



American  
Horticultural Therapy  
Association®

# Thriving <sup>in</sup> the Grove

*Building Resilience through Horticultural Therapy*

## *Partnership & Sponsorship Guide*

Mariott Union Square Hotel | San Francisco, CA | October 15-18, 2026  
[partnerships@ahta.org](mailto:partnerships@ahta.org)



# Sponsor the **Legacy.** Shape the **Future.**

**Partner with us for the 2026 AHTA Conference in San Francisco, CA!**

This highly anticipated gathering blends expert-led education, experiential learning, immersive local experiences, a vibrant exhibit hall, association awards, and meaningful networking. Our conference is the profession's core gathering place for learning, research, and community.

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# President's Message

A Historic Event | Experiential Learning | A Diverse Professional Audience | Deepening Engagement Nationally & Globally

## 50+ Years of Leadership. Growing What Comes Next.

For more than five decades, the American Horticultural Therapy Association has been shaped by trailblazing leaders who understood the power of the people-plant connection long before it entered mainstream conversation.

They built programs. They established standards. They protected the integrity of the work. And in doing so, they laid the foundation for both horticultural therapy and therapeutic horticulture as meaningful, respected professional pathways.

### **Today, we find ourselves at a historic moment.**

With the launch of Board Certification in horticultural therapy, we are stepping into a new chapter — one that brings our long-established national standards into a higher level of professional recognition and visibility.

At the same time, the broader field continues to grow in powerful ways across wellness, educational, and community settings. Together, these pathways reflect the expanding impact of plant-rich environments and the vital role the people-plant connection plays in human health and well-being.

Our 2026 Annual Conference, *Thriving in the Grove: Building Resilience through Horticultural Therapy*, marks this defining chapter. It is a moment to celebrate the legacy that brought us here and to invest boldly in what comes next.

Sponsorship at the 2026 Annual Conference honors the leaders who built this field and invests in the next generation of professionals who will continue to grow the impact of the people-plant connection in wellness-aligned and community-based forums. Join us as this important work continues to take shape.

Warmest Regards,



*Kelly Warnick*

Kelly Warnick, HTR, JD  
President  
American Horticultural Therapy Association





**American  
Horticultural Therapy  
Association®**

ADVANCING THE PRACTICE OF HORTICULTURE AS THERAPY

# About AHTA

## AHTA: The National Voice of Horticultural Therapy

AHTA is the professional home and standard-setting body for the impactful field of horticultural therapy. For more than five decades, AHTA has advanced the intentional use of plants, plant-based activities, and therapeutic garden design to support wellness, learning, and healing across healthcare, education, community, and other diverse settings.

### Who Attends the Annual Conference?

- Horticultural therapists and therapeutic horticulture practitioners
- Healthcare and allied health professionals
- Educators, extension professionals, and youth-serving organizations
- Researchers, faculty, and graduate students
- Students and emerging professionals
- Horticulture, garden, wellness, and industry partners



### What is Horticultural Therapy?

Horticultural therapy is evidence-based practice rooted in the powerful relationship between people and plants. Through the skilled use of plants and thoughtfully designed plant-rich environments, the profession supports multiple dimensions of health - enhancing physical well-being, supporting emotional balance, encouraging cognitive engagement, and fostering connection with others.

### Human Health and Natural World

Our work lives at the intersection of human health and the natural world, where therapeutic approaches, ecological responsibility, professional integrity, and skilled horticultural practice unite.



# Growing Visibility & Global Reach

## Expanding Exposure in Media & Thought Leader Circles

Through AHTA's expanding presence, your sponsorship gains visibility beyond traditional professional audiences. This coverage reflects increasing public interest in plant-based approaches to well-being and has positioned AHTA as a trusted voice in professional circles.



AHTA's work has been featured in **Homes & Gardens**, a widely read national publication, spotlighting the AHTA 'Growing Impact' Campaign and its focus on youth wellness, nature connection, and evidence-informed programming.



Content aligned with horticulture and wellness has also been distributed through the **Associated Press**, extending awareness across mainstream media channels and reinforcing the relevance of AHTA's work on a national level.



AHTA leaders and members regularly participate in podcasts, interviews, and public discussions centered on wellness, resilience, education and the human-nature connection. Examples:

- Penn State Extension, "[Keeping It Green;](#)" [Season 3 Episode 5](#)
- [Everything Lifestyle Podcast](#). Beginning at 14.10



Richard Louv, bestselling author of "Last Child in the Woods" and internationally recognized advocate for nature connection, served as the keynote speaker at the most recent AHTA Annual Conference. His participation underscores AHTA's alignment with broader national and global conversations around health, well-being, and the human need for connection to nature.



# Conference Schedule

Join the American Horticultural Therapy Association for four inspiring days of connection, learning, and community in San Francisco, California—bringing together horticultural therapy professionals nationally and worldwide.

Thursday

Oct 15



## WELCOME RECEPTION & MOTH HOUR

The conference begins with a welcome evening reception at the Marriott Union Square, featuring a special Moth Hour—an evening of storytelling, reflection, and shared experience to open our time together.

Friday

Oct 16



## KEYNOTE, SESSIONS & AWARDS

Jennifer Jewell — creator of Cultivating Place — sets the tone with her keynote address on meaning and growth. The day continues with presentations, panels, awards, and association meetings, offering rich opportunities to learn, share work, and strengthen professional and personal connections across the field.

Saturday

Oct 17



## SF BOTANICAL GARDEN & CLOSING CIRCLES

Our final day takes place at the San Francisco Botanical Garden, immersed in one of the city's most beautiful living collections. Attendees will hear from presenters connected to Golden Gate Gardens, followed by hands-on workshops, presentations, and a vibrant exhibit hall featuring California and international horticultural therapy programs, organizations, resources—and yes, some plants and great swag. A meaningful closing circle in the Redwood Grove led by Jennifer Jewell, brings our community together to reflect, connect, and carry the experience forward.

Sunday

Oct 18



## ALCATRAZ HISTORIC GARDENS

The conference concludes with an optional guided tour of the historic Alcatraz Gardens. Participants will hear from Shelagh Fritz, Senior Program Manager of Alcatraz & Black Point Historic Gardens, sharing insights into stewardship, resilience, and public garden care.



# Sponsorship Opportunities

Sponsorships are allotted on a first-come, first-serve basis.



## Flagship Signature Experiences

Exclusive, high-impact, values-driven experiences that define the conference and create moments that attendees remember and carry forward.



## Experiential & Learning Sponsorships

Hands-on, educational engagements that connect your brand to meaningful learning moments.



## Connection & Community Sponsorships

Spaces and experiences that foster relationships, well-being, and community building.



## Premium Visibility Sponsorships

Elevated exposure across key conference touch points and communications.



## High-Visibility Brand Placement

Strategic logo and brand integration throughout the conference experience.

## Designed for Meaningful Partnership

Most AHTA sponsorships can be customized to align with your organization's goals, products, and audience for authentic, values-aligned engagement. Sponsor early for the opportunity to collaborate with AHTA. Create a tailored plan to strategically integrate your brand across conference experiences and year-round marketing communications.

- **Amplify visibility** by placing your organization in front of a national community of horticultural therapy practitioners, educators, and healthcare leaders, strengthening recognition within a growing, credentialed profession.
- **Align values** through authentic association with evidence-based practice, professional standards, and the advancement of horticultural therapy as a credible healthcare discipline.
- **Extend impact** by supporting education, connection, and professional growth in ways that continue to resonate with attendees beyond the conference experience.





# Plants & Paws

## IMMERSIVE WELLNESS SPONSORSHIP

### COST

**\$3,500**

### AVAILABILITY

**1 Remaining**

### LOCATION

**Marriott Union Square Hotel**

Inspired by a simple, yet powerful insight shared by a participant (age 10) in the AHTA 'Growing Impact' Youth Wellness Campaign:

*“If only I could combine my two most calming things: plants and pets.”*

Sponsor one of the most anticipated and memorable experiences of the AHTA Annual Conference—Plants & Paws, a signature, immersive experience that brings together the healing power of plant engagement and animal-assisted therapy to support calm, connection, and restoration.

The experience offers conference attendees a moment to pause and reset, while modeling the power of combined allied therapy approaches increasingly used across healthcare, education, and community programs.

## AHTA FLAGSHIP EXPERIENCE

Sponsor support brings together multi-sensory plants, hands-on plant engagement, gentle and thoughtfully supported animal interaction, grounding/emotional regulation strategies, and highlights from recent evidence-based research:

- **Scientific Foundations of Connection:** This zone highlights the research and neuroscience underlying the human–animal–plant bond.
- **The Co-Regulation Zone:** An experiential area where guided engagement with plants and animals supports co-regulation, nervous system settling, stress reduction, and authentic connection.
- **The Reflection Path:** This pathway carries participants out of the Co-Regulation Zone and into the mindset of professional practice, translating the Plants & Paws experience into meaningful, future applications for horticultural therapy and therapeutic horticulture professional practice.

## LEAD SPONSOR BENEFITS

- *Receive* recognition as a lead 'Plants & Paws' Immersive Wellness Sponsor
- *Gain* integrated brand presence throughout the immersive space
- *Achieve* prominent visibility across the AHTA digital conference guide and select presentations
- *Participate* in a curated speaking moment to share on social media why your organization chose to support this work
- *Secure* year-long recognition on the AHTA website highlighting your organization's role in bringing this experience to life through post-conference visual and written storytelling focused on attendee impact
- *Receive* two (2) complimentary full conference registrations for organizational representatives





# Pioneers & Pathways

## SPONSORSHIP

### COST

**\$1,500**

### AVAILABILITY

**Multiple**

### LOCATION

**Marriott Union Square Hotel**

Inspired by a historic year for AHTA—the launch of Board Certification—this experience celebrates the leaders who built the foundation of horticultural therapy while impactfully guiding emerging professionals forward, reinforcing the field’s growing professional standards, credibility, and visibility.

At the heart of the experience is the Roots Wall, a visual tribute honoring foundational leaders, educators, advocates, and early practitioners through photographs, quotes, and short narratives—highlighting:

- The barriers they faced
- Why they stayed
- What they hoped the field would become

## AHTA FLAGSHIP EXPERIENCE

A **Pathways Timeline** tracks the evolution of horticultural therapy and therapeutic horticulture, with the added feature of a Board Certification Station for conference attendees to learn more about this opportunity.

An **Internship & Mentorship Exchange Hub** creates intentional space for connection between seasoned professionals and the next generation:

- Provides guidance and direction to emerging professionals as they enter the field
- Supports consistency in internship experience through shared expectations and mentorship
- Inspires long-term professional engagement at a pivotal moment in the field’s growth

## LEAD SPONSOR BENEFITS

- *Receive* exclusive naming recognition as a Pioneers & Pathways Experience Sponsor
- *Gain* prominent brand presence integrated into this legacy-rich and forward-guided immersive environment
- *Achieve* recognition across the AHTA digital conference guide and select conference presentations
- *Receive* verbal acknowledgment during legacy, scholarship, and professional milestone remarks
- *Secure* featured recognition on the AHTA website with a values-aligned sponsor description
- *Receive* two (2) complimentary conference registrations





# Resilience Lab

EXPERIENTIAL LEARNING & THOUGHT LEADERSHIP

COST

\$1,000

AVAILABILITY

Multiple

LOCATION

SF Botanic Garden

*Resiliency has emerged as a defining focus theme across health, education and community care in today's rapidly changing world. Every effort to communicate, teach, and practice resilience strengthens the human condition.*

The Resilience Lab, embracing the theme of the conference, hosts space for thought leadership engagement, shared understanding and research, and impactful reflection around what it truly means to be resilient.

Inspired by the work of Keynote Speaker, Jennifer Jewell and her reflections in What We Sow, the Resilience Lab looks to one of nature's most enduring teachers—seeds—to examine how resilience is formed, protected, and expressed over time through biological science.

## AHTA FLAGSHIP EXPERIENCE

Clear and powerful parallels to the human experience are drawn:

- **Resilience Exchange:** This zone serves as the research-grounded hub of the Resilience Lab, featuring evidence-based research, interdisciplinary perspectives, and thought leadership testimonials on the healing power of resilience in health and well-being.
- **Seeds of Strength:** This zone explores the science of seeds—germination, dormancy, viability, adaptation, and responsiveness to environmental conditions—drawing from plant physiology and ecological research. These biological principles are translated metaphorically to illuminate how resilience can be cultivated in people, communities, and systems of care

## LEAD SPONSOR BENEFITS

- Receive prominent recognition as a 'Resilience Lab' Flagship Experience Sponsor
- Gain prominent brand presence integrated into a high-impact experiential environment within the Exhibit Hall
- Achieve enhanced visibility across the AHTA digital conference guide and select presentations
- Secure featured recognition on the AHTA website, aligning your organization's brand with themes of resilience, adaptation, and stewardship through story-forward integration.
- Receive two (2) complimentary full conference registrations for organizational representatives



# Experiential & Learning



## EXHIBIT HALL SPONSOR

### COST

**\$1,000**

### AVAILABILITY

**Multiple**

The Exhibit Hall is the heart of the conference—a full day of workshops, presentations, and vibrant exhibits at the Botanical Garden, where attendees engage directly with tools, products, and resources used in professional practice.

### SPONSOR BENEFITS

- *Recognized* as an Exhibit Hall Day Sponsor
- *Display* your logo prominently throughout the Exhibit Hall
- *Benefit* from repeated, high-traffic visibility during conference programming
- *Align* your organization with experiential learning and applied professional practice
- *Appear* on AHTA conference website as a valued sponsor
- *Receive* one (1) complimentary conference registration



## EXHIBIT HALL: HANDS-ON WORKSHOP SPONSOR

### COST

**\$1,500**

### AVAILABILITY

**Multiple**

Supports interactive workshops delivering practical techniques attendees can immediately apply across healthcare, education, vocational, and community settings.

### SPONSOR BENEFITS

- *Recognized* as one of the few Exhibit Hall Hands-On Workshop Sponsor
- *Receive* verbal acknowledgment at the start of the sponsored workshop session
- *Display* your logo on workshop signage and program listings
- *Gain* visibility within the high-traffic Exhibit Hall
- *Appear* on AHTA conference website as a valued sponsor
- *Receive* one (1) complimentary conference registration



# Connection & Community



## ALCATRAZ GARDEN TOUR EXCURSION SPONSOR

### COST

**\$1,000**

### AVAILABILITY

**Multiple**

Sponsor a guided tour experience highlighting the intersection of landscape, history, restoration, and stewardship—exploring resilience through public garden care.

### SPONSOR BENEFITS

- *Receive* exclusive recognition as Excursion Sponsor
- *Feature* a co-branded logo on excursion materials (e.g., lunchbox/takeaway)
- *Gain* promotion through pre-conference email distribution
- *Receive* on-site signage and verbal acknowledgment
- *Appear* on AHTA conference website as a valued sponsor
- *Receive* one (1) complimentary conference registration

## OPENING RECEPTION & MOTH HOUR EVENING SPONSOR

### COST

**SOLD OUT**

Launches the conference with connection and visibility during the first major networking event.

### SPONSOR BENEFITS

- *Display* your logo on reception signage and materials
- *Receive* verbal acknowledgment during opening remarks
- *Establish* branded presence across reception materials
- *Appear* on AHTA conference website as a valued sponsor
- *Receive* one (1) complimentary conference registration

## CLOSING RECEPTION SPONSOR AT REDWOOD GROVE

### COST

**\$1,500**

A reflective, celebratory gathering led by the keynote speaker, bringing the conference to a meaningful close.



### SPONSOR BENEFITS

- *Receive* exclusive recognition as Closing Reception Sponsor
- *Display* your logo on reception signage and materials
- *Receive* verbal acknowledgment during closing remarks
- *Introduce* a branded reception item to enhance the closing experience
- *Appear* on the conference website as a supporting sponsor
- *Receive* one (1) complimentary conference registration



# Connection & Community



## PROFESSIONAL PORTRAIT STUDIO

### COST

**\$500**

### AVAILABILITY

**Multiple**

The Professional Portrait Studio provides conference attendees with a polished, professionally edited headshot to support their career development and professional visibility.

In a milestone year marked by Board Certification, this sponsorship helps practitioners present themselves with confidence across speaking engagements, credentialing materials, publications, and professional profiles — advancing horticultural therapy and therapeutic horticulture nationwide. Your support is a tangible investment in the professionals who carry this work forward.

### SPONSOR BENEFITS

- *Recognized* as a Portrait Studio Sponsor in the conference program and website
- *Place* your logo at the portrait station
- *Receive* visibility in portrait scheduling communications
- *Align* your brand with professional advancement and workforce growth

## COFFEE BREAK



### COST

**\$1,000**

### AVAILABILITY

**Multiple**

Sponsors high-engagement networking moments throughout the conference.

### SPONSOR BENEFITS

- *Display* your logo on coffee break signage
- *Feature* custom branded materials, such as napkins
- *Sponsor* a minimum of five branded coffee breaks
- *Benefit* from repeated brand exposure during peak engagement



# Premium Visibility



## OPENING KEYNOTE

### Jennifer Jewell

*a gardener, garden writer, and gardening educator and advocate. Since 2016, she has written and hosted the national award-winning, weekly public radio program and podcast, Cultivating Place*

#### COST

**\$2,500**

#### AVAILABILITY

**Exclusive (1)**

Aligns your brand with thought leadership and inspiration during the conference's opening address.

### SPONSOR BENEFITS

- Receive exclusive recognition as Keynote Sponsor
- Receive verbal acknowledgment during keynote introduction
- Display your logo on keynote presentation slides
- Featured in pre-conference promotional emails highlighting the keynote
- Appear on the conference website as a supporting sponsor
- Receive two (2) complimentary conference registrations



## AWARD PROGRAM

#### COST

**\$1,500**

#### AVAILABILITY

**Exclusive (1)**

Honors excellence, leadership, and emerging professionals in the field.

### SPONSOR BENEFITS

- Receive exclusive recognition as Awards Program Sponsor
- Receive verbal acknowledgment during awards presentation
- Display your logo placement on awards signage and slides
- Appear on the conference website as a supporting sponsor
- Receive one (1) complimentary conference registration



# High-Visibility Brand Placement



**COST**

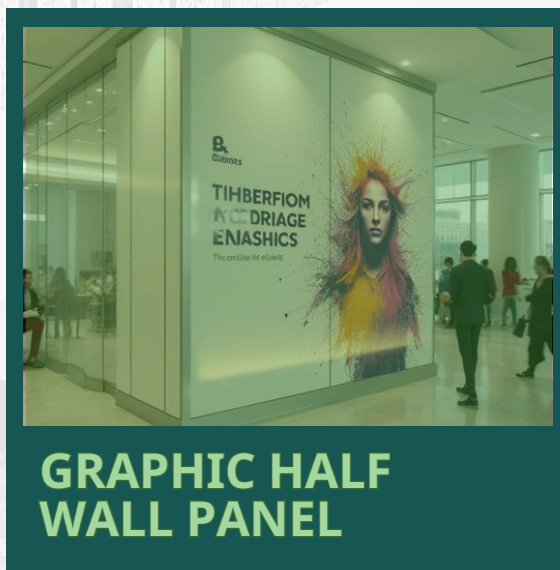
**\$2,000**

**AVAILABILITY**

**Exclusive**

## SPONSOR BENEFITS

- *Feature* full-color, co-branded graphics on elevator doors
- *Secure* central placement in heavily trafficked conference areas
- *Maintain* continuous visibility throughout the conference
- *Access* a limited availability opportunity with high impact



**COST**

**\$2,000**

**AVAILABILITY**

**Exclusive**

## SPONSOR BENEFITS

- *Secure* prominent half-wall display placement in a high-traffic area
- *Feature* a full-color, co-branded graphic visible to conference attendees
- *Benefit* from continuous, multi-day exposure throughout the conference
- *Access* a limited availability sponsorship opportunity with high visibility



**COST**

**\$1,000**

**AVAILABILITY**

**Exclusive**

## SPONSOR BENEFITS

- *Display* your logo on all official conference lanyards
- *Achieve* continuous visibility worn by every conference attendee
- *Extend* brand exposure across all sessions and conference days



# Sponsorship Opportunities List

## AHTA 2026 ANNUAL CONFERENCE

### Flagship Signature Experiences



- 'Plants & Paws' Immersive Wellness Sponsorship
- 'Pioneers & Pathways' Sponsorship
- 'Resilience Lab' Sponsorship

\$3,500 (1 Remaining)  
\$1,500 (Multiple)  
\$1,000 (Multiple)

### Experiential & Learning Sponsorships



- Exhibit Hall Sponsor, San Francisco Botanical Garden
- Exhibit Hall Hands-On Workshop Sponsor, SF Botanical Garden

\$1,000 (Multiple)  
\$1,500 (2 Available)

### Connection & Community Sponsorships



- Alcatraz Garden Tour Excursion Sponsorship
- Opening Reception/Moth Hour Evening Sponsorship
- Closing Reception Sponsorship, Redwood Grove
- Professional Portrait Studio Sponsorship
- Coffee Break Sponsorship

\$1,000 (Multiple)  
\$1,000 (SOLD OUT)  
\$1,500 (Exclusive)  
\$ 500 (Multiple)  
\$1,000 (Multiple)

### Premium Visibility Sponsorships



- Opening Keynote Sponsorship with Jennifer Jewell
- AHTA Awards Program Sponsorship

\$2,500 (Exclusive)  
\$1,500 (Exclusive)

### High-Visibility Brand Placement



- Elevator Graphic Cling Sponsorship
- Graphic Half Wall Panel Sponsorship
- Lanyard Sponsorship

\$2,000 (Exclusive)  
\$2,000 (Exclusive)  
\$1,000 (Exclusive)





**American  
Horticultural Therapy  
Association®**

# Continue the Conversation

**Explore how your organization can be part of this milestone year.**

Join us in advancing horticultural therapy and therapeutic horticulture to support human health and continue impacting lives.

## **READY TO SPONSOR?**

Visit us: <https://www.ahta.org/2026-conference-sponsorship>

## **HAVE A QUESTION?**

Contact us: [partnerships@ahta.org](mailto:partnerships@ahta.org)

