



2026 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 a widespread network of practitioners, schools, businesses, and organizations dedicated to advancing the field of clinical herbalism. Your sponsorship supports a number of special projects detailed below that strengthen the professional practice of herbalism and expand access to qualified herbalism practitioners and high-quality herbalism education nationwide. AHG looks forward to working together with you to create a collaboration that enriches and supports the broader herbalism community.

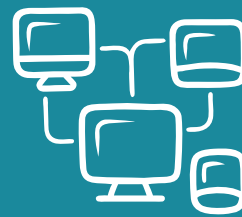
The American Herbalists Guild envisions a world where clinical herbalism is accessible to all as a core component of health care. Central to this vision is strengthening the professional field of herbalism by supporting aspiring and practicing clinical herbalists, as well as educators, growers, wildcrafters, and botanical supplement manufacturers who sustain the broader herbal ecosystem. For more than three decades, the American Herbalists Guild has advanced this work through maintaining the professional standards of the Registered Herbalist (RH) credential, educational and continuing professional development initiatives, and public relations and advocacy to expand access to clinical herbalism practitioners and high-quality herbal education.

"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:



200K

Unique Visitors
over

391K

Vists

Webinars:

20,300

Participants



Social Media:

33K

Facebook Followers

20K

Instagram Followers



300+

Attendees to the
Symposium

1700

Total Memberships



36th Annual AHG Symposium

Blue Ridge Assembly
Black Mountain, North Carolina
August 14-16, 2026

Facilitating Regulation:
*The Role of Clinical Herbalism in
Autoimmunity & Chronic Conditions*

Registration information
coming soon.

2026 AHG Symposium Facilitating Regulation: The Role of Clinical Herbalism in Autoimmunity & Chronic Conditions

Join us for the 36th Annual AHG Symposium, August 14–16, 2026, at the YMCA Blue Ridge Assembly in Black Mountain, NC. Whether attending in person or via recordings, participants will explore clinical herbalism’s role in supporting autoimmune and chronic conditions through engaging classes and herb walks featuring local Appalachian flora. Beyond learning, the Symposium fosters professional connections through the Maypop Mixer, Vendor Faire, and the lively Saturday night dance. Set in the breathtaking Blue Ridge Mountains, this event is a hub for education, networking, and community-building—made possible with the support of sponsors like you.



new Sponsorship Deliverable Herbalism in the Field: An AHG Podcast

Coming in 2026, AHG will launch our very first podcast, highlighting the diverse voices of the herbalism community. This series will provide listeners with in-depth conversations on herbal practice, education, and the professional field, offering a fresh platform to showcase the expertise and impact of herbalists across the country.

Top-tier sponsors will have the exclusive opportunity to be among the first to support this exciting new initiative, gaining prominent recognition and alignment with a high-profile, ongoing resource that connects, informs, and elevates the herbalism community. Your sponsorship helps AHG expand professional education, amplify practitioner voices, and build a lasting resource for herbalists and the public nationwide.



The Journal of the American Herbalists Guild

For over 20 years, the Journal of the American Herbalists Guild (JAHG) has delivered peer-reviewed, cutting-edge articles on advanced therapeutics, materia medica, ethnobotany, and the history of notable figures and practices in contemporary herbalism. Held to the highest standards of publication and reviewed by a seasoned board of practitioners, the JAHG is the premier periodical for professional clinical herbalists. In addition to research and clinical articles, the Journal features book reviews, interviews, stories on herbal activism and community-based projects, and reflections on herbal culture and cultural competency. Published annually, the JAHG is available digitally at no cost to AHG members, with affordable subscriptions offered to the broader herbal community—making it a key resource for education, professional development, and engagement in the field.

Promoting Herbalism

As an Annual Sponsor, your contribution supports the AHG on many levels. This is an overview of some of the ways the Guild currently promotes herbalism.

AHG Educational Programs

The American Herbalists Guild provides a comprehensive suite of educational offerings designed to support herbalists at every stage of professional growth while reaching thousands of learners nationwide.

Herbal Study Hall

Our webinars deliver up-to-date, reliable clinical herbal information and have become AHG's most popular educational resource. With hundreds of archived sessions and ongoing live offerings—accessible to the public and AHG members—these programs combine depth, convenience, and cutting-edge content, establishing AHG as a leading source for clinical herbal education.

Monthly Focus Sessions

AHG hosts monthly 1.5-hour online Focus Sessions to foster professional development in clinical practice, business skills, mentorship, and community herbalism. Featuring expert speakers, these workshops provide practical tools, fresh perspectives, and opportunities for participants to connect in a collaborative learning environment. Sessions can be attended live for Q&A and discussion or accessed afterward via the Herbal Study Hall, and a sliding-scale "pay-from-the-heart" model ensures accessibility for all.

Educational Intensive Series

For herbalists seeking an in-depth study experience, AHG offers the Educational Intensive Series, which includes an extensive archive of past webinar and Symposium series alongside new courses released quarterly. Members can explore over 50 self-paced courses on a wide range of timely topics combining expert guidance, flexibility, and practical clinical knowledge at a discounted rate.

Online Education Summits

New in 2025, our Online Education Summits offer participants a full day of online learning on a particular topic through presentations by various experts. These summits are also an opportunity for the AHG to collaborate with other organizations in the herbalism industry as well as organizations from other healthcare fields. In 2025 we launched this educational offering as an annual deliverable and look forward to expanding this initiative for years to come.

Together, these programs create a robust, multi-level educational ecosystem that equips herbalists with the knowledge, skills, and community connections to thrive professionally and clinically.



New Website & Circle Community

The American Herbalists Guild proudly unveiled our new website and online Circle community in the Spring of 2025. The redesigned website offers a more organized and updated interface, making it easier than ever to explore AHG's full range of educational resources—past and present—and stay connected with the Guild's programs and initiatives.

Through Circle, AHG members can manage their memberships, engage in meaningful discussions, access member resources and discounts, and collaborate on professional and clinical topics in a secure, supportive environment. Whether seeking mentorship, networking, or lively conversations about herbal practice, Circle provides a vibrant space for connection and learning—accessible anytime, anywhere.

Together, the new website and Circle community reflect AHG's commitment to fostering community, professional growth, and accessible herbal education, creating a home where herbalists can learn, share, and thrive.

AHG Scholarship Program

The American Herbalists Guild has historically awarded over 100 full scholarships to support individuals seeking AHG membership, prioritizing BIPOC herbalists and those experiencing financial need. This program strengthens our mission to ensure AHG's membership reflects the diversity of the broader herbalism community.

Scholarships help expand access to AHG's educational resources by supporting annual membership, webinar programming, and Symposium attendance. In 2026, AHG will be revamping and streamlining the scholarship application process to ensure this vital program is able to grow and reach more members of the herbalism community.

Monthly Connection Newsletter

The Monthly Connection Newsletter is sent to the entirety of AHG's subscriber list each month, keeping our followers, supporters, and members informed about new membership benefits, Guild updates, and upcoming events. Once launched, the newsletter will also feature podcast episodes from our newly launched podcast *Herbalism in the Field* which highlights stories of community members making meaningful contributions to the field of herbalism. Each email includes the latest news from AHG's Executive Operations Team, along with announcements, promotions, and special opportunities available to members.

What Does My Sponsorship Do for AHG?

Your support helps the American Herbalists Guild expand access, strengthen professional standards, and foster a thriving, connected herbalism community through:

Cutting Edge Education



Delivering cutting-edge clinical herbalism education through free and member-focused webinars, Focus Sessions, the Herbal Study Hall, in-depth Educational Intensive Series, and Online Education Summits.

Advancing Innovation



Advancing innovation and community engagement with the new website, Circle community, the revamped RH credential pathway, and the AHG Podcast, Herbalism in the Field.

Professional & Educational Resources



Providing essential professional and educational resources including mentoring, the Guide to Getting an Herbal Education, directories of schools and Registered Herbalists, and the Monthly Connection newsletter.

Hosting the AHG Symposium



Hosting the AHG Symposium — our first in-person Symposium since 2023, bringing herbalists together for professional development, networking, and community celebration.

With your sponsorship, AHG ensures herbalists nationwide have the resources, community, and professional support they need to grow, connect, and thrive.

2026 Annual Sponsor Benefits

Ginseng \$10,000	Saffron \$5,000	Yarrow \$2,500	Sage \$1,000	Tulsi \$500
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AHG Symposium Sponsorship Benefits

3-Day Symposium Registration Tickets	8	4	2	2	1
Complimentary Exhibitor Booth*	Front & Center	Optimized Location	Standard	Standard	Shared, Half Booth
Symposium Newsletter recognition	Featured Profile	Featured Profile	Yes!	Yes!	Yes!
Exclusive Sponsor of Symposium event/exhibit	Yes!	~	~	~	~
Logo placement on event materials	Yes!	Yes!	Yes!	Yes!	Yes!
Logo placement on AHG Symposium website and in our circle community	Yes!	Yes!	Yes!	Yes!	Yes!
Logo placement during event	Deluxe	Premium	Premium	Standard	Standard
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!	~	~	~
Social Media recognition as collaborator of Symposium	Featured Profile	Featured Profile	Yes!	Yes!	Yes!
Verbal recognition during event	Deluxe	Deluxe	Standard	~	~

AHG Membership & Website Benefits

One-year AHG institutional membership and accompanying benefits	One full year	One full year	~	~	~
Logo placement on AHG website sponsor page	Yes!	Yes!	Yes!	Yes!	Yes!

AHG Education Sponsorship Benefits

Sponsorship of AHG Focus Session Webinars	One full year	One full year	One half year	One half year	~
Sponsorship of AHG Online Intensive Series & Educational Summits	One full year	One full year	~	~	~

Journal of the AHG Sponsorship Benefits

Ad in Journal of the American Herbalists Guild	Full Page	Full Page	Half Page	Half Page	Quarter Page
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Digital Communications Sponsorship Benefits

Sponsor of new AHG podcast: Herbalism in the Field	One full year	One half year	~	~	~
Exclusive podcast interview with AHG Executive Director & social media and newsletter promotion	Yes!	Yes!	~	~	~

Custom benefits packets available. Please contact: sponsors@americanherbalistsguild.com to discuss opportunities for your company.

* Limited Availability, reservation required by July 1, 2026

NOTE: The contracting exhibitor may not sublet or reassign, in part or in whole, space to any other firm or individual.