



April 15 + 16, 2023 • Eagan, MN

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

MNYOGACONFERENCE.COM

From the Editor,

The MN 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.

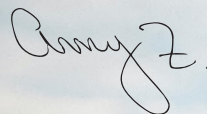
The Minnesota yoga and wellness community is flourishing. The focus on self-care and well-being is on everyone's mind, and practicing yoga allows individuals to become more mentally fit, reduce stress, and overcome chronic health conditions.

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 MN YOGA Conference will bring together yogis from Minnesota and neighboring states. 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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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+

10 REASONS *to become a sponsor*



1. Direct access to over 10,000 local 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 Spring + Summer issue that will be dubbed "the conference issue." Ad deadline is Dec. 31st, 2022.
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
- 3,000 email subscribers | 27% open rate | 1.5% click-thru rate
- 2.8K followers IG | 12K reach

Attendees: 200+ **Presenters:** 35+ **2 FULL DAYS**



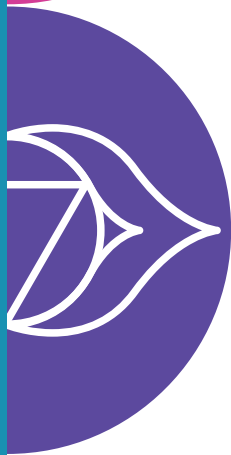
Yoga | Music | Sound Bath | Energy Healing | Meditation | Workshops | Lectures | Community

SPONSORS



CROWN – \$5000

- Two-page spread advertorial in 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 8x8 vendor table
- Option to announce the Opening and Closing Keynote speakers with a short commercial about yourself/brand



THIRD EYE – \$2500

- 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 8x8 vendor table



HEART – \$1500

- 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

- 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

ALA CARTE SPONSORSHIPS

BEVERAGE/SNACK SPONSOR

\$750 per day or \$1500 for both days and includes a ¼ page ad

- 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 per stage or all three stages for \$2250 and ½ page ad

- 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

\$1375

- 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

ADVERTISING SPECIAL * RETREAT, YTT, OR OTHER EVENTS

This is a special section of the Conference Issue of the magazine devoted to Retreats, teacher trainings, or other upcoming courses/events

- ⅓ page ads (\$300) includes photo and 40 words
- ½ page ads (\$900) includes photo and 140 words
- * Ad deadline: Dec. 31st, 2022 — see page 7 for advertising information

SWAG BAGS

All sponsors have an option to contribute a promotional piece and/or a product into all 250 swag bags.

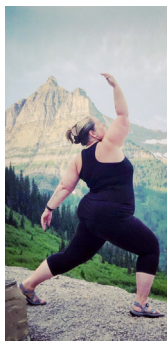
EVOLVE Conference Issue

AD DEADLINE
December 31st, 2022

Advertising Special Section

April 2023

- + A special print + digital section for our conference issue — featuring retreats, YTT's, and other courses/events to embrace the spring + summer season together in Minnesota.
- + This will be featured in print as well as published online, in a dedicated email newsletter + through our social media channels.



SMALL AD 1/6 page

- + \$300 partners or \$400 non-partner
- + Includes 40-word description / Image must be 300dpi at actual size in inches (at least 2.5" square)

LARGE AD 1/2 page

- + \$900 partners or \$1200 non-partner
- + Includes 140-word description / Image must be 300dpi at actual size in inches (at least 4.25" square)

MINN YOGA + LIFE

SMALL AD
1/6 page

Your Product
\$ price

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LARGE AD
1/2 page

FEATURE PRODUCT

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CONTACT: Amy Zellmer + hello@mnyogalife.com + 612-532-8574