# 2021 Bastyr Sponsor Menu

## FEATURES

<table>
<thead>
<tr>
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<th>Platinum</th>
<th>Premier</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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</thead>
<tbody>
<tr>
<td>Gift Amount</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$6,000</td>
<td>$4,000</td>
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<td>Targeted Content Opportunities</td>
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<td>Student Ambassador program</td>
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<td>Meetings with Bastyr Leadership</td>
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<td>Social Media Shout Outs</td>
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<tr>
<td>Table at Product Education Fairs</td>
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<td>Logo with Link on all BU Websites (12 mo)</td>
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<td>Logo with Link on Alumni Digital Newsletter (6 editions/year)</td>
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<td>Select-An-Opportunity</td>
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* Silver and Bronze level sponsors will have a table at both campuses, but not the Seattle clinic product fair.

## Additional Options to Purchase

<table>
<thead>
<tr>
<th>Additional Options to Purchase</th>
<th>Additional Gift Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ND Mini Camp</td>
<td>$10,000</td>
<td>Get your product in front of current and future students during this summertime, weeklong experience in natural medicine.</td>
</tr>
<tr>
<td>Bastyr Visits YOU</td>
<td>$5,000</td>
<td>Work with us to develop a &quot;field trip&quot; experience for Bastyr faculty, students, leadership, and alumni.</td>
</tr>
<tr>
<td>AANP Bastyr Alumni Event Sponsorship</td>
<td>$5,000</td>
<td>Have the chance to give a 3 minute welcome speech, speak 1:1 with alumni and offer product samples at Bastyr’s Alumni Event at the annual AANP Conference.</td>
</tr>
<tr>
<td>Exclusive Sponsor for Bastyr Homecoming Event</td>
<td>$3,000</td>
<td>Have the chance to give a 3 minute welcome speech, speak 1:1 with alumni and offer product samples at Bastyr’s Homecoming Event.</td>
</tr>
<tr>
<td>Alumni Event Sponsorship</td>
<td>$2,500</td>
<td>Get in front of Bastyr Alumni and current practitioners at an Alumni Event.</td>
</tr>
<tr>
<td>Bastyr Booth Sponsorship at Industry Events</td>
<td>$2,000</td>
<td>Have your logo and 1 product sample displayed at the Bastyr booth for conferences such as AIHM, ExpoWest, AANP, WANP, and CDNA.</td>
</tr>
<tr>
<td>Additional Product Education Fair Opportunity</td>
<td>$2,000</td>
<td>Silver and bronze level sponsors can purchase an additional Product Fair Opportunity at the Seattle Bastyr Clinic.</td>
</tr>
</tbody>
</table>
Platinum Sponsor

$15k pledge (can be paid in full, or payments can be made within 12 months)

You have a product that is key to the success of Bastyr’s students, graduates and faculty in the fields of naturopathic medicine, nutrition, acupuncture and East Asian medicine, mental health counseling, herbalism, midwifery and birth professions, and public health. Every Bastyr community member could benefit by knowing more about your company and products. This is the highest level of contact for you with all of Bastyr’s targeted audience of over 10,000 members.

Included Benefits:

- **Targeted Content Opportunities – your product has the stage! For Platinum Sponsors exclusively.** Our team works with you to schedule live events or virtual experiences that meet your needs. You can choose from Lunch and Learns, webinars, special promotional events off campus and more. Online sessions can reach our entire student, faculty, leadership and alumni family. You will receive one Targeted Content Opportunity each year you are a Platinum Sponsor (timing is first come, first served).

- **Student Ambassador program – educating students, expanding your brand.** We will help you hire an amazing Bastyr student. You will provide them with training, and they’ll be your brand ambassador on the Bastyr campus, at natural product events and more. You’ll find our students are eager to learn and are great spokespersons for your products. You will have the opportunity to hire one student at the campus of your choice. You can select to add an additional student for a modest additional cost, see details in Add-On options below.

- **Social Media Shout Outs.** We will slot your product into our editorial calendar (timing is first come, first served) and provide you with **two content-filled, meaningful posts**. Our team will work with you on brainstorming ideas to maximize the value of these placements. There are a variety of options available including Bastyr-related Facebook, Instagram, YouTube and other channels. You will select one channel for each of your two sessions. You will receive two Social Media Shout Out sessions each year you are a Platinum Sponsor.

- **Meetings with significant university leadership at both locations** (can be virtual, if desired). Our team will work with you to determine a plan to connect you with top level decision makers at Bastyr. Possible encounters include: President, Academic Leadership, Researchers, ND clinical faculty, Nutrition Department director and clinical faculty, Acupuncture leaders, Bastyr bookstore manager, dispensary manager, or dining commons manager. You will receive one personal meet-up per Bastyr campus (Washington/California) each year you are a Platinum Sponsor.

- **Product Education Fair Table.** You will receive a table at each of the **four** product education fairs held throughout the year at the Kenmore (2) and San Diego (1) campuses and BCNH (1). In the event a virtual experience is required we will make arrangements for an alternative benefit. This is your opportunity to connect with our Bastyr community of current students, faculty and staff. Your Student Ambassador can represent your brand, help advertise the fair, create accounts and make sales on these special days.
Tentative schedule for School Year (7-1-2020 through 6-30-2021) are:

October (San Diego campus)
November (Kenmore)
February (Kenmore)
May (Bastyr Clinic for Natural Health - Seattle)

- Logo with live link on all BU websites for twelve months.
- Logo with live link on Alumni digital newsletter for a minimum of six editions per year.

Select-An-Opportunity (select ONE of the following, in addition to the above):

- Present your product to top-level Bastyr supporters at one fundraising salon with influential BU supporters, leadership, researchers, physicians. Attend and mingle. Provide samples to attendees. Deliver a 3-minute welcome to participants. Student Ambassadors can represent or join you. (Sponsorship typically costs $2,500 but is free to you.)
- Alumni events – you can choose one of various opportunities around the U.S. Attend and mingle. Provide samples to attendees. Deliver a 3-minute welcome to participants. Develop relationships and create accounts. Student Ambassadors can represent or join you. (Sponsorship typically costs $2,500 but is free to you.)
- Admission events – Washington and California -- you can choose one of various opportunities. Attend and mingle. Provide samples to attendees. Deliver a 3-minute welcome to participants. Develop relationships and create accounts. Student Ambassadors can represent or join you. (Sponsorship typically costs $2,000, free to you. Ask about virtual events which you can attend and present at for just $1,000 – you can sponsor two of these with a Platinum Sponsorship!)
Premier Sponsor

$10k pledge (can be paid in full, or payments can be made within 12 months)

Your product deserves to be viewed by the Bastyr community. This level of sponsorship provides you with meaningful contact points with our targeted pool of over 10,000 members, and the opportunity to have a Bastyr student ambassador.

Included Benefits:

- **Student Ambassador program – educating students, expanding your brand.** We will help you hire an amazing Bastyr student. You will provide them with training, and they’ll be your brand ambassador on the Bastyr campus, at natural product events and more. You’ll find our students are eager to learn and are great spokespersons for your products. You will have the opportunity to hire one student at the campus of your choice. You can select to add an additional student for a modest additional cost, see details in Add-On options below.

- **Product Education Fair Table:** You will receive a table at each of the four product education fairs held throughout the year at the Kenmore (2) and San Diego (1) campuses and BCNH (1). In the event a virtual experience is required we will make arrangements for an alternative benefit. This is your opportunity to connect with our Bastyr community of current students, faculty and staff. Your Student Ambassador can represent your brand, help advertise the fair, create accounts and make sales on these special days.

  *Tentative schedule for School Year (7-1-2020 through 6-30-2021) are:*

  - October (San Diego campus)
  - November (Kenmore)
  - February (Kenmore)
  - May (Bastyr Clinic for Natural Health - Seattle)

- **Social Media Shout Outs:** We will slot your product into our editorial calendar (timing is first come, first served) and provide you with **one, content-filled, meaningful post.** Our team will work with you on brainstorming ideas to maximize the value of this placement. There are a variety of options available including Bastyr-related Facebook, Instagram, YouTube and other channels. You will select one channel for your sessions. You will receive one Social Media Shout Out session each year you are a Premier Sponsor.

- **Meetings with significant university leadership at both locations** (can be virtual, if desired). Our team will work with you to determine a plan to connect you with top level decision makers at Bastyr. Possible encounters include: President, Academic Leadership, Researchers, ND clinical faculty, Nutrition Department director and clinical faculty, Acupuncture leaders, Bastyr bookstore manager, dispensary manager, or dining commons manager. You will receive one
personal meet-up per Bastyr campus (Washington/California) each year you are a Premium Sponsor.

- **Logo with live link on all BU websites** for twelve months.
- **Logo with live link on Alumni digital newsletter** for a minimum of six editions per year.

**Select-An-Opportunity (select ONE of the following, in addition to the above):**

- Present your product to top level Bastyr supporters at one fundraising salon with influential BU supporters, leadership, researchers, physicians. Attend and mingle. Provide samples to attendees. Deliver a 3-minute welcome to participants. Student Ambassadors can represent or join you. (Sponsorship typically costs $2,500, but is free to you.)
- Alumni events – you can choose one of various opportunities around the U.S. Attend and mingle. Provide samples to attendees. Deliver a 3-minute welcome to participants. Develop relationships and create accounts. Student Ambassadors can represent or join you. (Sponsorship typically costs $2,500, but is free to you.)
- Admission events – Washington and California -- you can choose one of various opportunities. Attend and mingle. Provide samples to attendees. Deliver a 3-minute welcome to participants. Develop relationships and create accounts. Student Ambassadors can represent or join you. (Sponsorship typically costs $2,000, free to you. Ask about virtual events which you can attend and present at for just $1,000 – you can sponsor two of these with your Premier Sponsorship!)
Gold Sponsor

$6k

You realize the value of targeting an audience that shares your values and will appreciate your product offerings. This sponsorship level provides a number of ways to engage with Bastyr’s targeted audience of over 10,000 members.

Included Benefits:

- **Product Education Fair Table:** You will receive a table at the three product education fairs held at the Kenmore and San Diego campuses (Bastyr’s Seattle Clinic is not included at this level.) In the event a virtual experience is required we will make arrangements for an alternative benefit. This is your opportunity to connect with our Bastyr community of current students, faculty and staff.

  *Tentative schedule for School Year (7-1-2020 through 6-30-2021) are:*

  October (San Diego campus)

  November (Kenmore)

  February (Kenmore)

- **Social Media Shout Outs:** We will slot your product into our editorial calendar (timing is first come, first served) and provide you with one, content-filled, meaningful post. Our team will work with you on brainstorming ideas to maximize the value of this placement. There are a variety of options available including Bastyr-related Facebook, Instagram, YouTube and other channels. You will select one channel for your sessions. You will receive one Social Media Shout Out session each year you are a Gold Sponsor.

- **Logo with live link on all BU websites** for twelve months.

- **Logo with live link on Alumni digital newsletter** for a minimum of six editions per year.

**Select-An-Opportunity (select ONE of the following, in addition to the above):**

- Present your product to top level Bastyr supporters at one fundraising salon with influential BU supporters, leadership, researchers, physicians. Attend and mingle. Provide samples to attendees. Deliver a 3-minute welcome to participants. (Sponsorship typically costs $2,500, but is free to you.)

- **Admission events – Washington and California** -- you can choose one of various opportunities. Attend and mingle. Provide samples to attendees. Deliver a 3-minute welcome to participants. Develop relationships and create accounts. Student Ambassadors can represent or join you. (Sponsorship typically costs $2,000, free to you. Ask about virtual events which you can attend and present at for just $1,000 – you can sponsor two of these with your Gold Sponsorship!)
Silver Sponsor

$4k

Bastyr has a targeted audience of over 10,000 members, waiting to see your products. Here is a great way to expand your connections to this community and start to build for the future.

Included Benefits:

- **Product Education Fair Table**: You will receive a table at your choice of two of the three product education fairs held at the Kenmore and San Diego campuses (Bastyr’s Seattle Clinic is not included at this level). In the event a virtual experience is required we will make arrangements for an alternative benefit. This is your opportunity to connect with our Bastyr community of current students, faculty and staff.

  *Tentative schedule for School Year (7-1-2020 through 6-30-2021) are:*

  - October (San Diego campus)
  - November (Kenmore)
  - February (Kenmore)

- **Logo with live link on all BU websites** for twelve months.
- **Logo with live link on Alumni digital newsletter** for a minimum of six editions per year.

**Select-An-Opportunity (select ONE of the following, in addition to the above):**

- Present your product to top level Bastyr supporters at one fundraising salon with influential BU supporters, leadership, researchers, physicians. Attend and mingle. Provide samples to attendees. Deliver a 3-minute welcome to participants. (Sponsorship typically costs $2,500, free to you.)
- Admission events – Washington and California -- you can choose one of various opportunities. Attend and mingle. Provide samples to attendees. Deliver a 3-minute welcome to participants. Develop relationships and create accounts. Student Ambassadors can represent or join you. (Sponsorship typically costs $2,000, free to you. Ask about virtual events which you can attend and present at for just $1,000 – you can sponsor two of these with your Platinum Sponsorship!)
Bronze sponsor

$2,500

Your brand can gain entry-level exposure to Bastyr’s over 10,000-person community.

Included Benefits:

- **Product Education Fair Table:** You will receive a table at **two** of the **three** product education fairs held at the Kenmore and San Diego campuses. (Bastyr’s Seattle Clinic is not included at this level). In the event a virtual experience is required we will make arrangements for an alternative benefit. This is your opportunity to connect with our Bastyr community of current students, faculty and staff. Your

  *Tentative schedule for School Year (7-1-2020 through 6-30-2021) are:*

  October (San Diego campus)
  November (Kenmore)
  February (Kenmore)

- **Logo with live link on Alumni digital newsletter** for a minimum of six editions per year.
Additional Options to Purchase

The following, high touch, limited opportunities are not part of our sponsorship packages, but can be purchased separately on a first come, first served basis by any sponsor, at any level.

1) **Bastyr Visits YOU** – would you like to develop a “field trip” experience for Bastyr faculty, students, leadership, alumni? If you have a lab, farm, kitchen, or production facility that you’d like to show off to the Bastyr community, please let us know. Your financial gift of $5,000 will enable Bastyr to make arrangements for a select group to participate in this experience. (Details and travel arrangements to locations beyond 100 miles of a BU campus are on a case by case basis.)

2) **ND Minicamp** – A summertime, weeklong experience for students interested in natural medicine. Signature sponsorships put your company directly in front of students, our full naturopathic faculty and university leadership, including founder, Joe Pizzorno, ND. Your financial gift of $10,000 makes you the exclusive sponsor with many engagement opportunities through the week. Limited, smaller sponsorships are available on request.

3) **Purchase an Alumni Event Sponsorship** – These events put you in front of our alumni community and current practitioners who can immediately start using your products in their practices for $2,500. Platinum sponsors receive one alumni event and can purchase a second one.

4) **Exclusive sponsor for the Bastyr Homecoming Event.** Held each fall, we bring together over 100 alumni (and growing) from all degree programs along with faculty and staff for an evening of conversation and trips down memory lane. Your sponsorship of $3,000 provides you with a solo opportunity to provide product samples, speak 1:1 with alumni, and give a 3-minute welcome speech.

5) **AANP Bastyr Alumni Event sponsorship.** Each year Bastyr attends the American Association of Naturopathic Physicians’ annual conference. We typically hold an event for Bastyr alumni and students. Your $5,000 sponsorship places you in front of this engaged, active naturopathic circle. You’ll have signage and an opportunity to provide product samples, and a 3-minute welcome speech to the 100 or more participants.

6) **Bastyr booth sponsorship at industry events.** Place your logo and one product sample at the Bastyr booth at Academy of Integrative Health and Medicine conference, ExpoWest, AANP, WANP or CNDA (or other state/regional conference), or other industry event (first come, first served). Sponsorships start at $2,000. Ask for additional details.

7) **Purchase an additional Product Education Fair opportunity:** $2,000

8) **Purchase an additional Student Ambassador:** $2500 (Premier and Platinum sponsors only)