



Dear friend of the plants,

You are invited to be a sponsor of the sixth annual Florida Herbal Conference!

The mission of this conference is to uplift our Florida herbal community by providing a space for us to deepen our connections and to deepen our knowledge of Florida's healing flora. Organized by **The Florida School of Holistic Living, a 501c3 non-profit organization** offering herbal education to the Florida community since 1999, with a main campus in Downtown Orlando and satellite campuses in Sarasota and Miami offering full herbalism curriculums, garden instruction, a seed library, and community herbal clinics.

The 2017 Florida Herbal Conference will feature dozens of the most respected master herbalists offering over **40 classes and workshops** to more than **700 people from the southeast U.S. region**. This 3day/2night weekend conference takes place at Retreats by the Lake in Lake Wales Florida which facilitates camping amenities for all of our attendees and a marketplace area designated for over 40 vendors. Along with our headlining keynote speakers and renowned herbalists Deb Soule and Guido Masé, this event will also feature many popular Florida musicians and a youth program for kids joining their parents.

Since our first event in 2012, The Florida Herbal Conference has grown by 300% with a whopping 700 people in attendance at the 2016 event. Overall the conference generated an estimated \$50,000 in food, vendor, and ticket sales.

All sponsorships are tax-deductible and profits from this conference will be donated to United Plant Savers (UnitedPlantSavers.org) to help them continue their work in our herbal community. There are many Sponsorship levels to choose from based on the amount of exposure you would like to achieve for your business or organization. We are excited to integrate your work, mission, and products into the promotion of our event. Please contact us with any questions at (407) 595-3731 or sponsor@FloridaHerbalConference.org. For your convenience, you can fill out your sponsorship application online at www.FloridaHerbalConference.org/getinvolved/sponsorship

Green blessings,



Emily Ruff
Conference Director

Sponsored by



Florida School of
Holistic Living and Leaves & Roots

To benefit



Be a sponsor and receive benefits like:

Inclusion in print materials, event program and advertising, logo and link placement on event website, mentions on social media, forums and blogs, public recognition, media and press releases, complimentary registrations, vending table, and logo placement on event banners.



SPONSOR LEVELS

Reach over 50,000 people in the Southeastern United States with event exposure through **PRINT and SOCIAL MEDIA inclusion - LOGO placement - WEBSITE links - EXHIBIT booth**

Chickweed Sponsor \$500+	Elder Sponsor \$1000+	Saw Palmetto Sponsor \$2500+
<ul style="list-style-type: none"> • Business name, logo, and website or blog link displayed prominently on Sponsor page of Conference website (Averages 35,000 unique visitors) • Logo placement (small) in Conference program • Standard registration (1 participant) • Mentions in the FL-HC Newsletter (5,000+ readers), FLHC and FSHL blogs and social media (10,000+ readers), and various forums and blogs • Thank-you's at the Closing Ceremony • Product sample placement in Conference Gift Bags, Teacher gifts, & Raffle Prize <p style="text-align: right; color: red;">Total value \$1000</p>	<ul style="list-style-type: none"> • Quarter page display ad in program • Logo included in Conference announcements, including print, online, and all press releases • Business name, logo, and website or blog link displayed prominently on Sponsor page of Conference website (Averages 35,000 unique visitors) • Logo placement (medium) in Conference program • Standard registration (2 participants) • Mentions in the FL-HC Newsletter (5,000+ readers), FLHC and FSHL blogs and social media (10,000+ readers), and various forums and blogs • Thank-you's at the Closing Ceremony • Product sample placement in Conference Gift Bags, Teacher gifts, & Raffle Prize <p style="text-align: right; color: red;">Total value \$2000</p>	<ul style="list-style-type: none"> • Your company business card/brochure included in conference registration packet (600 items must be provided by January 10th 2015) • Complimentary 10 x 10 booth space in the Vendor Marketplace • Logo placement (large) and Half Page Display Ad in the Conference program • Business name, logo, and website or blog link displayed prominently on Sponsor page, and displayed on Homepage of Conference website (Averages 35,000 unique visitors) • Logo included in Conference announcements, including print, online, and all press releases • Standard registration (3 participants) • Mentions in the FL-HC Newsletter (5,000+ readers), FLHC and FSHL blogs and social media (10,000+ readers), and various forums and blogs • Thank-you's at both the Opening and Closing Ceremonies • Product sample placement in Conference Gift Bags, Teacher gifts, & Raffle Prize <p style="text-align: right; color: red;">Total value \$5000</p>
Passionflower Sponsor \$4000+		

- Logo on our Conference T-Shirt
 - Your company business card/brochure included in conference registration packet (600 items must be provided by January 10th 2015)
 - A complimentary 10 x 10 booth space in the Vendor Marketplace
 - Logo placement (large) and Full Page Display Ad in the Conference program
 - Standard registration (4 participants)
 - Business name, logo, and website or blog link displayed prominently on Sponsor page, and displayed on Homepage of Conference website
(Averages 35,000 unique visitors)
 - Logo included in any Conference announcements, including print, online, and all press releases
 - Feature articles in the FL-HC Newsletter (5,000+ readers), FLHC and FSHL blogs and social media (10,000+ readers), and in various forums and blogs
 - Thank-you's at both the Opening and Closing Ceremonies
 - Product sample placement in Conference Gift Bags, Teacher gifts, & Raffle Prize
- Total value \$8,000**

Conference Guardian Sponsor \$7500+ (EXCLUSIVE CATEGORY)

- Logo on banner or sign up to 1.5' x 7', appearing on the main stage (must be provided)
 - Logo on our Conference T-Shirt
 - Your company business card/brochure included in conference registration packet (600 items must be provided by January 10th 2015)
 - 2 complimentary 10 x 10 booth spaces in the Vendor Marketplace
 - Full Page Display Ad in Conference program – prominently displayed in full color on BACK COVER
 - Standard registration (4 participants)
 - Standard registration (6 participants)
 - Business name, logo, and website or blog link displayed prominently on Sponsor page, and displayed on Homepage of Conference website
(Averages 35,000 unique visitors)
 - Logo included in any Conference announcements, including print, online, and all press releases
 - Feature articles in the FL-HC Newsletter (5,000+ readers), FLHC and FSHL blogs and social media (10,000+ readers), and in various forums and blogs
 - Thank-you's at both the Opening and Closing Ceremonies
 - Product sample placement in Conference Gift Bags, Teacher gifts, & Raffle Prize
- Total value \$15,000**



SPONSORSHIP APPLICATION

Contact Name

Business or Organization

Website URL FACEBOOK

Address

City / State / Zip

Email


Phone Cell phone

Were you contacted by anyone from FL-HC about your sponsorship, and if so, whom?

- Which level of support would you like to offer, and what exact amount please?
 Chickweed (\$500+) _____ Elder (\$1000+) _____ Saw Palmetto (\$2500+) _____ Passionflower (\$4000+) _____
 Conference Guardian * Exclusive Category * (\$7500+) _____
- Will you be utilizing the Marketplace spot included in your sponsorship (Valid only for Saw Palmetto level and above)? Y / N
 If yes, please see Vendor Set Up details on page 4.
- Would you be providing any promotional gifts/samples for the Conference Gift Bags all registrants receive (700)? Y / N
 If yes, please describe item: _____
- All sponsors are invited to provide items for our 50 Teacher Gift Bags to enhance your marketing presence to our well loved regional herbal experts. Would you like to contribute gifts? Please describe intended items if so. _____
- All vendors are invited to provide donations to our Raffle, which benefits United Plant Savers and enhances your marketing presence. Would you like to contribute a raffle prize? Please describe intended items and value if so: _____

If you are interested in additional exposure for your products, put samples into the hands of your target market by providing one or all of the following:
 Items for Conference Gift Bags (700), Teacher gifts (50), Raffle Prize (gift basket / certificate)

All donations are tax-deductible. Contact your representative for more info.

All additional event cross-promotion is greatly appreciated. Please consider adding our event website & social media links on any of your online media outlets, websites, and blogs. www.FloridaHerbalConference.org  /floridaherbalconference

For your convenience, you can fill out your sponsorship application online at www.FloridaHerbalConference.org/getinvolved/sponsorship



SPONSORSHIP SPECIFICS

Please email the following requested information to sponsor@floridaherbalconference.org by date September 30, 2016 and remember, the earlier you submit- the earlier you will be featured in our events promotions.

LOGO

High resolution 300 dpi
Full color
JPEG or PDF format

BUSINESS BIO

250 word description
Include your address and website URL
Share why you choose to support this conference

REGISTRATION

Name/s, email, and phone of those expected to make use of the complimentary registration(s)
Registration includes primitive camping (cabin or RV lodging meals are additional)
of registrants
Chickweed Sponsor (1), Elder Sponsor (2), Saw Palmetto Sponsor (3), Passionflower Sponsor (4), Guardian Sponsor (6)

AD SPECS

High resolution 300 dpi
JPEG or PDF format
Full page specs 7.5" x 10"
Half page horizontal specs 7.5" x 5"
1/4 page vertical specs 3.75" x 5"
1/8 page horizontal specs 3.75" x 2.5"

PAYMENT

Check or Money order *Mail to Florida Herbal Conference c/o 1109 E Concord Street, Orlando, FL 32803*
Payment in full should be received no later than December 31, 2016
Ask your FL-HC representative about IN-KIND options

MARKETPLACE

Set up no later than noon on Friday February 24, 2017
Breakdown may occur no earlier than the 3pm Closing circle on Sunday February 26, 2017
Tents, tables, and chairs will not be provided, however these can be rented with advance notice

QUESTIONS? Call us at 407-595-3731 or email sponsor@FloridaHerbalConference.org

On behalf of the entire Florida herbal community, we thank you for supporting this opportunity for us to deepen our roots and spread wide our branches. You are contributing to the positive health of our community – and we thank you!!!