



August 8, 2011

Dear Future Sponsor,

Houston unites for Yoga...again! The Texas Yoga Festival and Conference is proud to present its third annual event to be held on February 17-19, 2012 at the University of Houston's Recreation and Wellness Center at the UH Main Campus in the heart of Houston, Texas, a dynamically growing city with historically great weather in February.

With over 1,000 yoga participants at the 2011 Texas Yoga Festival & Conference, our sponsors last year included Luna Bars, Manduka, Smart Water, Kulae, Body Mind & Soul, Wisdom & Co., Snap Kitchen, Shining Shakti, I Love Yoga, Breathe the Cure, Pink Ribbons Recuperative Yoga, Axelrad Clinic, Origin Magazine, Lululemon Athletica and other local, national and international businesses. We anticipate 1,250-1,500 participants in 2012.

The conference was founded by local Texas 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 and throughout the U.S.

The objective of the Texas Yoga Festival and Conference is to educate the public about the many benefits of yoga through over 50 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 break" with a keynote speaker so that the participants can explore our vendor and sponsor areas, shop, rest a while or get a snack at the concession stands.

This year's presenters include: yoga master Ana Forrest, David Regelin, Hemalaaya Beyl, Les Leventhal, Dana Flynn, Sanskrit scholar Nicholai Bachman, yogi-author Michele Hébert and world-class musicians the Desert Dwellers and Sean Johnson & the Wild Lotus Band

Facts and figures from 2011:

Over 1,000 unique participants (1,250-1,500 anticipated for 2012)

78% women, 22% men

Average household income of participants (as self-reported): \$75,000-\$125,000

Yoga Journal conducted a study and collected data on age, gender and other demographic factors. According to Yoga Journal, among yoga practitioners:

- 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.

Houston is the 4th largest city in the U.S. with over 6 million people in the greater Houston area. It is also one of the fastest growing cities in the U.S. Yoga continues to grow in popularity in Houston and nationally. 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.



2012 Sponsorship Levels

MONETARY SPONSORSHIP LEVELS

Corporate Level \$3,000

- Full Page ad on inside cover, back cover or first choice in program guide and booth space.
- 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 \$1,250

- 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 this form and your high-res logo immediately to rsvp@texasyogaconference.com