



**2025 Sponsored Events FAQ**  
**Nature's Treasures**  
**11055 N. IH 35 • Austin, TX 78753**

The Event Coordinator will be happy to explore your best option with you for the possibility of either a basic Rental, Co-Hosting, or Sponsored Event

**FAQs**

**What is a Nature's Treasures Sponsored Event?**

A Sponsored Event is a co-creative collaboration with two intentions: 1.) to support the work of the Presenter, and 2.) to bring interesting, informative and/or enlightening material to NT's customers. In cooperation with Nature's Treasures' providing of publicity, essential in-store promotion, administrative oversight and room staging, the Presenter shares an agreed-upon percentage of the proceeds from the event with Nature's Treasures, as a "Nature's Treasures Presents".

**Do all who apply automatically get Sponsored through Nature's Treasures?**

While all applications are considered, not all will fit into the current criteria. Projected turn-out, staffing, scheduling, timing in general, and subject matter, are primary considerations. However, we will keep all applications on file to reconsider in the future.

**What type of Presenters are often interested in a Nature's Treasures Sponsored Event?**

Nationally touring or Presenters from outside of Austin, who are:

- a. choosing to promote themselves to our local Austin area community
- b. looking to build and expand by taking their offerings to the next level of potential in attendance, revenue, and marketing presence
- c. enthusiastic about creating in the distinctive atmosphere and energy of the crystals and stones found at Nature's Treasures

**Do all Sponsored Presenters have the same revenue split?**

Because every event is unique, splits are negotiable based on a variety of factors, and generally range from a {Presenter/NT}: 70/30% – 60/40% revenue share with Nature's Treasures; 80/20% for Products and Private Sessions. Primary considerations are 1.) the staffing needs to promote, prepare, and work the event, 2.) the cost of resources and advertising provided. Note: travel expenses are not involved in negotiation.

**What services are provided by Nature's Treasures through a Co-Hosted Sponsored Event?**

**A. Promotion**

1. Online Event Management. NT will create an online Event Page that promotes the event. The site will also handle registrations and payment collections.
2. NT's email list is currently at 10,000+ people and our Facebook page is 6,000+ likes. We will post social media invitations to the event multiple times, and send a special email.
3. The event will be featured on NT's home page, [www.ntrocks.com](http://www.ntrocks.com) and in our monthly online newsletter. Flyers will be developed for posting and distribution both in-store and when possible, at corresponding trade shows and events.
4. Nature's Treasures runs print ads in several publications per month and will include the event in at least one of those ads.
5. Outside digi-sign (electronic billboard) is visible from the northbound IH 35 service road.

**B. Staffing**

1. Online advance registration and promotion
2. Event check-in and sales at the door (credit, debit, cash)
3. General oversight
4. General room staging
5. Assistance with product sales – Presenter is responsible for all taxes on their product sales
6. Basic technical assistance
7. Scheduling and ushering for private sessions
8. Formal introduction of Presenter to audience if desired

**With a Co-Hosted Sponsored event, is there a room or equipment rental fee?**

No. There are no upfront fees due from a Presenter when it is a Nature's Treasures Presents event.

**Is there a security deposit for a Sponsored event?**

No. More than likely, NT would not participate in an event that consists of some activity that would require a security deposit.

**What is Nature's Treasures Sponsored Event cancellation policy?**

These specific details are officially covered in the contract. Generally speaking, for cancelling with less than one month prior to the event, unless rescheduled, the Presenter will be responsible for reimbursing Nature's Treasures for basic Rental fees. For cancellation 2-4 weeks prior, Presenter will reimburse Administration fees. The Presenter is encouraged to do their own best efforts promotion in conjunction with NT's.

**How far in advance do you require submitting an application for a Sponsored event for adequate promotion?**

A three month minimum is the general rule, though exceptions may be made.

**When does the Presenter receive their proceeds?**

All accounting and disbursement of revenues will be handled by Nature's Treasures and apportioned to the Presenter via a check upon the final accounting, to be mailed within 7 days after the last day of the

event. For any other arrangement, check with your event coordinator. There is an option for Direct Deposit.

**Can I have my own hospitality sign-in person to sell tickets at the door?**

Event Registration is handled through the NT promotional team. To keep the financials simplified, we encourage the Presenter's team to participate in greeting at the door, but leaving the actual money collections to our staff.

**Do attendees get a discount for Nature's Treasures purchases?**

We know our customers, and it is not uncommon for Nature's Treasures to enhance your event by presenting event attendees with a promotional coupon good for use during the days of the event.

**What are Nature's Treasures retail store hours?**

Currently, the NT retail store location 11055 N IH35 is open 7 days a week 11:00-6:00 daily.

**Is a free aspect of the event advisable?**

At Nature's Treasures, we care about making our events accessible to as many people as possible. A free meet and greet, mini-workshop, book signing or an introductory talk or demo helps gain a wider audience, offers more exposure for the Presenter, and helps provide more opportunities for promotion, as well as growth and enrichment to NT's customers. The possibility is that a free gathering(s) would open up increased interest and ticket sales for the subsequent paid events.

**Would there be synchronized activities in the Community Event Center?**

Other event activity would be booked simultaneous with your event only if it does not conflict with the nature of your event. Although our movable partitions provide privacy, sound is a consideration when planning your event, and NT is sensitive to your needs.

**Is live music permissible?**

Yes, with consideration of others, and other possible proceedings.

**Is there a store discount for Sponsored Presenters?**

Yes. 20% while in your event days.

*Thank you!*

Contact:

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