



American Horticultural Therapy Association.

2024 AHTA PARTNERSHIP GUIDE

Plant the seed, and GROW your
business through the American
Horticultural Therapy Association.

What is AHTA?

The American Horticultural Therapy Association (AHTA) is the national organization regulating professional horticultural therapists and championing the skilled application of horticulture to support human well-being and growth. For over 50 years, AHTA has been advancing the practice of horticultural therapy as a therapeutic and rehabilitative modality, with the profession making sizeable advancements to date as an emerging leader in restorative health practices. We are a 501 (c) (3) nonprofit organization with a diverse and innovative member base, dedicated to helping people support their physical, emotional, cognitive, and social health.

About Our Members

Equipped with core skill sets in horticulture, psychology, and human services, professionally registered horticultural therapists create plant-rich, multi-sensory environments that merge the health benefits of nature with therapeutic focus, producing effective opportunities for human healing and overall wellness. Because our profession is multi-disciplinary, your exposure to our member base will span across several professional and client sectors.

We Connect With:

Health Care Organizations	Horticulture Professionals
Older Adult Communities	Psychology and Human Services Professionals
Youth & Veterans	Educational Institutions
Wellness Groups	Vocational Programs

Why Become Partners with AHTA?

Sponsorship with AHTA is a beneficial way to increase awareness of your brand and grow your business. It connects your organization with our professionals in health care and horticulture, the vast populations we serve, and the supporting community. AHTA has a 5,500+ community outreach.

With an AHTA Sponsorship, Your Organization Can Expect:

- ◇ **National and worldwide networking with health care and horticulture professionals**
- ◇ **Enhanced marketing of new products, services, and research that can be integrated into horticultural therapy/therapeutic horticulture sessions**
- ◇ **Public attention as a caring leader supporting the health and well-being of communities served by AHTA members**
- ◇ **Increased visibility for your brand in the community**
- ◇ **Opportunities for impactful connection with the AHTA audience**

Webinars

AHTA has experienced substantial expansion in its webinar portfolio and has seen significant and growing attendance rates. This available sponsorship platform is demonstrating its effectiveness in delivering top-tier educational sessions to numerous professionals from both national and international domains throughout the year.

Social Media Exposure

AHTA has launched a robust new social media initiative which has led to sizeable boosts in audience engagement, impressions, and the dissemination of information. AHTA sponsorship will enhance exposure across various social media channels, reaching broader audiences.

AHTA Magazine Advertising

This year, the AHTA Magazine took on a new look while continuing in its tradition of providing high-quality educational content that attracts professionals globally. Advertisement within this long-standing magazine consistently enhances visibility for sponsors.

In-Person Annual Conference

The AHTA Annual Conference will be held live in Raleigh, North Carolina, on October 18 and 19, 2024.

This gathering offers networking opportunities and a wide array of educational sessions. At this event, sponsors can really shine. Conference attendees anticipate enriching their knowledge and expanding their resources base; they are open to opportunities for engaging with you and exploring your brand.

Sponsorship Opportunities

AHTA continues in the tradition of offering tiered-level sponsorship packages. To meet the increasing demand to have flexibility with sponsorship outside of the traditional package levels, AHTA now offers á la carte sponsorship options alongside the traditional package levels. These items can be purchased separately or added on to the existing sponsorship packages.

Annual Sponsorship Packages

Platinum Level Sponsor - \$1,500

Gold Level Sponsor - \$1,000

Silver Level Sponsor - \$750

Bronze Level Sponsor - \$500

Full package components are displayed on next page.

Á La Carte Sponsorships

Social Media/Marketing

Social Media Post (4 AHTA accounts)
\$250

Highlight Article in Monthly Newsletter
\$300

Half or Full Page Ad in AHTA Magazine
\$275/\$500

Webinar

Webinar Sponsor (One Webinar)
\$300

Webinar Sponsor (Two Webinars)
\$500

Co-Host and Sponsor (One Webinar)
\$750

Universal Webinar Sponsor Benefits

- ◇ Logo placement on webinar registration page
- ◇ 3-Minute time slot for speaking prior to the webinar
- ◇ Dedicated sponsor slides
- ◇ Post-webinar access to attendee list for up to 2 outreaches
- ◇ Continued brand exposure as webinar is accessed through AHTA video library

Annual Conference

Pre-Conference Tour Sponsor
(Brand Mentions & Logo Displays)
\$650

Conference Networking Event Sponsor
(Brand Mentions & Logo Displays)
\$650

Conference Phone Charging Station
Sponsor (Logo Display)
\$500

Sponsor Name and Logo on
Conference Lanyards
\$500

SPONSORSHIP LEVELS

	Platinum \$1,500	Gold \$1,000	Silver \$750	Bronze \$500
AHTA Website Marketing				
Company logo on AHTA website banner	✓	✓		
Recognition on AHTA sponsorship webpage	Name/Logo/Link	Name/Logo/Link	Name/Logo	Name
AHTA Webinar Sponsor Highlight				
Company shout-out during one webinar	✓			
AHTA Email & Social Media Marketing				
One promotional email sent on sponsor's behalf to AHTA's entire database	✓	✓		
Recognition in all conference emails	Name/Logo/Link	Name/Logo/Link	Name/Logo/Link	Name
Mentions on AHTA Social Media Accounts (Facebook, Twitter, Instagram, & LinkedIn)	4	3	2	1
Logo/Link in AHTA's monthly newsletter	3	2	1	0
AHTA Magazine Advertising				
Advertisements in AHTA Magazine	(3) Full Page	(1) Full Page	(1) 1/2 Page	(1) 1/4 Page
AHTA Annual Conference				
Recognition in conference looping slides	Prominent Logo	Logo	Logo	Name
Complimentary conference registrations	2	1	(1) 50% Discount	
Mention of sponsorship in sessions	5 Sessions	3 Sessions	2 Sessions	
Optional exclusive sponsorship upgrade (FIRST COME, FIRST SERVED)	Keynote Speaker +\$500			

If you have any questions about partnership, please contact us at info@ahta.org



American Horticultural Therapy Association.