



MIDWEST
YOGA
Conference
IA Oct 26th + MN March 29-30th

yoga
teacher
conf



October 26, 2024 • West Des Moines, IA
March 29 + 30, 2025 • Eagan, MN

S P O N S O R S H I P
Opportunities



WHY YOGA?

Yoga is the 4th fastest growing industry in the U.S. People who practice yoga are educated, affluent, and dedicated to their health and wellness. Yoga continues to grow and attract people of all ages, with no sign of slowing down.

9.8%
growth per year

\$80 billion
spent globally

\$27 billion
spent in U.S.

30,000,000+
Americans practice yoga per year

+50%
in 5 years

1 in 10
people practice yoga

72%
female

68%
of yoga students make
\$75,000 or more per year

78%
of yoga students are
college educated

90,000+
yoga teachers
in the U.S.

AGES: 19% 18-29 • 43% 30-49 • 38% 50+

Sources: Yoga International and Yoga Alliance

10 REASONS *to become a sponsor*



1. Direct access to over 10,000 regional yoga practitioners ... not only the ones who attend the live conference, but those who read the print magazine, are on our email list, and follow us on social media.
2. Opportunity to directly speak about your product/service to the attendees of the conference by introducing speakers and hosting a vendor table.
3. Highlight your products or service directly to your potential customers, both in-person and virtually.
4. Print media ads ... what makes our conference unique is that we have a magazine to go with it! Your sponsorship can include a beautiful, full-color print ad in our Fall + Winter issue that will be dubbed "the conference issue." Ad deadline is July 15th, 2024.
5. Enhance your cause-related marketing by participating in an event that benefits and empowers the local yoga community.
6. Get in front of the 4th fastest growing industry in the US ... with over 4 million new practitioners in the last five years.
7. Increase word of mouth referrals by getting in front of this \$80 billion dollar market!
8. Statistics show that 89% of conference attendees are likely to purchase a product/service after seeing it at an expo!
9. Signage opportunities — keep your name front and center throughout the conference at the stages, as well as our beverage and snack station.
10. Be a part of the yoga + wellness community!!

ENGAGEMENT:

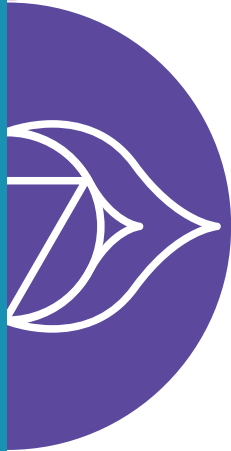
- 10,000 print copies distributed per year
- 8,000+ social media followers
- 6,000 email subscribers | 27% open rate | 1.5% click-thru rate
- 3.5K followers IG | 12K reach

Attendees: 100+ **Presenters: 13+** **1 FULL DAY**



Yoga | Music | Sound Bath | Energy Healing | Meditation | Workshops | Lectures | Community

SPONSORS



CROWN — \$5000

- Sponsor both the IA Fall + MN Spring conferences
- One-page advertorial in both the Fall/Winter and Spring/Summer the magazine
- Partner listing in magazine and on website
- Highest and largest logo with web link on the conference website
- Logo in magazine conference listing *
- Four social media blasts
- Two solo email blasts to the community
- Signage in main hallway and at stage during Keynotes
- Option to have an 6 foot vendor table
- Option to announce the Opening and Closing Keynote speakers with a short commercial about yourself/brand

THIRD EYE — \$2500

- Sponsor either the IA or MN conference
- Full page ad in the magazine
- Partner listing in magazine and on website *
- Logo with web link on the conference website
- Logo in magazine conference listing
- Two social media blasts
- One solo email blast to the community
- Option to have an 6 foot vendor table

HEART — \$1500

- Sponsor either the IA or MN conference
- ½ page ad in the magazine *
- Partner listing in the magazine and on website
- Logo with web link on the conference website
- Logo in magazine conference listing
- One social media blast

ROOT — \$1000

- Sponsor either the IA or MN conference
- ¼ page ad in the magazine *
- Partner listing in the magazine and on website
- Logo with web link on the conference website
- Logo in magazine conference listing
- One social media blast

* *Magazine deadlines: July 1st — Iowa, February 1st — MN*

ALA CARTE SPONSORSHIPS

BEVERAGE/SNACK SPONSOR

\$750/day MN or IA, or \$1000/day for both MN + IA

- Signage at the bev/snack station (coffee, tea, water, and snack bars)
- Logo with web link on the conference website
- Logo in magazine conference listing
- One social media blast

STAGE SPONSOR

\$750/stage MN or IA, or \$1000/stage for both MN + IA

- Signage at the stage
- Option to introduce each speaker on that stage
- Logo with web link on the conference website
- Logo in magazine conference listing
- One social media blast

SCHOLARSHIP SPONSOR

\$1500 for both MN + IA

- Pays for 5 full scholarships for individuals with financial need
- Logo with web link on the conference website
- Logo in magazine conference listing
- One social media blast

SWAG BAGS

All sponsors have an option to contribute a promotional piece and/or a product into all 125 IA swag bags and 200 MN swag bags.

From the Editor,

The Midwest YOGA Conference was created in response to a clear desire in the yoga community for personal connection. I purchased MN YOGA + Life Magazine in the fall of 2021 and very quickly felt the yearning from subscribers for a more personal contact and network opportunity, including education and enhancement.

The Midwest yoga and wellness community is flourishing. The focus on self-care and well-being is on everyone's mind, and practicing yoga allows individuals to become more mentally fit, reduce stress, and overcome chronic health conditions.

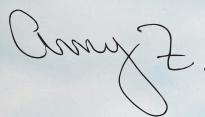
Research proves that yoga — not just asana, but also breath work, meditation, interoception, and mindfulness — is helpful in reducing depression, anxiety, and chronic pain. Yoga also has powerful preventive modalities, and practitioners are able to lower their risk of lifelong chronic diseases or injuries.

The Midwest YOGA Conference will bring together yogis from across the Midwest. There will be something for everyone at all levels of yoga practice, and will include workshops, lectures, and opportunities to learn about the business side of yoga. “If you build it, they will come” is a motto that fits this conference. There is a great need for this opportunity for fellowship and connection, and with your sponsorship, we can make it happen.

We need your sponsorship to help make this a successful event. We offer sponsorship levels in all price ranges, and are happy to customize your association with this event to suit the needs of your brand. Yoga is an \$80 billion a year industry, and more than 68% of yoga students earn \$75,000 or more annually. This is a great opportunity to place your brand at a conference with such an enthusiastic and successful community. May I rely on your help to make the conference a success?

Amy Zellmer

Editor-in-chief



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