

15th annual



Southeast  
Wise Women

# HERBAL CONFERENCE

*Celebrating Women and Plants*

# Sponsorship Kit



**October 11-13, 2019**

**at Kanuga Conference & Retreat Center**

**outside of Hendersonville, North Carolina**

**[www.sewisewomen.com](http://www.sewisewomen.com)**



We've certainly set down roots! The Southeast Wise Women Herbal Conference is now recognized as one of the nation's most vibrant and well-respected regional gatherings for the study and celebration of herbal medicine, natural health, and women's wisdom.

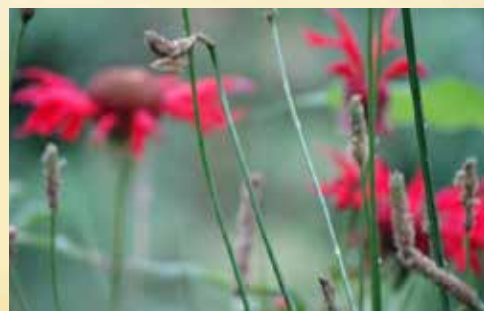
What began with 200 women in 2005, has now grown to over a thousand attendees. This exponential growth, in itself, is testament to the power of women gathering together. With over 60 classes and intensives that foster an empowered approach to wellness using herbs and other earth-based healing methods, we address the entire life journey of women— from midwifery to conscious dying, sacred sexuality to self-empowerment. In honor of the 15th anniversary year, we are bringing back several favorite star teachers from past years: Sally Fallon, Gina Breedlove, and Jody Noe. We are also delighted to welcome for the first time, Master Herbalist Karen Rose, founder of Sacred Vibes Apothecary in New York City..

The women who align themselves with Southeast Wise Women and attend our annual conference are at the vanguard of the shift to a more responsible and conscious approach to health, wellness and personal growth. They represent the Lifestyle of Health and Sustainability (LOHAS) segment recognized by the Natural Marketing Institute (NMI)—an elusive and highly desirable component of the growing green market. We welcome organizations and companies who share our commitment to a healthy, holistic and verdant lifestyle to partner with us to support and engage this community.

Our community is well educated, affluent, and makes conscious, informed purchasing choices based on a core-value driven criteria and word of mouth recommendations from peers. As with the general population, these women make 83% of all purchasing decisions in their households, 93% of the food purchases and 80% of the health care decisions. They are devoted to their lifestyle and to the conference—and as leaders in their home communities, their influence ripples out far and wide.



Master Herbalist Karen Rose at Sacred Vibes Apothecary



**Sponsorship Contact:**  
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[sewisewomen.com](http://sewisewomen.com)

# DEDICATED TO POSITIVE CHANGE

As an organization dedicated to creating positive change, Southeast Wise Women extends its outreach and educational programs beyond the field of herbal medicine and healing. Our conference themes address issues that women and girls face in today's society, including cultivating a multi-ethnic community with open sharing and dialogue around racial diversity, and empowering programs for young women.

Unity Village, at the heart of the conference, aims to support women to connect and integrate by honoring our individual and shared heritage—creating safe and intimate spaces and inspiring creativity, playfulness, movement and relaxation. The Sister Love space creates an environment for women of color to connect with each other and explore their shared journey in a dedicated space. The Red Tent, part of the international Red Tent Temple movement, offers a safe, sacred space for women of all ages and stages to be nurtured and heal through honoring and sharing their life experience.



Our young women's programs, for ages 10-17, provide the young women in the Wise Woman community with a space of their own for the conference weekend as part of their fun, learning, sisterhood.

## SPONSORSHIP LEVELS

The Southeast Wise Women Herbal Conference offers our partners and sponsors a unique opportunity to address and engage our community in an intimate environment where they are seeking new ideas.

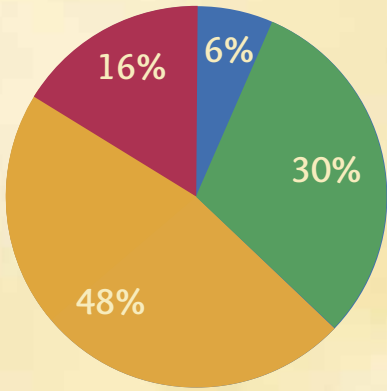
Sponsors are given high visibility in our printed materials and in web publications relating to the conference in the months leading up to the event. Sponsors and partners are also prominently featured in the program distributed to all attendees. Sponsorships at higher levels include complimentary registration at the conference. In addition, Southeast Wise Women currently has 9,000 newsletter subscribers, 13,000 followers on Facebook and over 45,000 website visitors annually.

Attendee demographics and a variety of popular sponsorship levels follow. Customized sponsorship packages can also be created to meet your specific marketing needs.



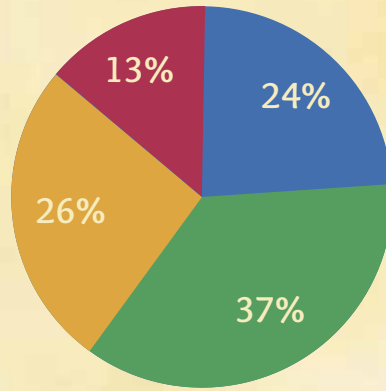
**Sponsorship Contact:**  
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# ATTENDEE DEMOGRAPHICS



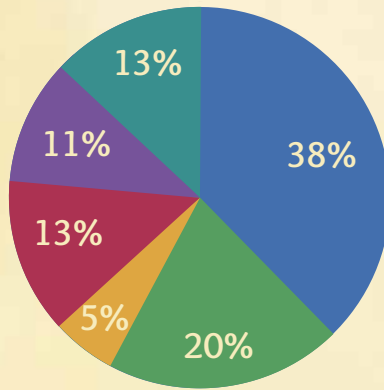
## EDUCATION

- Doctorate
- Postgraduate
- College graduate
- High school



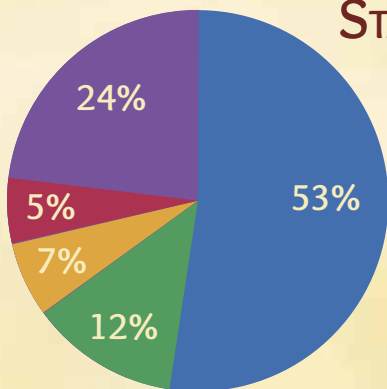
## INCOME

- \$81k+
- \$41k - \$80k
- \$21k - \$40k
- \$0 - \$20k



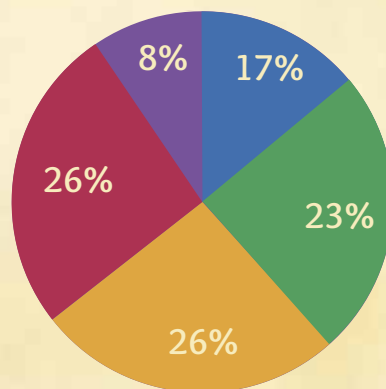
## PROFESSION

- Natural health goods & services
- Medical professional
- Midwifery
- Homemaker
- Herbal student
- Other professional



## STATE OF RESIDENCE

- North Carolina
- Georgia
- South Carolina
- Florida
- All others



## AGE

- 60+
- 50 - 59
- 40 - 49
- 30 - 39
- 18 - 29



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# SPONSORSHIP LEVELS

Sponsorship Levels	Mother Earth \$5000	Vitex \$2500	Motherwort \$1000	Red Raspberry \$500
<b>Exposure in the women's natural health community regionally and nationally</b>				
Your business logo and name inclusion in Southeast Wise Women marketing				
Pre-conference email newsletter (9k national dist.)	☼	☼	☼	☼
Sidebar ad in email newsletters	☼			
Facebook: 2 page mentions and link to your page	☼	☼		
Event press release (100 nat'l dist, 3x per year)	☼	☼	☼	
Event full-page print ads in regional publications	☼	☼		
Sponsorship page on website (45k visitors)				
Business link	☼	☼	☼	☼
Logo	large	large	small	
Postcards (6k distribution)	☼			
Posters (6k distribution)	☼	☼	☼	
<b>Your business exposure to the 1200+ herbal conference attendees</b>				
Program guide (1200+ distribution)				
Small logo display	☼	☼	☼	☼
Ad (see sizes on next page)	1/2 page	1/4 page	1/8 page	
Your material displayed on sponsor table	☼	☼	☼	
Public recognition at Opening Ceremony	☼			
Banner above sponsor table	☼			
<b>Opportunities to attend and network at this renowned event *</b>				
Attendee Registration - \$345 value <i>accommodation &amp; meal options available at your cost</i>	4	2	1	

\* with option to donate registration(s) to the Scholarship Fund



**Sponsorship Contact:**  
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**ema@sewisewomen.com**  
**sewisewomen.com**



## MEDIA LINKS

Media Resources

Press Archives

Teachers and Classes

[sewisewomen.com](http://sewisewomen.com)



## AD SIZES FOR PROGRAM GUIDE

Quarter Page Ad  
3.5 wide x 4.43 tall

Half Page Ad  
7 wide x 4.5 tall

Eighth Page Ad  
3.375 wide x 2.156 tall



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# PAST SPONSORS INCLUDE...



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