Join Us, Friends!

Whole Health MARKETING presents

#BillionPersonMovement
GLOBAL CHALLENGE EVENT

We all share the same risks posed by the changing environmental, social and political climate so, let's share our economic solutions to regenerate people, planet and prosperity.

regenfriends.com | billionpersonmovement.com

February 27, 2020
San Francisco Presidio
Golden Gate Club
135 Fisher Loop
San Francisco, CA

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#Billion Person Movement

The #BillionPersonMovement Global Challenge was set in motion by the consumer demand revealed in the 2019 Emerging Regenerative Consumer national research report.

To reach a regenerative #BillionPersonMovement by Earth Day, April 22, 2023, ReGenFriends™ will host a series of events and sponsored Global Business Challenges, the second to take place February 27, 2020 in San Francisco.

Global Challenge Goals

1. Generate 1 BILLION consumer mentions by Earth Day 2023
2. Create a global community of ReGenFriends™ defined as individuals, customers, companies, governments and NGOs
3. Promote the collective work of regenerative businesses and organizations around the world
4. Fundamentally shift global production and consumption to reverse climate change

It’s Nice To Have Friends

ReGenFriends™ has rapidly grown to be a leader in the regenerative business movement. Companies and organizations participating in our premier event on March 21, 2019 included the following...
We’re ReGen Friendly

Unique Approach

ReGenFriends™ is a customer-centric diverse and inclusive global platform that invites all different types of brands, businesses, organizations and customers together to promote regenerative solutions.

ReGenFriends™ span Fortune 50 to start-up companies working in consumer goods, finance, regulatory, tech, food, agriculture, fashion, logistics, renewables, and more.

We're honored to call some of the world's most impactful brands and organizations among ReGenFriends™.

Join us in leading the regenerative business revolution so we may all share in a prosperous, healthy and livable future.

A Race To Prosperity

We believe a regenerative economy based on businesses utilizing the principles of regeneration (restore, renew and grow) offers the greatest economic opportunity.

We have termed it “A Race to Prosperity” for those companies and organizations that embrace regenerative systems and values into the fabric of their operations.

More importantly, regenerative is inclusive of sustainability, organic, conventional, GMO, Non-GMO, syntropic, carbon smart, agroforestry, silvopasture, the circular economy, doughnut economics, closed loop... All are welcome.

"I appreciate companies that see the connection between cause and effect. I think it is one of the most important aspects of humans within nature. We have the power to stop destroying and polluting the waters and soil around us. I respect and admire companies who strive to minimize their negative impact. I reward companies who take the time and effort to think about the process they use to obtain their resources and products."

(Verbatim customer response from “The Emerging Regenerative Customer” — Male, 25-34, North Carolina)
The Emerging Regenerative Customer

National Research

ReGenFriends™ in collaboration with Whole Health Marketing™ conducted a national study of over 1,500 shoppers aged 18 and older to discover what they know about “regenerative” principles and a wider range of topics relating to how regeneration can positively affect their lives through their buying choices. The results are stunning.

We assessed the customer appeal of regenerative as a communication platform for companies and brands to approach their customer. Most importantly, we let customers describe, in their own words, what they want from brands and organizations to create a regenerative future.

When we presented the principles of regenerative business, focusing on “doing good” and “true accountability” respondents were overwhelmingly in favor of regenerative business as a complement to sustainability.

When we took it even further to describe the benefits of regenerative agriculture, they embraced it with VIGOR. The survey was fielded in February 2019 among shoppers of food, clothing, personal care, household goods, & technology. A general population group and organic shoppers were selected via an online survey in the USA.

“The Emerging Regenerative Customer” report is now available at ReGenFriends.com and in select #BillionPersonMovement Global Challenge Sponsorships.

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**Term Preference**

- **Which do you prefer?**
  - **Regenerative:** 76%
  - **Sustainable:** 14%

**Purchase Intent**

- **Assuming prices were the same, would you purchase products from brands that adopt regenerative systems and values over those that do not?**
  - **Yes:** 75%
  - **No:** 5%
  - **Not Sure:** 20%
Premier Partnership

Premiere Partner $25,000

The Premiere Partner is our Lead Partner and holds the highest recognition. You will be announced at equal level to the executive producers of the conference (Whole Health Marketing) as well as receive recognition as the Lead Sponsor for the Global Challenge Event:

ReGenFriends #BillionPersonMovement GLOBAL CHALLENGE brought to you by [PREMIERE PARTNER]

“The Emerging Regenerative Customer” national research report, including ALL 130 charts (a $10,000 value) will be exclusively offered to The #BillionPersonMovemt Premiere Partner

You will also receive the following benefits:

Introduction at event kickoff
Premium exhibition table
Keynote to highlight your company's commitment to regenerative practices

Logo Placements:

- Logo in equal size and placement to the executive producer (WHM) on the ReGen™ website homepage
- Premium logo placement in event program, event signage, ReGen™ home page and Sponsor Page (linked to your website)
- Premium logo placement on all messaging (email, social media, PR, etc)
- Premium logo display on signage throughout the event

Social Media:

- 6 social media boosts with link to your website
- 4 sponsor “thank you” posts on social media
- Guest blog on the ReGen™ Friends website
- Featured article in newsletter
- 6 complimentary passes ($1,500 value)

Photo: Trista Hughes (Organic Valley), John Fullerton, (Capital Institute) & ReGenFriends 2019 Summit Attendees
#BillionPersonMovement™ Sponsorships

Your sponsorship commitment will put your company in the spotlight and demonstrate your leadership commitment to regenerative

450,000+ Media Impressions
15,000+ Social Media Followers
12,000+ Media Contacts
5,200+ Newsletter Subscribers
78 Countries Represented in Website Visitors

Photo: Doniga Markegard (Owner, Markegard Family Farm)
Vincent Stanley (Co-Founder, Patagonia) ReGenFriends 2019 Summit

Grow
$10,000

- Promoted logo in an impactful position on website and marketing materials
- Sponsor signage placement
- Featured article
- Exhibit table
- The Emerging Regenerative Customer Report ($3000 value)
- 4 tickets ($1,000 value)

Renew
$5,000

- Highlighted logo on website and marketing materials
- Announced at conference kickoff
- Sponsor signage placement
- Exhibit table
- The Emerging Regenerative Customer Report ($3,000 value)
- 3 tickets ($750 value)

Restore
$2,500

- Logo on website and marketing materials
- Sponsor signage placement
- 2 tickets ($500 value)

Let’s Build This Movement Together!
regenfriends.com
billionpersonmovement.com

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