



*Southeast
Wise Women*

HERBAL CONFERENCE

Celebrating Women and Plants



Sponsorship Kit

11th annual

October 2 - 4, 2015

Black Mountain, NC



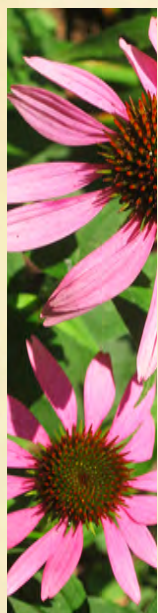
We've certainly set down roots! The Southeast Wise Women Herbal Conference is recognized as **one of the nation's most vibrant and well-respected regional gatherings** for the study and celebration of herbal medicine, natural health, and women's wisdom.

What began with 200 women in 2005, has grown to over 1000 attendees at the 10th anniversary in 2014. This exponential growth, in itself, is testament to the power of women gathering together. In 2015, we celebrate the elders by "Honoring the Grandmothers." Rosemary Gladstar will present "Voices of Our Herbal Elders", and the conference will also feature the life and work of Marija Gimbutas, archeologist of women's history.

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. Our instructors include renowned herbalists such as Aviva Romm, Pam Montgomery, and Rosita Arvigo.

The women who align themselves with the 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. The members of our community are devoted to their lifestyle and to the conference. 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.



Sponsorship Contact:
Ema Carmona
(877) 739-6636
Ema@sewisewomen.com
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, 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.

Over the last five years, the conference participation by members of ethnic groups such as African Americans and Native Americans has increased significantly. In response to this, the Sister Love Tent 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— Wise Maidens, for ages 13 through 17 and Soil Sisters, for ages 10 to 12—embrace the spirit of inclusion: These programs provide the young women in the Wise Woman community with a space of their own for the conference weekend—the Wise Maidens Tent and the Soil Sisters Lodge—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 open to new ideas and possibilities.

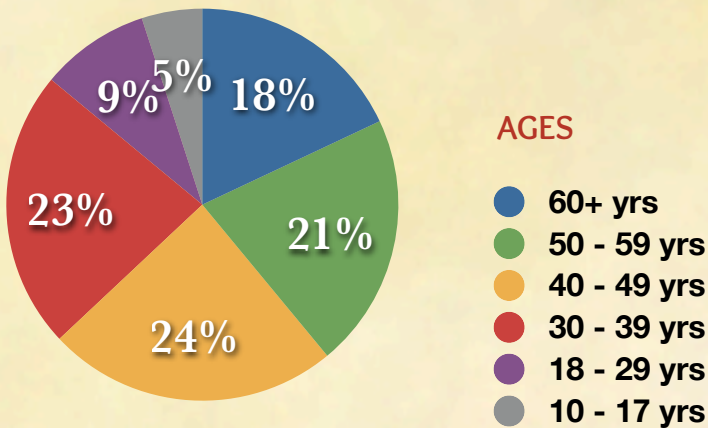
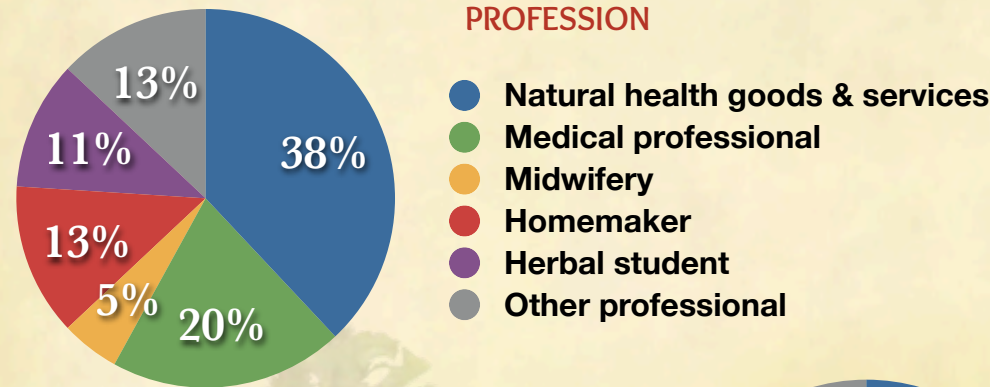
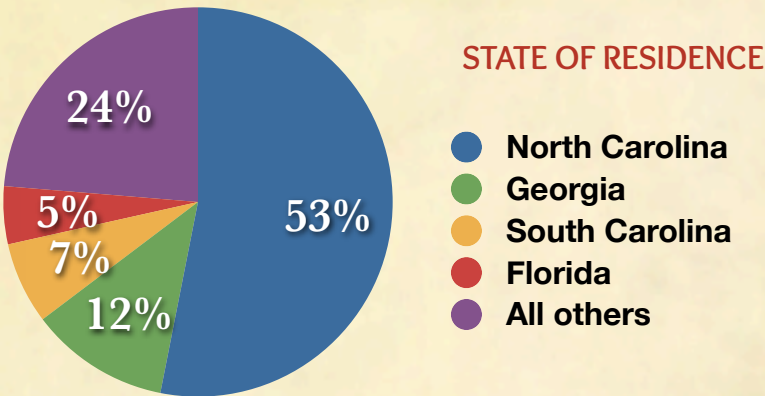
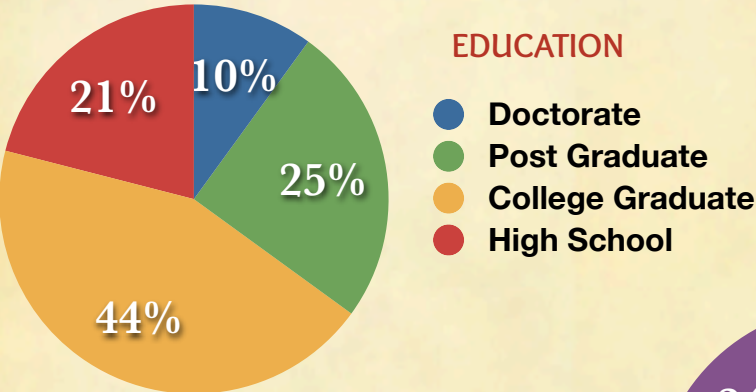
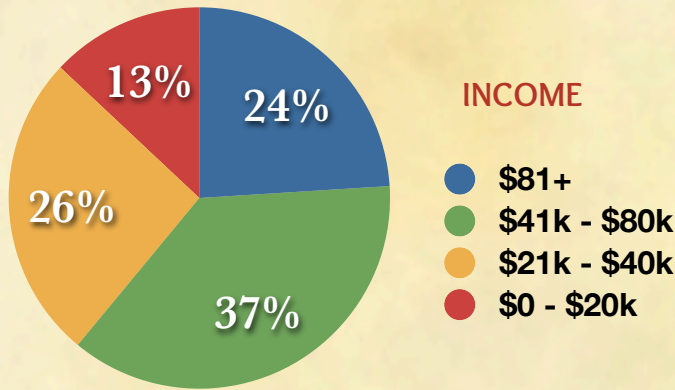
Sponsors are given high visibility in all printed mailings sent to our exclusive postal mailing list of over 5,000 and in web publications relating to the conference in the months leading up to the event. Sponsors and partners are also prominently featured in the program distributed to all attendees. Sponsorships at every level include complimentary registration at the conference. In addition, Southeast Wise Women currently has 10,000 newsletter subscribers, 8,000 followers on Facebook and receives over 40,000 website visitors annually. Sponsorships at every level include complimentary registration at the conference.

Attendee demographics and a variety of popular sponsorship levels follow. Customized sponsorship packages can also be created to meet your specific marketing needs. Contact Ema Carmona at (877) 739-6636 for more information.



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ATTENDEE DEMOGRAPHIC



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Sponsorship Levels

Sponsorship Levels	Mother Earth \$5000	Vitex \$2500	Motherwort \$1000	Red Raspberry \$500
Exposure in the women’s natural health community regionally and nationally Your business logo and name inclusion in Southeast Wise Women marketing				
Fall email newsletter (9k national distribution)	*	*	*	*
Sidebar ad in email newsletter	*			
Facebook: Two 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 (40k visitors)				
Business link	*	*	*	*
Small logo			*	
Large logo	*	*		
Postcards (8k distribution)	*			
Posters (6k distribution)	*			
Event brochure (8k national distribution)	*	*	*	
Your business exposure to 1200+ herbal conference attendees				
Program guide (1200 distribution)				
Small logo display	*	*	*	*
Business card sized ad			*	
1/4 page ad		*		
1/2 page ad	*			
Business info on Sponsor Table at event	*	*	*	
Public recognition at Opening Ceremony	*			
Banner above Sponsor Table	*			
Opportunities to attend and network at this renowned event *				
One Standard Registration - \$280 value				*
Two Standard Registrations - \$560 value			*	
Three Deluxe Registrations (includes meals) - \$1056 value		*		
Four Premier Registrations (includes meals, lodging, and one intensive) - \$2000 value	*			

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



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MEDIA LINKS

- Media Resources
- Press Archives
- Teachers and Classes
- SEWiseWomen.com



AD SIZES

Quarter Page Ad
3.625 wide x 4.625 tall

Half Page Ad
7.25 wide x 4.625 tall

Business Card Size Ad
3.125 wide x 2.3125 tall



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CURRENT AND PAST SPONSORS



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