



June 17, 2010

Dear Sponsor,

Houston unites for Yoga...again! Houston area yoga studios Jennyyoga, Joy Yoga, Yoga West, and YogaOne are pleased to announce the second annual Texas Yoga Conference "Yoga is for EVERYBODY" to be held on February 26 - 27, 2011, at the University of St. Thomas (UST), inside the Jerabeck Athletic Center in the heart of Houston, TX.

With over 500 yoga participants at the 2010 Texas Yoga Conference, our sponsors last year included Luna Bars, Manduka, Jade Harmony, Lola, Savannah Coffee and Tea, Houston Dental, Axelrad Clinic and other local and out of state businesses. We anticipate 750-1000 participants in 2011 at the beautiful UST campus.

The Texas Yoga Conference was founded by local yogis with a passion to inspire the general public to learn more about yoga and its benefits. The conference aspires to become a regional and national showcase for an array of talented yoga teachers in Texas. Yoga is an art for the body, mind and spirit to express living fully in the present moment with peace and wellness. We advocate for yoga as a way of life to bring health to the forefront of families.

The objective of the Texas Yoga Conference is to educate others about the many benefits of yoga through over 40 classes, lectures and presentations designed to allow all levels of student to more deeply explore the many facets of the practice. We will have 15-30 minutes in-between classes and a 1-hour programmed lunch so that the participants can explore our vendor and sponsor areas, shop, rest a while or get a snack at the concession stand on the UST campus.

Texas loves yoga! Texas is a big state among the ever growing number of people practicing yoga in America. Yoga is one of the fastest growing trends in business and fitness popularity.

The number of people practicing yoga in the US has reached nearly 16 million and is expected to continue to grow steadily. The latest "Yoga in America" study, just released by Yoga Journal, shows that Americans spend \$5.7 billion a year on yoga classes and products, including equipment, clothing, vacations and media (DVDs, videos, books and magazines). This figure represents an increase of 87 percent - almost doubled compared to the previous study in 2004.

Yoga Journal also reported that the 2008 study indicates that 15.8 million people, or 6.9 % of the current US population, practice yoga. Of current non-practitioners, nearly 8%, or 18.3 million Americans, say they are very or extremely interested in yoga. And 4.1% of non-practitioners, or about 9.4 million people, say they will definitely try yoga within the next year.

The study also collected data on age, gender and other demographic factors:

- 72.2% are women; 27.8% are men.
- 40.6% are 18 to 34 years old; 41% are 35 to 54; and 18.4% are over 55.
- 28.4% have practiced yoga for one year or less; 21.4% have practiced for one to two years; 25.6% have practiced two to five years; and 24.6% have practiced more than five years.
- 71.4% are college educated; 27% have postgraduate degrees.
- 44% of yogis have household incomes of \$75,000 or more; 24% have more than \$100,000.

The 2008 study indicated that almost half (49.4%) of current practitioners started practicing yoga to improve their overall health. In the 2003 study, that number was 5.6%. And they are continuing to practice for the same reason. According to the 2008 study, 52% are motivated to practice yoga

to improve their overall health. Even the baby boomers are practicing yoga! In 2003, that number was 5.2%.

"Yoga is no longer simply a singular pursuit but a lifestyle choice and an established part of our health and cultural landscape," says Bill Harper, publisher of Yoga Journal. "People come to yoga and stick with it because they want to live healthier lives."

One significant trend to emerge from the study is the use of yoga as medical therapy. According to the study, 6.1%, or nearly 14 million Americans, say that a doctor or therapist has recommended yoga to them. In addition, nearly half (45%) of all adults agree that yoga would be a beneficial if they were undergoing treatment for a medical condition.

According to the National Institutes of Health, yoga:

- * Improves mood and sense of well-being
- * Counteracts stress
- * Reduces heart rate and blood pressure
- * Increases lung capacity
- * Improves muscle relaxation and body composition
- * Helps with conditions such as anxiety, depression, and insomnia
- * Improves overall physical fitness, strength, and flexibility
- * Positively affect levels of certain brain or blood chemicals

"Yoga as medicine represents the next great yoga wave," says Kaitlin Quistgaard, editor in chief of Yoga Journal. "In the next few years, we will be seeing a lot more yoga in health care settings and more yoga recommended by the medical community as new research shows that yoga is a valuable therapeutic tool for many health conditions."

With over 30 presenters represented at the Texas Yoga Conference, participants will have the opportunity to experience yoga classes of various styles and intensities, as well as enjoy lectures and roundtable discussions about how to live a yogic lifestyle. There is something for all ages and levels of the yoga practitioner here, from lectures on living a greener lifestyle, to a forum of experts and experienced practitioners who will share the current research in science and/or share observations in a group lecture! The founders of the Texas Yoga Conference believe that **yoga is for everyone**, and that philosophy will indeed be showcased at the conference through participants and vendors representing businesses around Houston related to yoga and healthy lifestyles.

The founders of the Texas Yoga Conference are very excited to be able to bring this conference to the city of Houston, and are offering a unique opportunity to work together with community sponsors. In order to defray costs associated with the conference, and to keep the cost of the conference accessible to all yogis in Houston, we are actively looking for sponsors to assist financially or otherwise with this event. In return, you will have visible placement to market your products and services to a highly desirable demographic.

As you may be aware, yoga continues to grow in popularity in Houston and internationally. There are several sponsorship levels available, as well as opportunities to showcase goods and services that you may have to offer to health and wellness minded individuals in Houston. You may see detail of sponsorship levels on the next page.

Thank you in advance for your support of the Texas Yoga Conference!



2011 Sponsorship Levels

MONETARY SPONSORSHIP LEVELS

Corporate Level \$5,000

- Full Page ad on inside cover, back cover or first choice in program guide and booth space (first come first serve).
- Everything else that the Platinum level provides plus logo placement in all magazine and billboard ads
- 6 free all-day passes to the 2-day conference
- TV Spots/On-Air Advertising
- Prime positioning of marketing materials and booth at the conference
- 2 conference t-shirts

Platinum Om Level \$1,500

- Full page ad in program guide to be provided to all participants
- Logo on all posters and postcards and other marketing materials (no airtime, magazine or billboard)
- Booth space to promote goods or services to the participants
- Logo **in large print** on conference t-shirts and program guide
- Logo **in large print** on event banner displayed at the conference
- Website link to your business from the Texas Yoga Conference website
- Two free all-day passes to the conference
- 2 conference t-shirts

Shanti Gold Level \$750

- 1/4 page ad in program guide to be provided to all participants
- Booth space to promote goods or services to the participants
- Logo or business name on conference t-shirts
- Logo displayed on event banner and program guide
- Website link to your business from the Texas Yoga Conference website
- Two Free full-day passes to the Conference
- 2 conference t-shirts

Namaste' Level \$250

- Booth space
- Mention in program guide
- Logo on webpage
- 2 conference t-shirts

IN KIND SPONSORSHIP LEVELS

Do you have a good or service you would like to provide, in lieu of cash? We are taking donations for the following goods and services. Your sponsorship will be credited based on the value of the donation.

- T-shirts and related printing
- Printing for promotional materials
- Food
- Drinks (juices or waters)
- Advertising



Sponsor Application Form

Please complete the donor form below and return with your check to:

Texas Yoga Conference
3641-C Westheimer Rd.
Houston, TX 77027

You can also pay via paypal at www.texasyogaconference.com

Name of Business / Sponsor: _____

Contact Person / Title: _____

Mailing Address: _____

City, State, and Zip: _____

Telephone: _____ E-mail: _____

Sponsorship Amount: _____

Exactly how do you want your name to appear on marketing materials?

Note: Please send your logo immediately to
rsvp@texasyogaconference.com