

# 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](mailto: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.**

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)