



SATURDAY, JULY 20, 2024 @ THE UNIVERSITY OF AKRON



# 2024 EY SPONSORSHIP PACKET





## MISSION

Elevate Yoga Develops Connection, Resiliency, and Wellbeing in Our Communities by Offering Accessible Yoga Programming, Education, and Resources for All.

## VISION

Our Vision is to Elevate Our Communities by Hosting Premier Yoga Festivals and Events, Making Yoga Education and Programming More Accessible and Improving Workplace Wellness Through Yoga and Mindfulness Programming.

## PREMIER YOGA FESTIVAL AND EVENTS

Elevate Yoga Hosts Premier Yoga Festivals as Well as Small Neighborhood Programs That Engage, Connect, and Celebrate Our Local Community Members, Artists, Businesses, and Nonprofits in the Greater Akron Area.

## WORKPLACE WELLNESS

Elevate Yoga Collaborates With Local Businesses and Nonprofits to Improve Workplace Culture, Retention, Resiliency, and Wellness Through Yoga, Meditation, and Mindfulness Practices That Relieve Stress, Improve Health, and Empower Employees to Show Up as the Best Version of Themselves.

## MAKING YOGA EDUCATION AND PROGRAMS MORE ACCESSIBLE

Elevate Yoga Supports Local Yoga Organizations, Professionals, and Students by Developing Better Networking Opportunities and by Offering High Quality Yoga Programs, Training, and Resources That Make Yoga More Accessible Regardless of Experience Level, Ability, or Identification With Various Socio-Demographic Classifications.



# AUDIENCE & IMPACT

For nearly a decade, Elevate Yoga has served as a vital asset to our city providing a space to deepen relationships with one another and connect our community.

We are grateful to each of our donors and sponsors who have made it possible to focus on our mission, support our teachers and continuously expand our efforts. In addition to our annual festival, drawing thousands of like-minded individuals from Northeast Ohio, Elevate Yoga has evolved to launch additional resources to our community including free community classes, Workplace Wellness programs, a dynamic Teacher Collective, and so much more.

As we grow from our large annual festival, your support will help seed the future of Elevate Yoga, expanding access to yoga education and programming in ways we never thought possible.

We're excited to welcome old & new partners and celebrate the growth of our organization's impact.

## SINCE 2015 WE HAVE HAD OVER:

18,000 Attendees  
16,875+ Volunteer Hours  
230+ Local Businesses,  
Nonprofits and Artists  
13,500+ social media  
followers





# SPONSORSHIP TIERS

	TITLE \$20,000	FEATURED \$12,000	PRESENTING \$5,000	SUPPORTING \$2,000	ELEVATING \$750	VENDOR \$150-\$250
Logo on all marketing materials as Title Sponsor including COVER of Digital Schedule	X					
MC shoutout to Event Audience at ALL Elevate Yoga events*	X					
MC shoutout to Event Audience at 11th Elevate Akron Yoga Festival*	X	X				
Speaking Opportunity to Event Audience at 11th Elevate Akron Yoga Festival	5 MINS	3 MINS				
Company logo printed on all event fliers	TITLE	LARGE	SMALL			
Dedicated sponsorship announcement to EY email list*	X	X	X			
Dedicated banner space (STAGE or ENTRANCE banner)	BOTH	BOTH	ENTRANCE	ENTRANCE		
Workplace Wellness sessions included to benefit employees - 60 min sessions	8	6	4	2		
Logo included in ALL Elevate Yoga emails	LARGE	MEDIUM	SMALL	SMALL		
Company logo printed on shirts	TITLE	LARGE	MEDIUM	SMALL	NAME	
Spot on 11th Elevate Akron Yoga Festival Digital Map and Schedule	X	X	X	X	X	X
Vendor space in the vibrant 11th Elevate Akron Yoga Marketplace	20x10	20x10	20x10	10x10	10x10	10x10
Gratitude / Shout Out Social Media Posts	5	5	3	3	2	1
Logo and link Elevate Yoga website	X	X	X	X	X	NAME
Business name and logo listed on registration page (EventBrite)*	X	X	X	X	X	NAME
Tickets to 11th Elevate Akron Yoga Festival - Plus 2 tickets to give away**	8	6	4	3	2	1***
For more Information or to become a sponsor, contact Brittney Rider at <a href="mailto:brittneyrider@elevateakron.com">brittneyrider@elevateakron.com</a> or (419) 290-4154 <a href="http://elevateyoga.com">elevateyoga.com</a>	TITLE \$20,000	FEATURED \$12,000	PRESENTING \$5,000	SUPPORTING \$2,000	ELEVATING \$750	VENDOR \$150-\$250

\*This is a sponsorship, not an advertisement. Therefore, it must not include qualitative or comparative language, price information, indications of savings or value, or an endorsement or an inducement to purchase, sell, or use such products or services.

\*\*Social media ticket give away

\*\*\*Food Vendors may request extra tickets for workers only.





# MARKETING DEADLINES

**Logos:** EPS or SVG\* in color (for print materials and banners) AND in black and white (for shirts). If your sponsorship level does not include banners, we will accept a high quality color png or jpeg.

**Festival Shirt Deadline** is May 15, 2024

**Banner Deadline** is June 15, 2024

\*Applicable logos must be in by the deadlines to guarantee space on the banners and festival shirts.

**Tickets:** Redeemable Ticket codes will be sent out a few weeks prior to the event. Each person attending the event must have the waiver signed prior to attending.

**Raffle Basket Deadline:** 1 week prior to the event.

**Workplace Wellness:** Please schedule with [torirobinson@elevateakron.com](mailto:torirobinson@elevateakron.com)

