

# Regenerative Unravelled

RU

National Conference Prospectus  
Hawke's Bay / Lincoln

Thriving communities working to advance  
holistic management in New Zealand

2020

# NZ's premier event for Regenerative Management

Dear Valued Partner,

**We have an opportunity you will not want to miss.**

**As you well know, Regenerative has been quickly adopted as a mainstream topic - in many different arenas and amongst a diverse range of audiences. Due to the increasing concerns around climate change and the countless schools of thought on the issue, Regenerative is a concept surrounded by misconception and confusion.**

So, it's time to set the record straight! With this in mind, Ata Regenerative is bringing the world's most renowned speaker to our shores, Allan Savory, as part of what will surely be a Premier Event for Understanding Regenerative.

Ecologist, livestock farmer and founder of The Savory Institute, Allan, along with his co-speakers Chris Kerston (Land to Market Programme) and Tré Cates (nRhythm) will unravel Regenerative - exploring what it means for New Zealand, what it means for the customer and ultimately what it means for our people and our planet.

With this likely to be the last time Allan Savory visits our shores, this is a rare opportunity to align yourselves with the world's best thought leaders on this important subject – one which is key to a sustainable and profitable future for New Zealand food producers.

A two day event, in Hawke's Bay and Lincoln, we expect high numbers of attendance, covering a broad range of industries and disciplines - so this is a partnership opportunity not to miss.

We expect favourable and wide-spread media attention for this event, given the highly topical nature of the subject. With a robust and proactive plan in place, supporting partners should benefit from great coverage across a range of mediums - radio, print and media.

We offer a wide range of sponsorship opportunities to suit your needs. I encourage you to review our prospectus and get in fast.

On behalf of the Regenerative Unraveled team, I hope you'll choose to partner with us on this exciting and highly topical event.

Sincerely,



Hugh Jellie

# Allan Savory - the founder and father of regenerative management

Allan Savory, born in Zimbabwe and educated in South Africa, is the renowned and highly respected international founder of the Savory Institute, ecologist, livestock farmer, Virgin Earth Challenge finalist and change maker.

**Allan's discoveries about the management of grazing ruminants have revolutionised management of grasslands globally and are the foundations of Holistic and Regenerative Management. He is a contrarian and challenges current convention but his findings are increasingly backed by science.**

In the 1960s, prior to the Savory Institute, Allan made a significant breakthrough in understanding what was causing the degradation and desertification of the world's grassland ecosystems and, as a resource management consultant, worked with numerous managers on four continents to develop sustainable solutions.

The Savory institute, as it stands today is passionately dedicated to the large-scale regeneration of the world's

grasslands through Holistic Management to address the global issues of desertification, climate change, and food and water insecurity.

In 2003, Allan Savory received Australia's International Banksia Award "for the person or organisation doing the most for the environment on a global scale," and in 2010 He (and the Africa Centre) received the Buckminster Fuller Institute's Challenge award for work that has "significant potential to solve humanity's most pressing problems."



**“Allan’s 2013 TED talk has been viewed close to 7 million times and is ranked one of the top 50 TED Talks of all time.”**

# Chris Kerston - the consumer ‘why’

Chris, Director of outreach for the Land to Market programme, farmed full time for nearly 15 years before joining the Savory Institute.

**With a long-standing passion for regenerative agricultural and better food distribution systems, Chris has dedicated his life to helping connect farmers with consumers in ways that create synergistic value for both sides.**

Chris has become a recognised public speaker championing for stronger connections between grower and eater and providing training to help build those connections. He has been on the forefront of advocating for the recognition of alternative agricultural models as well as the consumers’ right to access healthy local foods.

**‘The land to Market programme and Ecological Outcome Verification (EOV™)**

This is all about making the connection between brand and land direct and undeniable. Developed in collaboration with leading scientists and researchers

around the world, EOV™ is a soil and landscape assessment methodology that tracks outcomes in soil health, biodiversity, and ecosystem function.

EOV gives the land a voice of its own, through empirical and tangible outcomes, which in turn provide the farmer with ongoing feedback from which to make better management decisions.

EOV measures and trends key indicators of ecosystem function, which in the aggregate indicate positive or negative trends in the overall health of a landscape.

In addition to providing an outcome-based verification of the health of the land base, EOV also provides critical intelligence to the farmer as a steward and manager of the land. By recognising both land regeneration targets and trends, EOV endorsement and associated incentives are bestowed as long as land health moves in a net positive direction.



**“As an early subscriber to the regenerative agricultural movement, he is passionate about helping people understand the value that properly managed landscapes have for society as a whole.”**

# Tré Cates - applying regenerative design for healthy outcomes

Consulting with organisations in a variety of industries across six continents and 35 countries, Tré Cates has proven to be indispensable in designing, developing, and implementing an organisation's purpose for the future.

**He currently serves as Managing Director for nRhythm, an organisational development and design consulting firm dedicated to bringing a regenerative approach to organisations.**

His industry experience is very diverse, from the development of faith-based community organisations, a publicly-traded technology company, to a multinational organisation working in more than 20 countries.

One of his companies was recognized twice as one of the fastest growing companies in the US on the INC 500/5000 list. He has won several top individual awards in the state of Colorado including Entrepreneur of Distinction in Boulder, CO and two-time semi-finalist of Colorado's Ernst & Young Entrepreneur of the Year. He

is active in his community by serving on the board of several companies including multiple non-profits. Tré has a BA in Philosophy from Ouachita Baptist University and a MA in Theology from Southwestern seminary.

nRhythm's Regenerative Framework takes a holistic, living systems-based approach to organisational design and management. This new framework was first used by the Savory Institute to design and manage a multi-stakeholder and multicultural network of partner organisations in over 20 countries.



**“nRhythm’s Regenerative Framework takes a holistic, living systems-based approach to organisational design and management.”**



# Sponsorship packages

This is a rare opportunity to align yourselves with the world's leading experts and thought leaders on Regenerative Management. Be seen to be helping lead the way in ensuring a sustainable and profitable future for New Zealand's food producers.

We realise there is no 'one size fits all' approach when it comes to sponsorship so we are offering a range of options to suit your budget requirements and business objectives.

Promotion for each sponsor across all Ata Regenerative social media channels with paid reach to around 10,000 targeted Facebook users with interests in farming, agriculture and sustainability.

You get to supply your message and choose the webpage you want to promote.

You will also get promotion across all HPE channels:

Ata Regenerative and partners social media channels (120,000+ followers)

# Sponsorship packages

There are a number of sponsorship options to choose from. These will be allocated on a first-in first-served basis.

Sponsorship Packages	Principal Sponsor	Associate Sponsor	Associate Sponsor
	Keynote speaker Allan Savory	Chris Kerston	Tré Cates
Number available	One	One	One
Cost (excl. GST)	\$15,000	\$7,500	\$7,500

Attendance			
Complimentary registrations for the event (per region)	4	2	2
Advertising			
Company logo on events page of Ata Regenerative website	•	•	•
Company listing in the conference handbook	•	•	•
Company logo on the registration system	•	•	•
Company logo on the front cover of the handbook	•		
Colour advertisement in the conference handbook (artwork to be provided by the sponsor)	Full Page	Half Page	Half Page

Acknowledgements			
Company logo displayed on screen at the networking function and between session intervals	•	•	•
Verbal acknowledgement of your Company's support during the opening address	•	•	•

# Sponsorship benefits

As a Principal or Associate Sponsor of this premier event you will enjoy a range of benefits in return for your support.

## Principal Sponsor - Keynote Speaker

Principal sponsorship provides the highest profile and best opportunity for you to support the conference by having your company sponsoring the Keynote speaker, Allan Savory. You will be recognised as a key sponsor, and have your logo printed on all material including the Ata Regenerative events page on their website.

### Benefits

4 (per region) complimentary registrations to attend the event in both Hawke's Bay and Christchurch License to use the conference logo and brand yourself as a Principal Sponsor in your promotional activities (including your website and social media profiles)

Verbal acknowledgement as Principal Sponsor during the welcome speeches

### Logo displayed in the following locations

- On the events page of Ata Regenerative's website (including link to your website)
- On all printed conference material including the handbook (front cover)
- On the digital sponsor reel during conference

Full page advertisement in conference handbook (content to be supplied by you).

## Associate Sponsor - Speakers

Associate sponsorship provides a strong opportunity for you to support the conference by having your company sponsoring one of our two speakers on the night - Chris Kerston & Tré Cates

### Benefits

2 (per region) complimentary registrations to attend the event in both Hawke's Bay and Christchurch

License to use the conference logo and brand yourself as an Associate Sponsor in your promotional activities (including your website and social media profiles)

Verbal acknowledgement as Associate Sponsor during the welcome speeches

### Logo displayed in the following locations:

- On the events page of Ata Regenerative's website (including link to your website)
- On all printed conference material including the handbook
- On the digital sponsor reel during conference

Half page advertisement in conference handbook (content to be supplied by you).

# Sponsorship packages

There are a range of opportunities to align your business with specific aspects of the two day event.

Sponsorship Packages	Conference Catering HB	Welcome drinks HB	Conference Catering Lincoln	Welcome drinks Lincoln	Conference Handbook	Lanyard
Number available	One	One	One	One	One	One
Cost (excl. GST)	\$3,500	\$3,500	\$3,500	\$3,500	\$4,000	\$2,000

Attendance						
Complimentary registrations for the event (per region)	1	1	1	1	1	1

Advertising						
Company logo on events page of Ata Regenerative website	•	•	•	•	•	•
Company listing in the conference handbook	•	•	•	•	•	•
Acknowledgements						
Company logo displayed on screen at the networking function and between session intervals	•	•	•	•	•	•
Verbal acknowledgement of your Company's support during the opening address in each region	•	•	•	•	•	•

# Sponsorship benefits

Below is an outline of the benefits accompanying each of the targeted sponsorship opportunities mentioned above.

## Conference catering and welcome drinks sponsorship

Your organisation will be recognised as the sponsor of catering or welcome drinks in each region. Your sponsorship will be recognised during the welcome speeches

### Benefits

Pull-up banners (provided by the sponsor) visible at each event

### Logo displayed in the following locations:

- On the events page of Ata Regenerative's website (including link to your website)
- In the conference handbook
- On the digital sponsor reel during conference

## Conference Handbook

The handbook will be a printed version for the conference. Verbal recognition as the handbook sponsor during opening session

### Logo displayed in the following locations:

- On the cover of the handbook
- On the events page of Ata Regenerative's website (including link to your website)
- On the digital sponsor reel during conference

## Lanyard Sponsorship

Exclusive branding of the lanyard with your company logo. Lanyards are worn by all delegates throughout the conference in each region and provide a pervasive promotional opportunity.

### Logo displayed in the following locations:

- On the events page of Ata Regenerative's website (including link to your website)
- On the digital sponsor reel during conference

# Application for sponsorship

We apply for a sponsorship package in accordance with the terms and conditions set out in the prospectus.

Signed: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

Please forward this form to our conference organisers:

[angie@manyhats.co.nz](mailto:angie@manyhats.co.nz) - Many Hats Ltd P.O. Box 12097 Napier, 4144

Company Details	
Company	
Postal Address	
Contact Person	
Telephone	Mobile

Sponsor Support Category (excluding GST)		Tick option
Principal Sponsor - Keynote speaker Allan Savory	\$15,000	
Associate Sponsor - Chris Kerston	\$7,500	
Associate Sponsor - Tré Cates	\$7,500	
Conference Catering - HB	\$3,500	
Welcome drinks - HB	\$3,500	
Conference Catering - Lincoln	\$3,500	
Welcome drinks - Lincoln	\$3,500	
Conference Handbook	\$4,000	
Lanyard	\$2,000	

Payment	
Sponsorship total	NZ\$
GST@ 15%	NZ\$
Total	NZ\$

# Using cross sector collaboration to deliver better health outcomes

As a veterinarian Dr Hugh Jellie worked in many parts of the world and observed the impact industrialised and extractive agriculture was having on animals, people and planet.

**He set out to change this and spent the next 17 years researching farming systems around the world and helping farming organisations and individuals change to methods which deliver environmental, social and financial benefits.**

This led to the creation of Ata Regenerative in 2016 as a vehicle to promote the principles of regenerative design in farms and agriculture, in communities, in organisations and in government policy.

Our focus is in using cross sector collaboration to deliver better health outcomes - healthier soil and water, healthier pastures, healthier animals, healthier food products, healthier financial results, healthier businesses, healthier organisations and a positive effect on environment and climate.

This has led to a collaboration with two of the world's leaders in regenerative design and holistic management - Savory Institute and nRhythm.

“Holistic Management uses decision-making and planning processes that give people the insights and management tools needed to work with the web of complexity that exists in nature: resulting in better, more informed decisions that balance key social, environmental, and financial considerations.” - Savory Institute

“Our iterative and evolutionary approach is informed by a living systems design to address organizational roles and responsibilities, systems and processes as well as resource allocation and investment. We are actively involved in designing, creating and managing

organizations who desire a more holistic and regenerative approach. We call this the Regenerative Organization.” - nRhythm

Ata Regenerative is New Zealand's Savory Hub and as such is exclusively qualified to deliver Ecological Outcome Verification and verification for Land to Market status. We also work closely with nRhythm to implement regenerative organisation principles.

**If you are wanting to move your farm, business, organisation or your community to a regenerative model, Ata Regenerative are the team that can help you to achieve your goals.**

