virtual Symposium has helped to broaden our reach and allows more people than ever before to participate in Symposium.

“As a small women-owned business, we are always looking to invest in opportunities that make a big impact. The AHG offers unique education options for our community, and we believe in supporting those efforts. As a business, we chose to become a Copper Sponsor hoping that the advertising and promotion perks would be a boost to our vending platform. And this investment paid off. We met many highly educated and curious plant people from all over the country. Many people recognized our brand and were looking for our booth the moment we opened. In fact, we sold out of every product we brought! ”

Erika Galentin & Brooke Sackenheim,
Sovereignty Herbs

Looking forward

The American Herbalists Guild continues to grow and change to better serve our members and herbal community. There are several projects in the works that your sponsorship will help us accomplish in 2020.

Directory/Database of Herbal Clinics and Apothecaries

It has been a long term vision of the AHG to implement a comprehensive public directory of Herbal Clinics and Apothecaries. This database would provide a service for the members of the public to locate herbal clinics and apothecaries thereby improving access to Herbal medicine and services in America. Thousands of people would be reached, including: underserved patients looking for healthcare alternatives, non-profit free and sliding scale clinics that offer integrative medicine, and students looking for clinical training in integrative medicine.

This network will benefit the free/sliding scale integrative clinics and apothecaries. It will provide those that offer herbal products a chance to feature their offerings to the public. The community network especially will support free and sliding scale clinics and apothecaries by allowing them to identify their needs and solicit donations of products and services as needed thereby enabling us to connect purveyors of products with clinics in need of product donations.

Of course, this also benefits the communities by giving them a database to search by geographical area, specialty, and cost (free or sliding scale).

Making JAHG More Accessible

Now available in digital format and with additional digital features, with your support the JAHG will reach an even wider audience in the years to come.

We plan to create a landing page where the public can search for and access individual downloadable JAHG articles. A searchable database would be invaluable for practitioners, educators, and students looking for information on any specific herbal topic. It would also enable us to sell individual JAHG articles to non-members thereby increasing the availability of this resource with the public.

Online Auction to Sponsor AHG Community Awards

Each year, the AHG gives out two awards to deserving members of the herbal community.

The AHG Community Service Award honors an individual or group that has contributed significantly to the herbal profession and made a lasting impact through community or environmental service related to herbal professions on a local or national level.

The AHG Award for Notable Work Supporting Diversity, Equity, and Justice in Herbalism recognizes outstanding accomplishments in herbal medicine that address health care needs, and strengthen herbal traditions, heritage, and wisdom within diverse

communities. Above all, this award recognizes communities speaking with their own voices and on their own behalf.

A Silent Auction funds these awards every year at Symposium. However, in order to engage the broader herbal community, as well as increase the giving power of these awards, or possibly add an additional award in the future. We would like to create an online auction through an auction app.

This online auction would increase radically increase revenue from the Silent Auction. Currently, the only people who bid on silent auction items are the attendees at the on-site Symposium, limiting the participants to only a possibility of 400 people. An online auction would allow us to appeal to the community of AHG members and member organizations as well as the broader herbal community at large. We anticipate revenue from the auction could be doubled, if not tripled.



Scholarship Program

Webinar Intensive Scholarships

Your sponsorship will also help us to implement a webinar intensive scholarship program. Webinar Intensives are currently available at a cost of \$150 for non-members and \$100 for members for four 2-hour webinar sessions. AHG could provide 3 scholarships for each webinar intensive series to scholarship applicants. This scholarship program would increase accessibility to these webinar intensives to more economically diverse populations.

Symposium Regional Scholarships

In 2017, we established the Symposium Regional Scholarship program, which has helped over 20 People attend Symposium, who otherwise would be unable to attend due to cost. Your sponsorship will help us expand the program in 2020.

Membership Scholarship Program

AHG would love to create a membership scholarship program to assist individuals who may otherwise be unable to afford a membership to enjoy the community and benefits of AHG. Your sponsorship will assist in the creation of this program, which we hope will strengthen our AHG membership to reflect the diversity of the overall herbal community.

American Herbalists Guild Sponsor Accomplishments

Because of our generous donors in 2019, AHG accomplished:

- New updated member database
- New updated AHG website
- New updated AHG brochure and promotional materials
- New AHG branding and graphics
- Twelve free public live webinars
- Four Webinar Intensive series
- Reached over 2,100 attendees in live free public webinars
- Including Virtual Track attendees, hosted the largest Symposium ever
- New Symposium registration platform
- Expanded Symposium audio archives for members



We are looking forward to 2020! Your contributions will help us accomplish:

- **NEW** Comprehensive Herbal Clinic and Apothecary Directories
- **NEW** "Why RH" campaign: Awareness for the RH
- **NEW** Outreach and engagement for youth
- **NEW** Online Auction for Community Awards
- **NEW** Updated look for online JAHG
- **EXPANDED** and improved online members-only portal and launch of new member category and member outreach
- **EXPANDED** Webinar Platform and Scholarship Program



"When I first became acquainted with the supplement industry in 1989, I was introduced to a number of herbalists, many of whom are founders of AHG. From a mycological perspective, herbs were somewhat foreign to me, but the herbalists I met embraced mushrooms wholeheartedly and welcomed me into their tribe. Being a sponsor of AHG is one way I can give back to the many people who supported me when mushrooms were relatively unknown and underrepresented. And it is a true pleasure to attend AHG conferences and foster these long standing friendships."

Jeff Chilton,
Nammex Organic Mushroom Extracts

Annual Sponsors receive valuable benefits for their continued commitment to our diverse community of herbalists and herbal practice.

Benefits	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Copper \$1,000	Green \$500
3-Day Symposium Registration Tickets	8	4	2	1	–
Thursday Reception Tickets	8	4	2	–	–
Complimentary Exhibitor Booth	Deluxe	Premium	Standard	Standard	Shared, Half Booth
Program Ad	Full page, color, cover/inside cover	Full Page, Color	Half Page, Color	Quarter Page, Color	Eighth Page, Color
Ad in an upcoming issue of the Journal of the American Herbalists Guild	Audio/Video content ad	Audio/Video Content Ad	Full Page, Color	Half Page, Color	Quarter Page, Color
One-year AHG institutional membership and accompanying benefits	One year premium benefits	One year Standard Benefits	–	–	–
Sponsorship of AHG Professional Herbalist Training Webinar	One full year	Four Webinars	One Webinars	–	–
Company banner (provided by Sponsor) displayed prominently at the Symposium	Yes!	–	–	–	–
Company brochure, business card, and/or small product sample included in Registration Package	Yes!	Yes!	–	–	–
Logo placement during event	Deluxe	Premium	Premium	Standard	Standard
Dedicated company page on AHG website	Yes!	Yes!	–	–	–
Logo placement on AHG Symposium website, linked to Sponsor website	Deluxe	Premium	Premium	Standard	Standard
Mobile Event App recognition	Yes!	Yes!	–	–	–
Verbal recognition during event	Deluxe	Deluxe	Standard	–	–
Exclusive Sponsor of Symposium event/exhibit	Yes!	–	–	–	–
Logo placement on event materials	Yes!	Yes!	Yes!	Yes!	Yes!
Symposium Newsletter recognition	Featured Profile	Featured Profile	Yes!	Yes!	Yes!
Social Media recognition	Featured Profile	Featured Profile	Yes!	Yes!	Yes!

Silver level and above sponsors may contact us for more personalized benefit options.

NOTE: The contracting exhibitor may not sublet or reassign, in part or in whole, space to any other firm or individual.

Apply online at: www.americanherbalistsguild.com or by emailing the form below.

Business Name *(as you would like it to appear in print)*

Address

City

State

Zip

Phone

Fax

Website

Primary Contact *(This person will be sent all information related to your participation)*

Contact Name

Title

Phone

E-Mail

Sponsorship level

- Platinum Leaf** - \$10,000
- Gold Leaf** - \$5,000
- Silver Leaf** - \$2,500
- Copper Leaf** - \$1,000
- Green Leaf** - \$500

Payment Information

- Please send a paper invoice
- Please send a PayPal invoice
- Please contact me to set up a payment plan

Signature

Title

Date

Submit application to: office@americanherbalistsguild.com