

# 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.

*"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

## Sponsorship Value Analytics



### Website

Unique Visitors - **170,000**  
Number of Visits - **645,100**

### Webinars

Participants - **20,700**

### JAHG

Total  
subscriptions - **3370**



### Newsletters

Total number of subscribers to public and member newsletters - **31,339**

Average number of opens for Member Connection - **61.5%**

Average number of opens for public mailings - **40.5%**



### Memberships

Total members - **2400**

### Symposium

Attendees - **514**



### Social Media

Facebook followers - **30K**  
Instagram followers - **15.2K**

**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.**



## Roots & Shrooms AHG Symposium 2024

Get ready for an incredible experience at the 35th Annual AHG Symposium, happening from October 4th to 7th, 2024, at the stunning YMCA Blue Ridge Assembly in Black Mountain, NC.

Whether you attend in person or join us through our live-streamed sessions or recordings, you'll have access to a range of captivating classes. Expect inspiring herb walks to acquaint you with the local Appalachian flora. Additionally, we have dedicated tracks exploring the latest research in roots and the practical applications of medicinal mushrooms in clinical practice.

However, the AHG Symposium is more than just an educational event. It's a gathering that brings herbalists together. Alongside the enlightening sessions, we have some beloved events that you won't want to miss. Join us for the Maypop Mixer, a wonderful opportunity to meet and socialize with fellow herb enthusiasts. And of course, the legendary Saturday night dance party is bound to get your feet moving! Our Vendor Fair will also be in full swing, showcasing a diverse range of herbal businesses. This unique gathering gives companies and herbalists alike a chance to connect and network.

Join us in the breathtaking autumnal Blue Ridge Mountains and be a part of something truly special. The Roots & Shrooms AHG Symposium is your gateway to enriching knowledge!



## The Journal of the American Herbalists Guild

For over 20 years, the Journal of the American Herbalist Guild (JAHG) has presented cutting-edge, peer-reviewed articles on a variety of topics including advanced therapeutics, materia medica, ethnobotany, and the history of notable figures and traditional practices as they relate to contemporary herbalism. Held to the highest standard of publication and reviewed by a seasoned board of practitioners, the JAHG is the premiere periodical for professional clinical herbalists. The Journal also features book reviews, interviews and featured stories on herbalism-related activism and community-based projects, as well as articles reflecting on the culture of herbalism and cultural competency for practitioners. The Journal is published twice yearly with a complimentary digital subscription available to all AHG members and print and affordable digital subscriptions available to the broader herbal community.



## Free Monthly Public Webinars

Thousands participate each year in our educational webinar series taught by a variety of leading herbal practitioners. Our webinars provide up-to-date clinical resources and have earned a reputation as the standard for cutting-edge, reliable herbal information. Our webinar program includes archives of nearly 700 webinars and ongoing live sessions that are free and open to the public, with recordings available exclusively to AHG members. Our extensive, easy-to-browse archives for members, in combination with our ongoing monthly offerings for the public, make AHG webinars our most popular programming.



## Herbal Study Hall: Educational Intensives

For a deeper dive into clinical herbal studies, the Herbal Study Hall presents a collection of archived webinar and Symposium intensives featuring nearly 50 courses ranging from clinical skills in supporting those with long Covid to the herbal pharmacology of functional mushrooms and cannabis. These unique educational opportunities for self-paced, in-depth study of timely topics are available to AHG members at a discounted rate.

## AHG Chapters

There are currently nearly 20 AHG chapters nationwide, including those focused on a myriad of special interests within the clinical herbalist community. AHG chapter groups play a vital role in their communities to promote herbal education, community partnerships, and accessible healthcare through lectures, free clinics, field trips, sponsored seminars, and networking among herbalists.

## Year-Round Online Meetups

The AHG is proud to host monthly online gatherings focused on a diverse array of subjects including AHG chapters, the AHG BIPOC community, case presentations, round tables, and business forums. There is even a group for Botanical Sanctuary Dreamers. We are excited to continue holding this virtual space for conversations and cross-pollination among herbalists all over the world. The AHG Online Meetups have become a robust platform for developing and growing connections among the national and international herbalist community.

## AHG Scholarship Program

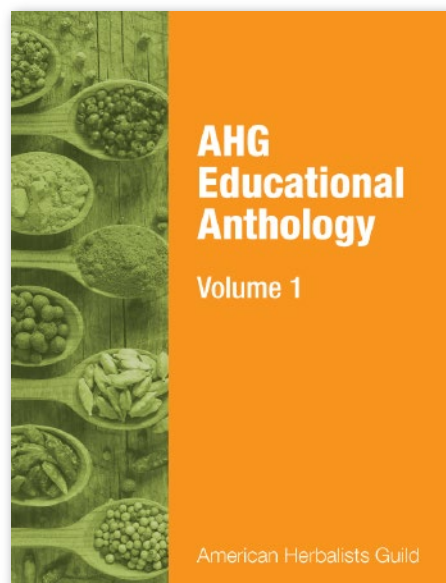
The AHG grants over 100 full scholarships for those seeking AHG membership, with a priority given to BIPOC members of our community and those in financial need. This supports our mission and vision of strengthening our AHG member base to reflect the diversity of the overall herbal community. The AHG Scholarship Program improves access to educational resources and makes AHG membership more accessible by including scholarship funding for webinar events, Symposium attendance, and annual membership.

## Associate Membership Launch

In early 2022, the 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 Connection: Monthly Member Newsletter

The freshly updated Member Connection Newsletter is sent to our members at the beginning of each month. The Member Connection Newsletter keeps our members informed of new membership benefits and spotlights stories of community members who are making a difference in the field of herbalism. This monthly release also includes the latest from our Diversity, Equity, and Inclusion (DEI) page, as well as any membership promotions, special offers, and upcoming events.



## Education Anthology

All AHG Member Herb 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, unique opportunity for our member herb 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 available for purchase for a nominal/sliding scale fee.

## School Directory Revisions

The AHG Member School Directory is the most frequently visited page in the AHG website. The updates to the public-facing directory include a new format which will allow students to easily compare training offered by schools. Member schools will now have an easier way to share the main advantages of their particular offerings, allowing prospective students to quickly compare and contrast schools to find the right fit for them.



## Becoming an RH

The Registered Herbalist (RH) credential is an acclaimed and widely recognized credential that may be acquired through rigorous study in a variety of aspects of herbalism and clinical practice. Applications may be submitted digitally through the AHG website at the applicant's own pace. Part One of the application is available on the website and can be submitted at 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.

***"Becoming a Registered Herbalist (RH) places you among other highly qualified, peer-reviewed, professional clinical herbalists. It lets your clients know that you have reached a level of professionalism within the field of clinical herbalism and creates a feeling of camaraderie within the field itself."***

**Ashley Litecky-Ellenbaas, RH (AHG)**

## Practitioner and Mentorship Tools

The RH credential is a recognition that is central to the work of the AHG. The WhyRH campaign is intended to inform the public about the work of Registered Herbalists and to provide Registered Herbalists with useful tools for their practice. WhyRH offerings include a Best Practices style guide for using the RH credential, a Best Practices manual for practitioners to use during the pandemic, and a forthcoming WhyRH brochure which RHs can

use as outreach in their own practice. Other projects in the works include the Practitioner Language Best Practices Guide, which is coming together to help professional herbalists protect their liability by avoiding red flags in their communication, such as medical terms and prohibited claims. AHG Committees are actively assembling practitioner and mentorship toolkits that will include RH-specific advice on: identifying insurance needs, maintaining client files, using informed consent with clients, and the importance of maintaining affiliation with professional organization(s).






## DEI Initiatives

We are proud to unveil a brand new section of our website dedicated to Diversity, Equity, and Inclusion initiatives and resources. Throughout these pages, the public can learn about the members of the AHG DEI Advisory Committee, locate AHG DEI goals and accomplishments, and find a wealth of free resources. The AHG provides free DEI resources both from our archives which include JAHG articles, AHG webinars, and AHG Symposium recordings, as well as recommended DEI Community Resources, which are gathered by the AHG DEI Advisory Committee and updated regularly.

Also housed in this area of our website is the growing AHG Community Connections Article Archive, which contains thought-provoking articles submitted monthly by expert members of the AHG DEI Advisory Committee. We value your input! Members of the public can also use this section of the website to anonymously suggest initiatives with a focus on DEI, suggest resources for the Community Resources section, and share other feedback with the AHG.

## 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!**

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

Custom benefits packets available. Please contact: [office@americanherbalistsguild.com](mailto:office@americanherbalistsguild.com) to discuss opportunities for your company.

Benefits	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Copper \$1,000	Green \$500
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, 2024

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)