



# Sponsorship & Partnership Overview

*Art of Hosting*  
*Conversations that Matter*

March 30 - April 2 2017  
Karlskrona

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Art of Hosting is a powerful and well-known training that speaks to many people from all over the world. Participants come to learn and explore a variety of practices and methods that they can use to apply in their local community or in their professional work. Not everyone is fortunate enough to be able to afford their training. Art of Hosting Karlskrona was founded around the idea to make the training more accessible and be as inclusive as possible. This means that our prices are significantly lower than other trainings. To keep this training as open and inclusive as possible, we are looking for sponsorships and partnerships from (local) businesses and institutions that are willing to make a contribution to hosting conversations that matter!



# Art of Hosting

Art of Hosting (AoH) is a simple yet powerful process to design and facilitate conversations and workshops that tap into the whole potential of a group and its individuals. Art of Hosting consists of thousands of practitioners, and trainings are organized all over the world.

The Art of Hosting is more than a suite of methods – it is also a practice. It takes a holistic approach beginning with understanding the underlying purpose of a gathering, how to invite participants, planning and accompanying the conversation, and harvesting the outputs in a useful manner.

## Value of the Art of Hosting training

The Art of Hosting Community is a highly effective way of stepping into Participatory Leadership, that can be used on cross sector organizations with any size and age. It aims to harness the collective wisdom and self-organizing capacity of groups of any size.

Many people experience meetings that waste time in their organizations, conversations that feel more like debates, and invitations to input which turn out to be something altogether different. People want to contribute, but they can't see how. Leaders want contribution, but they don't know how to get it.

Much of the art and power of the Art of Hosting approach comes not from any individual method but learning to blend and tailor a combination of methods to serve the need and purpose of the unique context a practitioner is working with using an understanding of underlying patterns of process design.

Methods and Processes

AoH uses open-source social technology that incorporates (but is not limited to) proven multi stakeholders engagement and social innovation methods such as:

- World Café
- Appreciative Inquiry
- Open Space Technology
- Circle Practise
- Storytelling & Story Harvest
- 8 Breaths of Design
- The Art of Harvesting



# Karlskrona 2017

**100+** participants

**8th** consecutive year

**4** days of training

**35** international hosts

## What is this year's training about?

The Art of Hosting Karlskrona is a 4-day residential training designed for learning simple yet powerful practices that build community, activate collective intelligence and foster individual and collaborative leadership practices that give us the capacity to navigate the complexity of our world as it is today.

The purpose of the training is to:

- Explore, learn and practice collaborative means of responding to complex systemic challenges in our communities through engaging conversations that matter.
- Build individual and organizational capacity for participatory leadership across all levels of society.
- Foster a community of practice that may together find answers to the challenges we face as a global society, especially looking at the theme of this year being the deepening divisions within our society.

This is the 8th year that an Art of Hosting training will be happening in Karlskrona. This event has a unique history and really is an iconic event with its own brand of amazing energy. Each year it discusses a different theme, and has a different organizing and hosting team. It is both one of the largest and one of the most energetic AoH trainings on the calendar. This training attracts young professionals, corporate leaders, students, social entrepreneurs and many others. Last year we had 125 participants from all over the world!

## Calling Question

*"In our every deliberation, we must consider the consequences for the next seven generations"*

This teaching was part of the new story that ended a long war between the Native American tribes that became known as the Iroquois Confederacy.

Today, we look around and see a world with escalating conflicts, increasing polarity, and competing truths. Narratives of loss and processes of dehumanization are being accepted as part of our everyday lives. We are therefore called to ask:

- **How might we reach across the deepening divisions in society?**
- **How are we each involved in the story of difference and division and how might we change it?**
- **What personal and collective capacities can support me and us in bridging these divides?**
- **How am I called to step forward now?**

# Sponsorships



Ticket Sponsorship



Event Sponsorship



Tailored Sponsorship

## Ticket Sponsorship

The calling question addresses the deepening divisions of our society. With this in mind, we want to be especially inclusive to those who have personally experienced these divisions and want to contribute their stories and lessons to the Art of Hosting participants. Not everyone can pay the fees to attend the conference, and we are therefore calling to organisations who are interested in making this happen.

We have selected 5 tickets that are up for sponsorship, and will be made available (when sponsored) to those who need it and feel a deep calling to the theme of this year. The applicants will be screened and selected accordingly.

Price: € 600

Quantity: 5 tickets

### What can we offer you in return?

- Exposure of brand to participants during the event
- Invitation to the Art of Hosting gala evening (with all the participants)
- Logo on the Art of Hosting website
- Mention of sponsorship in PR communication



# Event Sponsorship

The event will bring together an expected 90 participants, from all around the world. From students, to young professionals, to corporate leaders. Our aim is to optimize comfort and organisation for the participants and the host team. We are still looking for partners for food, accomodation and products.

## Food

- Catering (lunch, dinner) from March 30 - April 2
- Fika (e.g. tea, coffee, snacks, brainfood) from March 30 - April 2

## Accommodation

- Accommodation offer for host team of the event (10 spaces)
- Accommodation discount for Art of Hosting participants

## Products

- Notebooks (90 participants)
- Materials (e.g. markers, papers)
- Marketing material (e.g. banners, flyers)

## What can we offer you in return?

- Exposure of brand to participants during the event
- Invitation to the Art of Hosting gala evening (with all the participants)
- Logo on the Art of Hosting website
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# Custom Sponsorship

Would you like to sponsor us in your own way? We are open to your suggestions and would love to have a chat with you about your thoughts. We're open to tailored sponsorship that suits your organization's needs and wishes.

## Contact

We look forward to hearing from you and setting up a potential partnership with your organisation.

Contact Cynthia Mooij via  
aohkarlskrona2017@gmail.com



**Thank you!**

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