The Sacred Thread of Yoga

A Celebration of the Spirit and Inspiration of Yoga

Fort Mason, San Francisco

Monday October 11 to Sunday October 17, 2010

http://www.sacredthread.net

Sponsorship Opportunities

Your support of the Sacred Thread of Yoga Fesival is welcomed. The Sponsorship Packages detailed underneath are merely a suggestion. Individual sponsorship arrangements can be negotiated, and cover a range of options including stipends, public relations opportunities, scholarships and the like. Your company name will be clearly associated with the type and level of sponsorship selected.

The Market

Yoga's popularity continues to increase steadily, and the Sacred Thread of Yoga celebrates its tradition and ancestry, whilst at the same time giving voice to its most modern and innovative teachers many of whom reside in the San Francisco Bay Area, and are participating, as Presenters in the Festival.. Market leader Yoga Journal states in its 2008 survey that 44% of yogic practitioners in the the U.S. had a household income of $75,000+. Their ages range from the late-20s and upwards; over 90% are college graduates; 60% are professional-managerial; and 85% are women. The yoga community is singularly devoted to its life-style, and no more so than in San Francisco and the Bay Area. The yoga community's purchasing power has shown a sound and determined resilience to economic adversity, a sign of the strength of feeling, commitment and dedication that exists for the chosen way of life. The Sacred Thread of Yoga offers a wonderful opportunity for any Sponsor to establish a long-term and beneficial influence at the heart of that market.

The Marketplace

The Sacred Thread of Yoga is being held in a purpose-built sacred tented community of classrooms; dining and recreation areas; and stalls and a marketplace contained within the Pavilions and open ocean-side environs of San Francisco's unique and beautiful Fort Mason complex. This creates an environment that celebrates and enhances yoga's dearest foundational ideals. The quality and 'name presence' of the Presenters will draw an attendance of approximately 1,200 yoga practitioners drawn largely from the West Coast, ranging from San Diego to Seattle, from San Francisco to Tahoe to Las Vegas.

Available packages

Sponsorship packages are LIMITED. The sponsorship packages initially available are:

- Lakshmi Sponsorship Package: $10,000
- Sarasvati Sponsorship Package: $5,000
- Durga Sponsorship Package: $1,000
- Tote Bag Sponsorship: $3500
- Refreshments Sponsor: $600/$900 per day
- Parvati Sponsorship Package: $7,500
- Sita Sponsorship Package: $2,000
- Internet Room Sponsorship: $5,000
- Attendee Scholarship Sponsor: $1,000 (per scholarship)
- Presenter Gift Bag Sponsorship: $500
- Badge Sponsorship

Lakshmi Sponsorship Package: $10,000

Click-through banner on Festival Home Page, Iyengar 5-Day Intensive, and Open Weekend Class Schedule Pages
Information stuffed in Attendee Welcome Bags - 1200
Logo listed as Lakshmi Sponsor in Festival Catalog and Pre-Festival Publicity Materials
Booth Display in Tented Market Stall
Exclusive Sponsor's Table in Dining Tent
Banner in Center of Festival Market Place (Sponsor Provides) (7-days)
Logo listed as Lakshmi Sponsor in Festival Week Show Catalog (7-days)

Parvati Sponsorship Package: $7,500

Click-through banner on Open Weekend Class Schedule Page
Information stuffed in Attendee Welcome Bags - 1200
Logo listed as Parvati Sponsor in Festival Catalog and Pre-Festival Publicity Materials
Booth Display in Tented Market Area
Exclusive Sponsor's Table in Dining Tent
Banner in Center of Festival Market Place (Sponsor Provides) (Open Weekend)

Sarasvati Sponsorship Package: $5,000
Click-through banner on Iyengar 5-Day Intensive Class Schedule Page
Information stuffed in Attendee Welcome Bags - 1200
Logo listed as Sarasvati Sponsor in Festival Catalog and Pre-Festival Publicity Materials
Booth Display in Tented Market Area
Exclusive Sponsor's Table in Dining Tent

Sita Sponsorship Package: $2,000
Information stuffed in Attendee Welcome Bags - 1200
Logo listed as Sita Sponsor in Festival Week Show Catalog (7-days)
Banner in Center of Festival Market Place (Sponsor Provides) (Open Weekend)

Durga Sponsorship Package: $1,000
Information stuffed in Attendee Welcome Bags - 1200
Logo (or name) listed as Durga Sponsor in Festival Week Show Catalog (7-days)

Internet Room Sponsorship: $5,000
This Sponsor's website will be the default screen on all computers in the Internet Room. It will be frequented by Presenters, Participants, Vendors and Employees. Sponsor may also provide mousepads, pens, pads, and/or any other gift items bearing company logo to Internet Room users. A banner and table display will be prominently located outside the Internet Room entrance. Information will be placed in 1200 Participant Welcome Bags. Logo will be listed in both Festival Catalog and Festival Show Week Catalog as Internet Room Sponsor.

Tote Bag Sponsorship: $3500
Sponsor's logo printed on 1,500 bags (environmentally and ecologically sound) to be given to every Registrant, Presenter, and Exhibitor.

Attendee Scholarship Sponsor: $1,000 per scholarship
Sponsor will offer a free conference registration, hotel accommodation, and a daily meal allowance to Participants that will be chosen by the Festival Management. This can be used as a charitable donation for tax purposes. Sponsor will receive a click-through banner on the Festival Scholarship Application Web Page. Sponsor's information will also be placed in Attendee Welcome Bags, and logo will be listed in Conference Catalog and Festival Week Show Catalog as a Scholarship Sponsor.

Refreshment Sponsor: $600/$900 per day
Fort Mason is situated on top of the Pacific to stunning views. The tented village is carefully designed to allow enjoyment of those views in selected refreshment, sitting and viewing areas. These areas will be enjoyed by Participants, Presenters, Volunteers and Exhibitors alike as they sit, relax, and enjoy the lapping ocean and its views—along with whatever complimentary nutritional beverages and snacks are provided by this Sponsor. Sponsor's name will be prominent on signage in these specially-created refreshment areas. Logo will be listed as Refreshment Sponsor in Festival Show Catalog. There will also be an inestimable opportunity to pass out company information and marketing materials. Any product provided will also be placed in Participant's Goody-Bag. ($600 per day in the Iyengar 5-Day (Monday to Thursday), $900 per day in the Open Weekend (Friday to Sunday). 25% discount on any booths purchased in Exhibit Hall; 25% discount on any ads in Festival Catalog and/or Festival Show Week Catalog).

Presenter Gift Bag Sponsorship: $500
Sponsor's logo printed on the 70 tote bags to be given to each Presenter, along with chosen selection of products (to be provided by Sponsor). (A unique opportunity to be placed before a highly influential selection of people who travel all around the world lecturing and teaching to thousands of students each, each year.

Badge Sponsorship
Sponsor will provide badge, badge holders and other hardware (subject to approval by Festival Management) which will then be exclusively worn by all Festival Registrants, Presenters, Volunteers and Employees throughout the seven days of the Festival.

Contact

For further information please contact:
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You can also use the contact information submission form at:
https://www.sacredthread.net/vendors/vendorsinfosubmit.php
Information and purchasing of Vendor Exhibit Booths is available at:
https://www.sacredthread.net/securepages/vendorpurchases.php