

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 some of the 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 the American Herbal Pharmacopoeia's monographs, and is CINAHL and MANTIS listed. Now available in digital format and with additional media-rich 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 archives of over 100 webinars and ongoing live sessions that are free and open to the public, with recordings available for AHG members.

### **AHG Chapters**

There are currently more than 20 AHG chapters, including those focused on special interests. AHG 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.

### **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 an annual Meetup program. With online gatherings focused on AHG chapters, the AHG BIPOC community, case presentations, round tables, and even a Botanical Sanctuary Dreamers group, we are excited to hold this space for conversations among herbalists all over the world.

### **2022 Annual Symposium**

We've revamped our Symposium format with exciting and fresh ways for you to learn, share, and savor the joy of being together again. The Symposium launches on Friday evening, October 21, 2022, with a complimentary Maypop Mixer reception for all attendees, followed by the keynote address.

On Saturday and Sunday, choose from more than 25 sessions ranging from beginner to advanced level topics, including a brand new approach. We're going tech-free for one entire Symposium track, which will be devoted to interactive sensory experiences of

hands-on herbalism. And because our herbal allies are everywhere, be sure to join one of the many urban plant walks, but save your energy for Saturday night's Rockin' Roots dance party reception!

Dig deeper with optional Pre-Symposium Intensives during the day on Friday. Earn a certificate in Energetic Principles in Clinical Herbalism by adding Monday's Post-Symposium Intensive to your weekend experience.

Can't join us in person this year? No worries! The Online Symposium track features eight Symposium sessions with an option to add two Pre-Symposium Intensives and the Monday Post-Symposium Intensive.

### **Membership Scholarships**

In 2022, we intend to offer 100 full scholarships to AHG Membership, with a priority given to BIPOC members of our community and those in financial need. Your sponsorship will assist in the implementation of this program, which we believe will strengthen our AHG membership to reflect the diversity of the overall herbal community.

### **New Digital Application Format for Registered Herbalists**

All Registered Herbalist (RH) applications are now submitted digitally through the AHG website. Applicants may upload application documents at their own pace. Part One of the application is available on the website and can be submitted at

***“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

any time throughout the year. Once Part One has been reviewed and accepted, the applicant will receive Part Two directly from the Admissions Coordinator. Part Two is submitted along with the application fee to begin the review process. The review process occurs three times yearly: March 15, July 15, and November 15. Applications are vetted by a peer-review Admission Advisory Committee

### **Associate Membership Launch**

In early 2022, the American Herbalists Guild (AHG) launched its newest membership category, Associate Membership. The Associate Member distinction recognizes and brings together professionals from many different vocations who may be trained herbalists. Inclusive of herbalists who grow or harvest herbs, manufacture herbal products, teach or research herbalism, see clients, or practice in other facets of the broad herbal field, Associate Membership acknowledges that herbalism takes many different forms. Documentation of one's herbal training and experience (totaling at least 500 hours) is the core of the Associate Membership application.

### **Member Connections: Rebranded Member Newsletter**

We have recently released the NEW Members Only newsletter, which is sent to our members at the beginning of each month. In this newsletter, we showcase a membership benefit, spotlight a community member, and share an article from our Diversity, Equity, and Inclusion (DEI) page, as well as include any membership promotions and upcoming events. DEI Web Resources (Community Connections)

### **Education Anthology**

All AHG Member Schools are invited to submit one original educational handout on any herbal topic from their course offerings for our fundraising project, the AHG Educational Anthology: A Compilation of Our Member Herb Schools' Favorite Handouts.

This is a wonderful, rare opportunity for our member schools to be featured and to share their contributions. This material exemplifies the strengths of each school, representing the best of what makes them a standout in the herbal education realm. All submissions will be compiled into a digital booklet in late 2022, which will be made available for purchase for a nominal/sliding scale fee later.

### **WhyRH Campaign**

The WhyRH campaign is intended to inform the public about the work of Registered Herbalists and to provide Registered Herbalists with tools for their practice. In 2021, AHG implemented a style guide for practitioners on Best Practices for how to use their RH credential. AHG also created a Best Practices manual for clinical herbalists to observe during the pandemic. The WhyRH brochure, a pamphlet that RHs can feature for their own practices and outreach, is scheduled for release in summer 2022.

### **DEI Initiatives**

Have you noticed something new on the AHG website? There is a new section dedicated to Diversity, Equity, and Inclusion initiatives and resources. On these new pages, the public can learn about the members of the AHG DEI Advisory Committee, locate AHG DEI goals and accomplishments, and find tons of free resources. The AHG provides free DEI resources from the archives including JAHG articles, AHG webinars, and AHG Symposium recordings, as well as recommended Community Resources, which are gathered by the AHG DEI Advisory Committee. These listings will be refreshed regularly.

Also housed here is the growing AHG Community Connections Article Archive, which contains one of a kind articles submitted monthly by members of the AHG DEI Advisory Committee. Members of the public can also use this area of the website to anonymously suggest initiatives with a focus on DEI, suggest resources to be added to the Community Resources section of the website, and share feedback with the AHG.

AHG also acknowledges and takes ownership of our own imperfections and past mistakes as we strive to learn more, improve inclusivity, and chart the path forward. We feel a strong responsibility to go beyond talking about DEI initiatives to creating meaningful change within our herbal community and our organization as a whole.



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

<b>Benefits</b>	<b>Platinum \$10,000</b>	<b>Gold \$5,000</b>	<b>Silver \$2,500</b>	<b>Copper \$1,000</b>	<b>Green \$500</b>
3-Day Symposium Registration Tickets	8	4	2	1	–
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!

\* Limited Availability, reservation required by April 1, 2022

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](http://www.americanherbalistsguild.com) or by emailing the form below.

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

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Address

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City

State

Zip

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Phone

Fax

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Website

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

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Contact Name

Title

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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

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Signature

Title

Date

**Submit application to:** [office@americanherbalistsguild.com](mailto:office@americanherbalistsguild.com)