

Dallas Yoga Fest 2017



Overview for Sponsors & Vendors

What is Dallas Yoga Fest?

- ▶ Dallas Yoga Fest is a holistic-health large-scale high visibility regional yoga festival targeting the health-conscious consumers in the Dallas area
- ▶ Supports healthy lifestyle for people of all ages through the science of yoga and complementary health fields
- ▶ Unique and unparalleled event in Dallas
- ▶ Honoring the body, mind & soul connection
- ▶ Celebrating the International Day of Yoga
- ▶ FREE Admission

FREE Admission

Program Content

Parallel Tracks - Multiple Sessions

- ▶ Themed Yoga Sessions
- ▶ Meditation Sessions
- ▶ Pranayama Sessions
- ▶ Natural Health Workshops
- ▶ Health Fair
- ▶ Keynote Address
- ▶ Kids Programs
- ▶ Market Expo
- ▶ Healthy Food Options
- ▶ Convenient Location



Event Details

- ▶ Location: Renaissance Dallas Richardson Hotel (I-75 & Campbell/Renner)
- ▶ Date: June 17, 2017 Saturday
- ▶ Time: All-day (7 AM to 7 PM)
- ▶ Entry: FREE
- ▶ Sessions: FREE
- ▶ Parking: FREE
- ▶ Attendees (estimate): Total 1500+ (300 to 500 at any time)
- ▶ Host: JKYog, a charitable non-profit organization



Successful Execution in 2016

- ▶ Attendees in 2016: Total 1000+ (200 to 350 at any time)
- ▶ Age Profile: All ages 8-78 years attended; ages 25-55 were majority
- ▶ Volunteers: 100+
- ▶ Community Partner Organizations: Over a dozen
- ▶ Keynote by elite speakers including a world-renowned teacher of yoga
- ▶ Focused Sessions:
 - ▶ 720 minutes of themed yoga sessions including programs for kids & seniors
 - ▶ 200 minutes of meditation & pranayama
 - ▶ 450 minutes of holistic health workshops
- ▶ Market Expo with 25 vendors

**34 Focused Sessions
Lasting 1370 Minutes**



Sponsorship Levels

| Sponsorship Benefits | Bronze (\$250) | Silver (\$500) | Gold (\$1000) | Platinum (\$1500) |
|--|-------------------|-------------------|---------------------|----------------------|
| Name & logo recognition on DYF website | ✓ Prominent | ✓ Prominent | ✓ Most prominent | ✓ Most prominent |
| Ability to leave promotional materials on a common table | ✓ | ✓ | ✓ | ✓ |
| Name recognition during thank-you session | ✓ | ✓ | ✓ | ✓ |
| Name & logo recognition on DYF Facebook page with active followers | | ✓ 3 posts | ✓ 5 posts | ✓ 7 posts |
| Logo on DYF 2017 photo booth/area | | ✓ 1 Small | ✓ 1 Medium | ✓ 1 Large |
| Option to purchase a Sponsor Booth | | | ✓ | ✓ |
| Logo on DYF e-flyers used in various online listings, social media, and electronic media | | | ✓ Prominent | ✓ Most prominent |
| Name recognition during prime-time | | | ✓ 2 times | ✓ 4 times |
| Logo on DYF printed flyers distributed by volunteers at various locations in DFW including high-traffic shopping centers | | | | ✓ |
| Logo on attendee registration form & attendee emails (every attendee registers before attending) | | | | ✓ |

Vendor Booths

- ▶ Market Expo with over 50 vendors
- ▶ Share your organization or business in an indoor marketplace
- ▶ Gain in-person access to hundreds of health conscious consumers
- ▶ All booth spaces are inside the conference center
- ▶ Choose between two booth types
- ▶ Type A is a 6' x 6' space in Foyer for \$200
- ▶ Type B is a 8' x 6' space in Ballroom for \$200
- ▶ For sponsorship levels at Gold and higher, booths are available at a deep discounted price of \$50



Getting Involved



- ▶ Sponsorship & Vendor opportunities are designed to provide excellent benefits to your organization
- ▶ Review our Website and Facebook Page for blogs, testimonials, photos/videos from prior year
- ▶ Evaluate the benefits offered against your organizational objectives & budget
- ▶ Sponsorship may qualify as a charitable contribution
- ▶ Commit to a suitable sponsorship level at the earliest for maximum sponsorship benefits
- ▶ If interested in booth, submit an application to reserve a spot as there are only limited spots
- ▶ Provide logo, banner, and other promotional materials as applicable

<http://dallasyogafest.org>

