



LIVING MANDALA PRESENTS

THE CONVERGENCE

SEPT 20 - 23, 2018 | 13th ANNUAL NORCAL PERMACULTURE CONVERGENCE

2018 SPONSORSHIP OPPORTUNITIES





OVERVIEW

As a supporting partner, your brand will gain exposure at one of North America's foremost conferences at the leading edge of whole-systems sustainability and community resilience. A collaborative gathering, leaders and innovators from many sectors converge to ignite tangible, powerful action towards community resilience and healthy, regenerative systems. The Convergence presents models and best practices for whole-systems sustainability for regenerating our food, water, energy, communities, and economies at local, national and international levels. Our Sponsors help us make these resources sharable, scalable, and accessible!

Dates & Location

2018 Dates: September 27-30, 2018
Solar Living Institute in Hopland, CA
2 hours north of San Francisco

**100+ presenters, 8 stages, 70+ workshops,
10 tracks to discuss:**

- Permaculture and Regenerative Agriculture Movements
- Local and Global Movements
- Indigenous Practices With Modern Technologies
- Youth and Elders
- Rural and Urban regions
- Racial and Ethnic Inclusion
- Social Justice
- Environmental Movements

Reach

- In Person Attendees: 800-1200
- Direct email Subscribers: 30,000+
- Indirect email Reach: 300,000+
- Social Media Engagers: 20,000+
- Website Traffic: 7500 Monthly Average
- Featured Articles in Local and National Print and Other Media Outlets
- Webinar Videos: 5000+
- 150,000+ Facebook Reach
- 50,000+ Twitter Reach
- 500,000+ indirect email Reach for Cultivator and Harvester Sponsor Levels

Highlights

- Keynote Speakers, Panels, Skill Shares, Half and Full-Day Intensives
- Green Marketplace, Mentorship Tent, Networking Mixers, Year-Round Online and Collaborative Engagement
- Solar-Powered Main Stage, Live Music from local artists to revolutionary headliners
- Sustainably-Sourced Gourmet Meals, Yoga, Healing Arts and Ceremony.

Our Audience

- 57% female, 56% between ages 25-44
- Largely residents of San Francisco Bay area and across California
- Our greater audience ranges from throughout the West Coast and United States to international!
- Sustainability enthusiasts, permaculture designers, entrepreneurs, social and environmental activists, educators, and organizations.
- "Green" sectors: grassroots, global organizations, green businesses, universities, and non-profits.



JOIN US!

**Join us in being a part of the solution!
See Sponsor Benefit Packages below.**

"Diversity is a core principle in creating living systems. That's why I'm glad the Permaculture community is working hard to include more people of color and youth at the upcoming Building Resilient Communities Convergence. Cultural diversity will lead to a better conference which will produce a more resilient movement."

- Van Jones
Bestselling Author, Founder of Green For All, Rebuild The Dream & Ella Baker Center for Human Rights

Your sponsorship supports diversity scholarships for participants from underserved communities. The sponsorship program is vital to making these community-based projects as inclusive and diverse as possible, so that we may powerfully and effectively engage the community at large in the many project initiatives for ecological & social regeneration.

Contact

Jay Markert - Partner Coordinator
(707) 483-7193

partners@permacultureconvergence.com



BENEFITS

Key Benefits

- Listing with logo + link on our website for 1 year -
- Listing in our Convergence program
- Your brand mentioned 1x across our social media platforms
- Recognition in our e-newsletter with 35k direct email reach
- 35% discount on Convergence tickets

Levels & Benefits

Seed \$500

#1 - Supports 2 Diversity & Inclusion Scholarship. (15 Available)

- Key Benefits Listed Above

Sprout \$1000

#1 - Supports 8 Diversity & Inclusion Scholarships. (4 Available)

- Key Benefits Listed Above
- Logo in Convergence printed program guide - Standard placement
- 6x4 table shared booth at live event
- 1 all-inclusive ticket to 3 Full days of Convergence and a Thursday night pre-party!

Flower \$2000

#1 - Supports Training at The Convergence for mobilization of local action (8 Available)

#2 - Supports 8 Diversity & Inclusion Scholarships

- Key Benefits Listed Above
- Additional (2 total) Social Media Post Across Platforms

- Logo displayed on projector in workshop area between sessions - Standard Placement
- 10x10 booth space at live event
- Additional logo placement on Signage in high-traffic areas of Convergence (separate from booth space)
- 2 all-inclusive ticket to 3 Full days of Convergence and a Thursday night pre-party!

Fruit \$3500

#1 - Premier sponsor of one of our workshop areas (7 Available)

- Key Benefits Listed Above
- 2 all-inclusive tickets to 3 Full days of Convergence and a Thursday night pre-party!
- Logo on 3,000+ Postcards and Flyers on 2nd round of printing
- Banner displayed in prominent place in workshop area
- Logo displayed on projector in workshop area between sessions - primary Placement
- Additional Acknowledgement on mainstage during Primetime Programming
- 1/8 page ad on additional signage in high-traffic areas of Convergence (separate from booth space)
- 1/16 page banner ad in printed program guide

Garden \$5000

#1 - Sponsor of 2017 Convergence Videos & Previous Convergence Videos (4 Available)

- Key Benefits listed above
- Additional (2 total) Social Media Post Across Platforms
- Logo placement / Acknowledgement in all edited videos of convergence workshop content - 50+ videos
- 1/4 page ad on additional signage in high-traffic areas of Convergence (separate from booth space)
- Acknowledgement in 1 newspaper/magazine featured articles in local and national outlets
- A feature in one of our e-newsletters with full photo, story, and call-to-action - 35k direct email reach
- A designated time / Area to host a special event / mixer at The Convergence.
- Recognition of mixer sponsor in print and digital program
- Branded signage placed around mixer area.
- 15 Minute presentation at beginning of mixer, opportunity for Q/A during mixer
- 3 all-inclusive tickets to 3 Full days of Convergence and Thursday night pre-party!
- Snacks & Drinks provided by Convergence
- Customized benefits to fit your goals

Benefits continued...

Food Forest \$7500

- #1 - Premier Sponsor of a Main Convergence Area - Bioregional Hub, Village Commons (3 Available)
- #2 - Supports Free Childcare for the Entire Convergence
- #3 - Sponsors bringing an exceptional Keynote Speaker to The Convergence

- Key Benefits Listed Above
- Premium name and logo placement across digital and print, and live event.
- Flag-banners at Main Convergence Featured Area (separate from booth space)
- Additional (3 total) Social Media Post Across All Platforms
- Additional mentions in Social Media posts promoting mainstage programming, scholarship, and mentoring programs
- Half-page ad in Convergence printed program guide
- Logo displayed on projector on main stage between sessions - Premium Placement
- 5 minute Recognition + overview of your organization from main stage before sponsored keynote presentation, or video submitted by your organization
- Recognition on listing for sponsored Keynote on website, and print/digital program
- 2x Daily Acknowledgement on mainstage during Prime-time Programming.
- 20' x 10' Booth with two canopies, 4 tables and 4 chairs provided - Premium Placement
- 4 all-inclusive ticket to 3 Full days of Convergence and Thursday night pre-party!
- Luxurious "GLAMPING" Tent set up by our staff in special area
- Customized benefits to fit your goals

Watershed \$10,000

- #1 - Premier Sponsor of the 2018 Convergence. (1 Available)
- #2 - Premier Sponsor of 2017 Convergence Videos
- #3 - Supports 1 full year of resilience mentorship for local working groups in underserved communities beyond the Convergence + 5 Diversity Scholarships

- Key Benefits Listed Above
- Premier Logo placement / Acknowledgement in all edited videos of convergence workshop content - 50+ videos
- Top name and logo placement across digital and print media and live event.
- Flag-banners at Main Stage of Convergence (separate from booth space)
- A featured episode of our on-line webinar, with custom call-to-action
- Acknowledgement in 2 newspaper/magazine featured articles in local and national outlets
- Additional (4 total) Designated Social Media Post Across Platforms
- Full page ad in Convergence printed program guide
- Logo placement / acknowledgement in post Convergence edited videos

* Note: Partner benefit packages may be tailored to fit your organizational needs. Discounts are available at all sponsor levels for Non-Profits, Certified B Corps, Benefit Corporations, Educational Institutions, and Community-Based Organizations.

To Become a Partner of the Convergence Email or Call Us Today!

To become a Supporting Sponsor, please send us a message at:
Partners@permacultureconvergence.com

Advertising		
Ad Size	Dimensions	Value
Full Page	8" w x 5" h	\$1200
1/2 Page	8" w x 2.5" h	\$950
1/16 Page	.5" w x .25" h	\$200

Ad Submission

Program Ads Due:
August 27, 2018

Send your digital file to:
partners@permacultureconvergence.com

Questions? Contact
Jay Markert - Partner Coordinator
phone: (707) 483-7193
email: partners@permacultureconvergence.com



Artwork Guidelines

- Press-ready PDF (300 dpi CMYK; fints embedded), TIFF or EPS files accepted
- No bleeds



COMMUNITY PARTNERS

COMMUNITY PARTNERS RECEIVE:

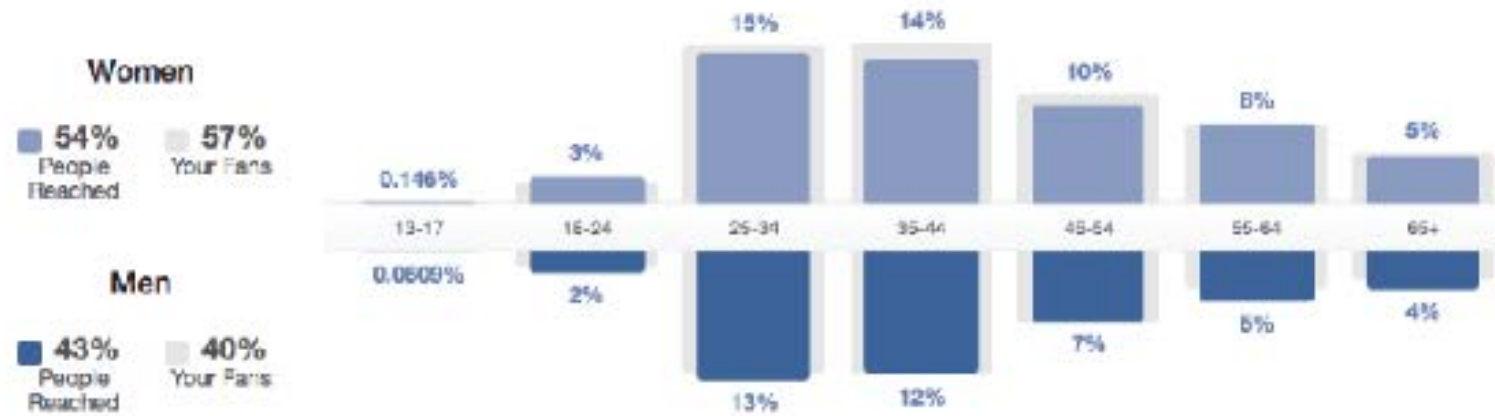
Seeder (\$500) Level Sponsorship Package for In-Kind Trade.

OUR COMMUNITY PARTNER PROMOTIONAL AGREEMENT

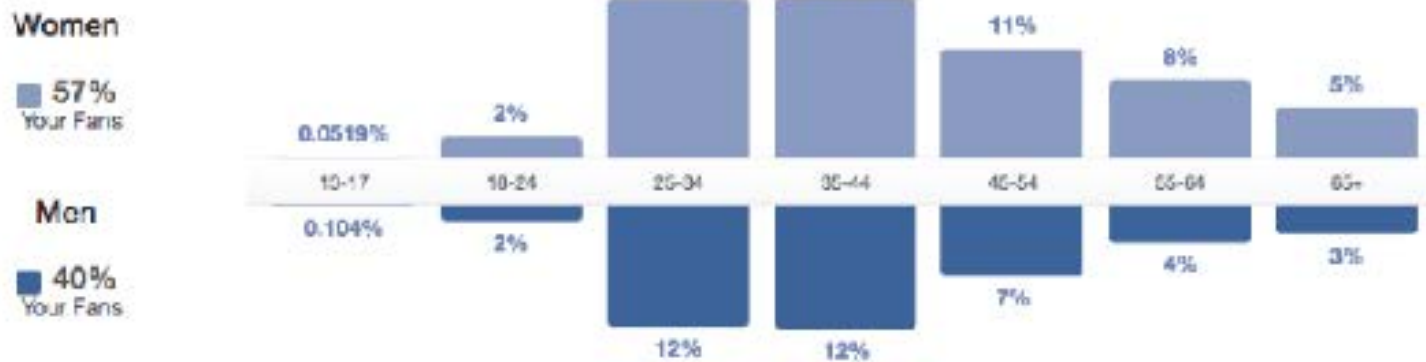
- Feature THE CONVERGENCE banner with a link on the front page of your website
- Write a blog article about it (if you blog)
- Send at least 2 dedicated emails to your list, one month before the event, and one additional time tbd. (we will provide content).
- Mention the Convergence in 3 Facebook posts, and 3 posts on all your social media in a timely manner before the event

To become a Community Partner, or discuss a customized trade, please contact us at: partners@permacultureconvergence.com

From our facebook page insights:



The people who like your Page





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THANK YOU FOR READING

Please contact the person who told you about this opportunity with questions and for further details

