

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 with you 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 health care 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

As we all continue to adjust to the changes set in motion by 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.

We are excited to announce that the AHG 32nd Annual Symposium will now be presented as an Online Symposium Experience during October 15-18, 2021. If you joined us last year, you know that this rich online format facilitates meaningful connections to be made within the herbal community.

Due to reduced costs for attendees because of the virtual format, the 2020 Symposium was able to reach a wider audience than ever before, with almost 600 attendees able to join via livestream and recordings. With programming such as live Zoom meetups and extra content available to attendees from our YouTube channel and our virtual Expo Hall, we were able to connect in new and exciting ways with our community around the globe.

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.

“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

AHG is always 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.

There are several projects in the works that your sponsorship will help us accomplish in 2021. All of us at AHG thank you so much for your ongoing support in these unprecedented times. We are in this together.

Closed Captioning on Webinars

To make our webinars more accessible to our broader community in 2020, we ran a pilot program of adding closed captioning to our webinars. We are excited to broaden this program in 2021.

Year Round Online Zoom Meetups

The Zoom Meetups we launched in conjunction with our 2020 Symposium were such a huge success, we decided to coordinate a year round Meetup program. With online gatherings focused on AHG Chapters, the AHG BIPOC community, a Medicinal Herbs Conservation Group, Herbal Research, GMP best practices, and more, we are excited to hold this space for conversations among herbalists all over the world.

Spring Online Gathering

In addition to our Online Symposium this year, we are hosting a second, more casual online gathering this spring. The 2021 topics will all center around medicinal flowers. All organizational Sponsors that join us by May 1 will receive additional recognition at this event. Look out for more information soon.

Online Symposium Scholarships

In 2020, we were able to offer 55 full scholarships to the Online Symposium, with a priority given to BIPOC members of our community. We anticipate expanding and refining this program in 2021.



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 health care 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.

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 2020, AHG accomplished:

- New COVID-19 Resource Page
- New COVID-19 five webinar sliding scale series
- New Online Symposium
- New Online Silent Auction
- Launch of AHG YouTube channel
- Twenty free public live webinars
- Five webinar intensive series
- A reach of over 5,500 attendees in live free public webinars
- The largest Symposium audience ever, including virtual track attendees
- Expanded Symposium audio archives for members
- New online RH application process
- Why RH program and website launch



We are looking forward to 2021! Your contributions will help us accomplish:

- **NEW** Comprehensive Herbal Clinic and Apothecary Directories
- **EXPANDED** "Why RH" outreach campaign and continued streamlining of the application process
- **NEW** Outreach and engagement for BIPOC community
- **NEW** Online Auction for Community Awards
- **NEW** Updated look for online JAHG
- **EXPANDED** Online members-only portal, launch of new member category, and continued member outreach
- **EXPANDED** Webinar Platform and Scholarship Program
- **NEW** Online Spring Gathering
- **NEW** Year-long virtual meetup 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

Benefits	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Copper \$1,000	Green \$500
Online Symposium tickets	8	5	3	2	1
Online Exhibitor Booth	Deluxe	Premium	Premium	Standard	Standard
Online booth Admins	3	3	2	1	1
Sponsor a complete Symposium track (First come first served)	Yes	Yes	–	–	–
Logo/link placement during online event	Deluxe	Premium	Premium	Standard	Standard
Connect with online booth visitor to capture their leads	Yes	Yes	Yes	Yes	–
Logo, about us, and introductory video in booth	Yes	Yes	Yes	Yes	Yes
Link to virtual store in booth	Yes	Yes	Yes	–	–
Live chat in booth	Yes	Yes	Yes	Yes	Yes
Downloads in booth	10	7	5	3	1
On-demand email in booth	Yes	Yes	Yes	Yes	Yes
5 minute videos in booth	5	3	2	1	–
Scheduled Sponsor Spotlight video	3	2	1	–	–
Ads between sessions	3	2	1	–	–
Sponsor Spotlight videos on demand	2	1	–	–	–
AHG sponsored game with prizes	Yes	Yes	Yes	Yes	Yes
Contests/raffles in your booth	Yes	Yes	Yes	Yes	Yes
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 Webinar	–	–
Dedicated company page on AHG website	Yes	Yes	–	–	–
Logo placement on AHG Symposium website, linked to Sponsor website	Deluxe	Premium	Premium	Standard	Standard
Symposium Newsletter recognition	Featured Profile	Featured Profile	Yes	Yes	Yes
Connect with Online Symposium attendees in the Whova community chat and via the attendee list during the live Symposium.	Yes	Yes	Yes	Yes	Yes
Additional brand recognition as attendees begin to connect in the Whova app before the live event.	Yes	Yes	Yes	Yes	Yes
Logo recognition on our website for the Online Spring Gathering.	Yes	Yes	Yes	Yes	Yes
Logo recognition on the Whova app for the Online Spring Gathering.	Yes	Yes	Yes	Yes	Yes
Social Media recognition	Social media post featuring logo and unique writeup, and 2 unique social media posts.	Social media post featuring logo and unique writeup, and 1 unique social media posts.	Social media post featuring logo and unique writeup.	Logo featured in general social media post.	Listing in social media with all sponsors.

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