2020 PARTNERSHIP GUIDE

VITAL HEALTH BY NATURE

Equity, Access and The Mental Health Benefits of Time Outside

2020 PARTNERSHIP GUIDE
SHIFT (Shaping How we Invest For Tomorrow) is dedicated to the advancement of nature as a social determinant of health. We believe that creating an irrefutable case for the health benefits of nature represents the strongest argument we can make for nature itself. By framing public health as an ecosystem service, and by investing in access and outcomes that are both equitable and inclusive, we seek to advance a cost-effective component of comprehensive health care while raising the value proposition of nature in society at large.

If you’ve ever been to SHIFT, you know that the connections, the networking, the new ideas, and the collaborative discussions are all hallmarks of a gathering that breaks down boundaries and works across disciplines to develop innovative approaches to issues at the intersection of outdoor recreation, conservation and public health.

Now, The 2020 SHIFT Summit will be more accessible and more impactful than ever before. Broadcast virtually from Jackson Hole, Wyoming, The 2020 SHIFT Summit will explore the mental health benefits of time outside, with a specific focus on health equity and access to nature.

This year’s SHIFT will feature three half-day programs:

- Day 1 of The 2020 SHIFT Summit will focus on The Evidence, including research on equitable access to nature and corresponding public health outcomes.
- Day 2 will focus on Interventions, how individuals, institutions and organizations around the country are connecting people with nature, particularly in underresourced and vulnerable communities.
- Day 3 will be all about ‘Making it Real’ ways we can center nature as a mental-health intervention within both practice and policy.

In the pages to come, you will find information on the benefits of a partnership. We look forward to working with you on a package that advances our shared objectives.

Kind Regards,
Christian Beckwith, Director
E: cb@shiftjh.org / P: 307.690.1561
SHIFT SPONSORSHIP LEVELS AND BENEFITS

EACH SPONSOR RECEIVES A STANDARD SPONSORSHIP PACKAGE. ADDITIONAL BENEFITS ARE PROPORTIONATE TO SPONSORSHIP LEVEL.

SHIFT is a 501c3 nonprofit organization. We actively seek to collaborate with partners whose missions, values and work align with our own. For our base-level sponsors, we offer customer-facing opportunities to interact with brand-savvy consumers whose purchasing decisions support their values. At higher levels of sponsorship, we can develop programming around your work and your priorities. Whatever your budget or objective, SHIFT offers numerous ways to showcase your brand with our audiences, all in support of our common goal of protecting the natural resources upon which we all depend.

MARK YOUR CALENDAR & BUDGET TO SPONSOR

2020 SHIFT Festival: October 14-16
2021 SHIFT Festival: October 13-15
Standard Sponsorship Package

- Logo on SHIFT creative from beginning date of sponsorship through Dec. 31, 2020 (names only for Snow King Sponsors)
- Annual Sponsor listing on shiftjh.org with direct link to your website
- One complimentary All-Summit Pass
- One SHIFT Social Media Promotion between 6/1/20 through 9/30/20

Founding Sponsor: $100,000

We are grateful to our Founding Sponsor, The Jackson Hole Travel and Tourism Board, for their ongoing support.

Presenting Sponsor: $50,000 Limit: 1 sold

Standard sponsorship package, plus:

- SHIFT Health & Nature Webinar Series Presenting Sponsorship, with SHIFT promotion at start of each episode and product give-away rights
- Product give-away to 2020 Health & Nature Webinar Series registered participants
- Presenting sponsorship of all 2020 SHIFT Summit programming, with rights to pre-presentation time, livestreaming for program of choice
- Product give-away to 2020 SHIFT Summit registered participants and 2020 Emerging Leader Program participants
- Invitation to a private virtual happy hour with the 2020 SHIFT Award official selections
- SHIFT Summit opening rights
- Branded logo on SHIFT Summit Whova App
- Presenting Sponsor on all SHIFT newsletters, Social Media outlets and shiftjh.org homepage
- Presenting Sponsor of 25 Scholarships to 2020 SHIFT Summit, with opening rights, product give-away at branded Scholarship Mixer
- 25 All-Summit Passes
- Blog Profile
- 15 Social Media Posts
- Right of first refusal on 2021 Presenting Sponsorship
Cathedral Group Sponsorship:  
$25,000 Limit: 2 1 available

Standard sponsorship package, plus:
- Presenting sponsorship of 2020 SHIFT Awards, with rights to pre-presentation time and livestreaming for program of choice
- Product give-away to 2020 SHIFT Summit registered participants and 2020 Emerging Leader Program participants
- Invitation to a private virtual happy hour with the 2020 SHIFT Award official selections
- Introduction of one keynote speaker
- Sponsorship of 10 Scholarships to 2020 SHIFT Summit, with invitation to and product give-away at Scholarship Mixer
- Branded logo on SHIFT Whova App
- Cathedral Group Sponsor on all SHIFT newsletters
- 15 All-Summit Passes
- Blog Profile
- 10 Social Media Posts
- Right of first refusal on 2021 Presenting Sponsorship

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Grand Teton Sponsorship:  
$15,000 Limit: 5 3 available

Standard sponsorship package, plus:
- Grand Teton Sponsorship of all 2020 SHIFT programming, with pre-presentation time, livestreaming rights
- Invitation to a private virtual happy hour with the 2020 SHIFT Award official selections
- Product give-away to 2020 SHIFT Summit registered participants
- Featured content sponsor in one monthly newsletter
- Sponsorship of one program, with opportunity for content integration around your mission, program or work
- Pre-presentation rights for your sponsored program
- Livestreaming rights for your sponsored program
- Sponsorship of 5 Scholarships to 2020 SHIFT Summit, with invitation to and product give-away at Scholarship Mixer
- 10 All-Summit Passes
- 10 Social Media Posts
- Brand logo on SHIFT Summit Whova App
- Right of first refusal for 2021 Grand Teton sponsorship benefits
South Teton Sponsorship: $10,000 Limit: 10 8 available

Standard sponsorship package, plus:
- Invitation to a private virtual happy hour with the 2020 SHIFT Award official selections
- Sponsorship of 3 Scholarships to 2020 SHIFT Summit, with invitation to Scholarship Mixer
- Five additional All-Summit Passes
- Seven SHIFT Social Media promotions between 8/1/20 through 10/15/20
- Brand logo on SHIFT Summit Whova App
- Promotion of featured content in one monthly newsletter
- Sponsorship of one program, with opportunity for content integration around your mission, program or work
- Pre-presentation rights for your sponsored program
- Livestreaming rights for your sponsored program

Teewinot Sponsorship: $5,000 Limit: 5 3 available

Standard sponsorship package, plus:
- Monthly promotion in SHIFT social media campaign from time of sponsorship through 10/15/20
- Two additional All-Summit Passes
- One SHIFT newsletter promotion between 8/1/20 through 10/15/20
- Livestreaming opportunities of SHIFT program of sponsor’s choice (depends on availability)
- Introduction at Poster Session
- 5 Social media posts

Snow King Sponsorship: $3,000 No limit

Standard sponsorship package