



Re: An Invitation to Participate in HerbDay 2006

We invite you to join us as we set aside a day a single day in the year to “celebrate herbs and herbalism.” This letter will outline how you may chose to participate in small meaningful ways, or as a full Sponsor of the program.

HerbDay 2006 will take place on Saturday, October 14th. The HerbDay Coalition has been preparing for this event for several months and we are now in a planning stage that requires us to identify sponsors and participants. The vision for HerbDay is that it will be a coordinated public educational event consisting of numerous harmonized, independent activities such as lectures and workshops by herbalists; herb walks; in-store cooking demonstrations featuring herbs and spices; seasonal herbal handcrafts; herbal beauty product demonstrations; presentations by herb company representatives; or activities with herbal themes for children.

Each HerbDay event will be managed on-site by its hosting retail store, botanical garden, garden club, park or other venue. While the HerbDay Coalition is providing centralized support and ideas, each hosting venue will have great latitude in designing its own event, including scheduling events on the weekdays leading up to Saturday, October 14, 2006. HerbDay will be as dynamic as the hosting venues make it, and can only reach its potential with broad participation by everyone who cares about herbs – from herbalists, cooks, and gardeners to manufacturers, distributors, retailers, and consumers.

As a member of the herbal industry, we invite you to consider active participation in HerbDay. Just as there are numerous options for on-site events and activities, the opportunities for vendor participation are extensive. These include scheduling product demonstrations or providing samples at participating locations, either regionally or nationally. You may assist as vendors schedule educators to make presentations at key events; or provide transportation costs for an herb walk; fund materials for distribution; participate in media events; or fund advertising. Other ideas to consider are inclusion of the HerbDay logo in packaging, advertising, or as a link on your website to communicate support for HerbDay.

You may also decide to become a Corporate Sponsor of the program. To help defray the expenses of the Coalition, manufacturers are being asked to provide \$5,000. In exchange for this support, your logo will be included on the HerbDay website.

Sponsors and vendors have an opportunity to expand their visibility through arrangements the HerbDay Coalition is making with publications for special issues leading up to the event. At present, we have an agreement with *Taste for Life*. Those who advertise in the special October edition, complete with a 12-page pullout section on herbs, will see their ads reach consumers in 1,300 retail stores across the country. This issue will arrive in stores a few weeks before HerbDay, to further excite and inform the herbal community. If you become a Sponsor, your logo will be included in ads that the publishers have agreed to run in these publications whether or not you advertise. In addition, if you decide to advertise, you will be

continued

HerbDay Corporate Sponsorship

provided a 10% discount on the Sponsorship (\$4,500 instead of \$5,000) and on the cost of the advertising. We will arrange for *Taste for Life* to contact you to discuss this opportunity. We will also let you know of agreements with other publishers to create similar advertising opportunities.

Financial support from key vendors, the HerbDay Sponsors, will be an important part of its success. Though costs have been kept to a minimum, we will be most successful when we obtain the funding we need for necessary expenses, such as publicity and preparation of materials to be created in support of HerbDay events. An HerbDay website, www.herbday.org, has been launched and Sponsors are acknowledged on the site. Further ideas to acknowledge the Sponsors include mention in literature, ads, press releases and media events. A few Sponsors may want to specify that their funding go to support the national events, one of which is currently being planned at the U.S. Botanic Gardens in Washington, DC. We also encourage you to make suggestions to the HerbDay Coalition regarding the types of benefits you deem important to get you to join us as a Sponsor.

The growing level of excitement for HerbDay 2006 promises this will be an event that should not be missed. It is refreshing for us all to have this chance to celebrate the positive focus on botanicals and herbal education, and we hope that you will decide to join the herbal community on this important day. We look forward to hearing from you and would be more than happy to brainstorm with you in order to design the best way for your company to participate in HerbDay 2006. Please contact us via email to: info@herbday.org.

Sincerely

The HerbDay Coalition:

American Botanical Council
American Herbalists Guild
American Herbal Pharmacopoeia
American Herbal Products Association
United Plant Savers