

CELEBRATING OUR 30TH ANNUAL  
CONFERENCE. TOGETHER!



# BIONEERS

2019 SPONSORSHIP

An opportunity to connect with the nation's active network of engaged and socially-conscious individuals and organizations.

# WHY?

**Because it's not just about connecting with an audience, it's about connecting with a committed audience.**

The Bioneers conference attendees and online community make up an inspiringly active, engaged and socially-conscious network in the US. Visibility in the Bioneers community means you'll reach audiences who are aligned with your mission, and are seeking to buy from, partner with, and promote organizations that are creating solutions for some of today's most pressing social and environmental challenges.

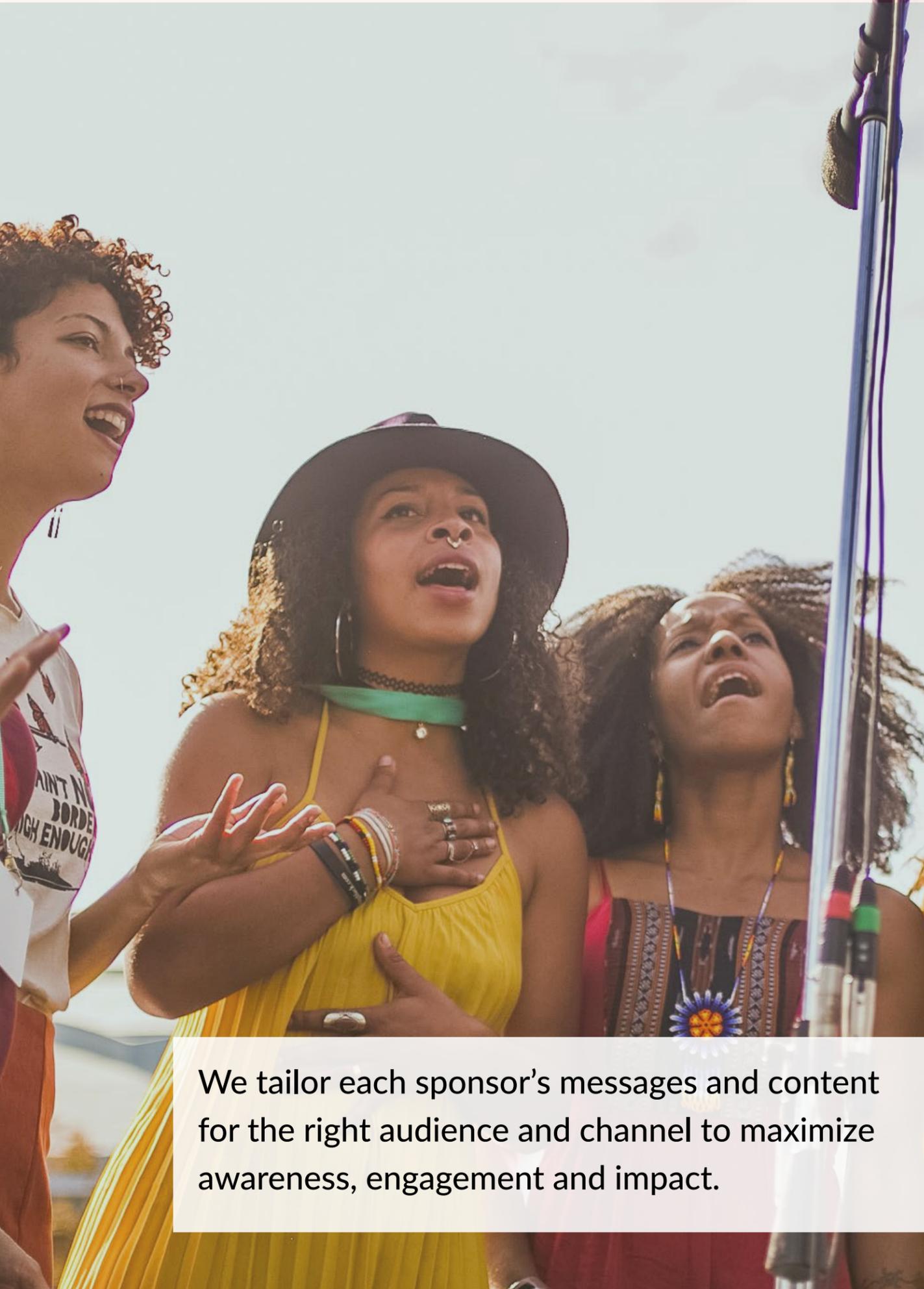
# HOW?

For 30 years, Bioneers has built a dedicated and active community online and offline who are motivated to support causes, products and ideas that inspire them. Bioneers hosts an annual conference each year that convenes a community of leaders for inspiration and action.

This is a unique opportunity to be part of a global community that is developing breakthrough solutions for a just and regenerative world.

**CONFERENCE DATE: OCTOBER 18 – 20, 2019**





We tailor each sponsor's messages and content for the right audience and channel to maximize awareness, engagement and impact.

# WHO?

The Bioneers community includes professionals and consumers from diverse sectors.

- Tech & Startup Visionaries
- Scientists
- Indigenous Leaders
- Food & Water Innovators
- Green-Business Innovators
- Philanthropists & Economists
- Media Innovators
- Informed, Engaged & Active Citizens and Youth
- Healthcare & Healing Arts Professionals
- Educators & Students
- Women Leaders
- Social Entrepreneurs

In addition to the in-person conference, sponsors have the opportunity to connect with the larger Bioneers network.

**4,000 +**  
Conference Attendance

**4,000–6,000**  
Resilient Communities Network Audience

**30,000+**  
Email Subscribers

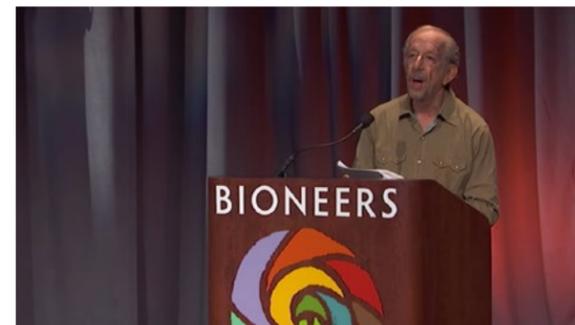
**130,000**  
Active Social Media Audience

**150+ Radio Stations in the U.S. and abroad**



# REACH AN ACTIVE, MOTIVATED ONLINE COMMUNITY.

Bioneers videos, articles and podcasts reach millions of engaged fans online with content that is educational and inspirational.



Kenny Ausubel, Bioneers Co-Founder & CEO, on how plants can learn and communicate.

Views	2,300,374
Reach	3,816,501
Likes	11,220
Comments	1431
Shares	52,271

Kandi Mossett, Lead Organizer with Indigenous Environmental Network, on Standing Rock

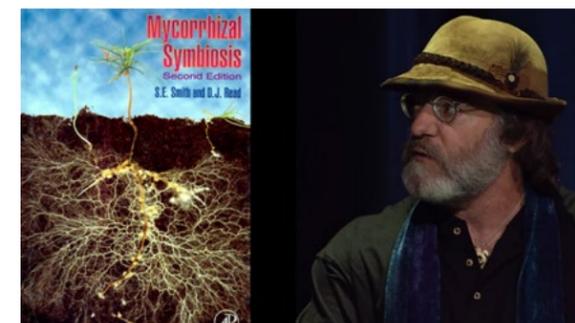
Views	385,348
Reach	1,445,386
Likes	4,484
Comments	229
Shares	14,485

#noDAPL



*“One of our best-selling books wouldn’t have happened without Bioneers. I heard Jeff Clements at Bioneers in 2010 and talked to him about a book (Corporations Are Not People) right there in the tent.”*

**NEAL MAILLET  
BERRET-KOEHLER PUBLISHERS**



Paul Stamets reveals his latest breakthrough research on mushrooms.

Views	166,827
Likes	2,534
Comments	148



# WHAT

## DOES A BIONEERS SPONSORSHIP PACKAGE LOOK LIKE?

Each package is flexible to meet your organization's preferences, and includes support from our sponsorship staff.

### **ALL sponsorship opportunities include:**

- Company logo on event website with hyperlink
- Acknowledgement in 10,000+ mailed conference promotional brochures
- Acknowledgement in 3,500+ conference programs
- Two mentions in Bioneers social media posts



# VISIONARY

## 30<sup>th</sup> ANNIVERSARY PATRON; \$30,000

- Sponsor mention in the 2019 radio and podcast season
- Media feature: “Brought to you with support of Your Company” message on short video clips produced from the 2019 Conference (over 150K social media reach)
- Exclusive branding of a conference area
- Sponsor of workshop, panel series, or special event
- Sponsor logo slideshow and special thank you from the main stage
- Premium logo placement acknowledgement tower signs
- Sponsor logo on the Bioneers website with live link to sponsor website for 2019
- Full page color advertisement and sponsor logo in conference program
- Sponsor logo included in marketing ads for the 2019 Bioneers Conference, includes ads ½ page or larger in local, regional or national print media
- Three featured blog post and three social media posts highlighting Sponsor
- E-newsletter inclusion sent to 30,000+ Bioneers subscribers:
- One dedicated e-newsletter on pertinent subject matter underwritten by Sponsor and one sponsor ad
- Eight, 3-day passes, to Bioneers Conference (valued at \$6,600)
- Access for eight guests to the Friday Night Speaker Reception (by invitation only)
- Access for two to the conference Green Room
- Premium booth in high traffic location at Changemakers Fair (valued at \$1,500)

# BREAKTHROUGH

## PARTNER; \$15,000

- Naming opportunity: Branding of a conference area
- Sponsor of a workshop, panel series, or special event
- Marketing and promotion visibility via website, social media channels and newsletter
- Sponsor logo on main stage and slideshow
- Special thank you from the main stage
- Sponsor logo on sponsor acknowledgement tower signs
- Sponsor logo on Bioneers website with live link to sponsor website
- Half page color ad and logo placement in the conference program
- Sponsor logo included in ads for the 2019 Bioneers Conference, includes ads ½ page or larger in local, regional or national print media print
- One featured blog post and two social media post highlighting Sponsor (over 150K social media reach)
- E-newsletter inclusion sent to 30,000+ Bioneers subscribers
- One dedicated e-newsletter on pertinent subject matter underwritten by Sponsor
- One ad promoting Sponsor
- Four, 3-day, passes to Bioneers Conference (valued at \$3,300)
- Access for four guests to the Friday Night Speaker Reception (by invitation only)
- Premium booth in high traffic location at Changemakers Fair (valued at \$1,500)





# TRAILBLAZER

PARTNER; \$7,500

- Sponsor of workshop, panel series, or special event
- Sponsor logo on main stage slideshow
- Sponsor logo on sponsor acknowledgement tower signs
- Sponsor logo on Bioneers website with live link to sponsor website
- Sponsor logo in conference program
- E-newsletter inclusion sent to 30,000+ Bioneers subscribers
- One dedicated e-newsletter on pertinent subject matter underwritten by Sponsor or One ad promoting Sponsor
- Two Social media post (with a 150K social media reach)
- Two, 3-day, pass to Bioneers Conference (valued at \$1,650)
- Access for two guests to the Friday Night Speaker Reception (by invitation only)
- Premium booth in high traffic location at Changemakers Fair (valued at \$1,500)



## SOLUTIONS PARTNER; \$3,000

- Sponsor logo on main stage slideshow
- Sponsor logo on sponsor acknowledgement tower signs
- Sponsor logo on Bioneers website with live link to sponsor website
- Sponsor logo in conference program
- Newsletter mention, reaching 30,000+ Bioneers subscribers
- One Social media post, reaching 150K
- One, 3-day, pass to Bioneers Conference (valued at \$825)
- Access for one guest to the Friday Night Speaker Reception (by invitation only)
- Premium booth in high traffic location at Changemakers Fair (valued at \$1,500)

## FOR PLEDGES UNDER \$3,000

Bioneers invites you to support the Youth Leadership Scholarship Fund.

## FOR IN-KIND DONATIONS

We seek to partner with local businesses and farmers to feature and provide locally sourced produce and products. In-kind partners are featured in the conference website, social media posts, conference program, and during the Saturday

# MAYBE YOU'VE HEARD OF US

Bioneers is a nonprofit educational organization that focuses on breakthrough solutions for restoring people and planet. Founded in 1990, Bioneers has acted as a fertile hub of social and scientific innovators with practical and visionary solutions for the world's most pressing environmental and social challenges.



*"I work for farmers, and I build a brand. By sponsoring the Bioneers radio series, I'm marrying what I need to do to build this brand with what I feel is right —to get these messages out to as many people as we possibly can."*

**THERESA MARQUEZ**  
CHIEF MARKETING EXECUTIVE  
ORGANIC VALLEY FAMILY OF FARMS®

**Some of our current and past partners include:**



North  
Atlantic  
Books

CONSERVATION  
CORPS NORTH BAY  
*A path to a better future.*





THE CONFERENCE



RESILIENT COMMUNITIES NETWORK



RESTORATIVE FOOD SYSTEMS

# OUR PROGRAMS

Bioneers has programs and initiatives across a range of impact areas, developing and acting on solutions to restore people and planet.

*“I took the lead of Leila and Nadia and a lot of it came from Kenny and the contacts that he had—the real innovators in the environmental movement.”*

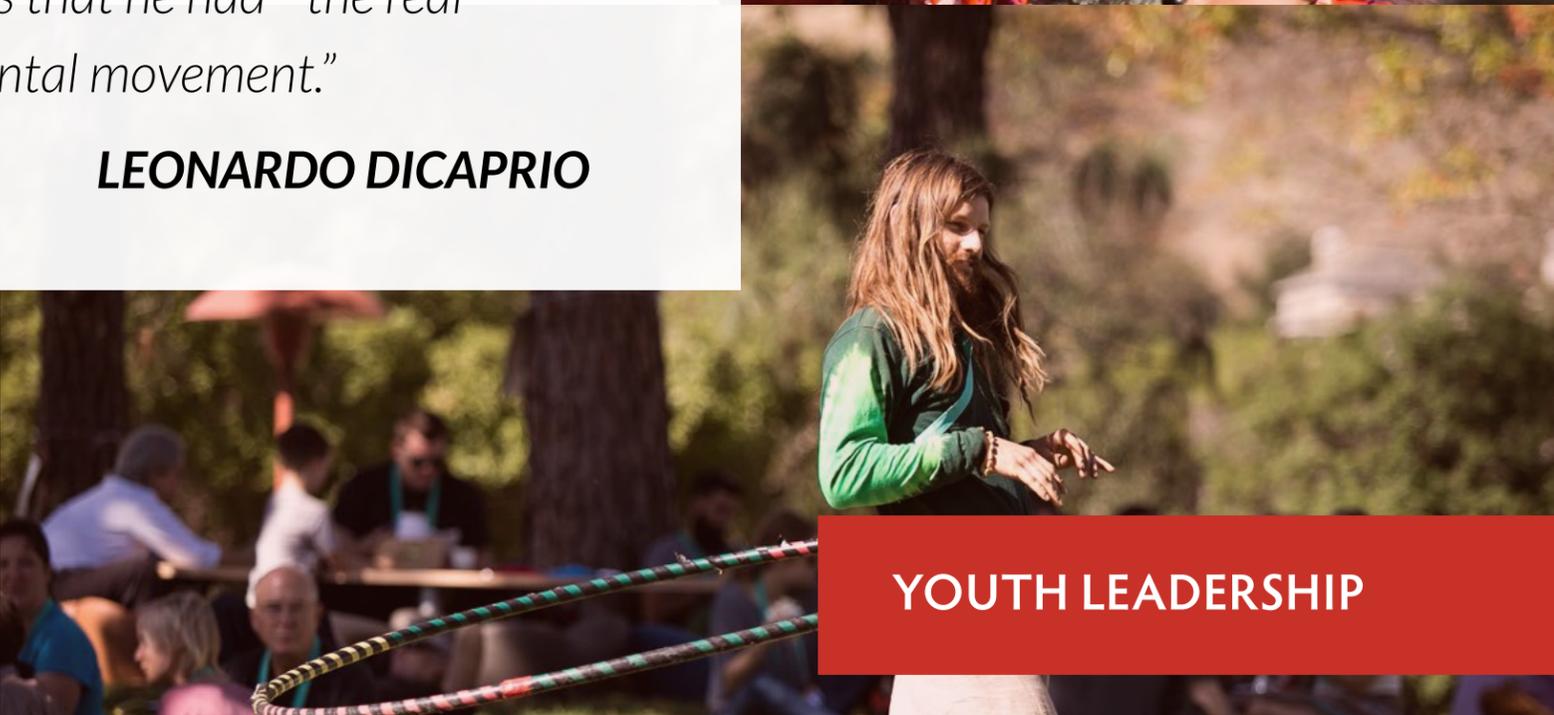
**LEONARDO DICAPRIO**



INDIGENEITY PROGRAM



EVERYWOMAN'S LEADERSHIP



YOUTH LEADERSHIP

PLEASE JOIN US IN CELEBRATING AND  
FORTIFYING OUR 30TH ANNUAL  
CONFERENCE. TOGETHER!



THANK YOU  
**BIONEERS**

2019 SPONSORSHIP  
info@Bioneers.org