



YOGA ON THE MOUNTAIN | COLORADO | ARKANSAS

WHAT MAKES THIS YOGA FESTIVAL DIFFERENT THAN ALL THE OTHERS? IT IS A SMALL, INTIMATE VIBE WITH REAL HUMAN CONNECTION.

An intimate gathering of like-minded individuals surrounded by gorgeous alpine settings. The practice of yoga, the experience of nature and the quest for knowledge and growth are the best reminders.

STATS & ATTENDEE PROFILES

58% of yoga practitioners are 40+

59% of yoga practitioners do yoga once a week

14 MILLION yoga practitioners over the age of 50 in the US

10 MILLION American men practicing yoga in 2016, up from 4 million in 2012

80 MILLION Americans will likely practice yoga at some point in the next 12 months

75% of yoga practitioners also engage in other physical exercises like running and cycling

50% of yoga practitioners say they live green, eat sustainably, donate time to their community

36.7 MILLION Americans or 15% of US adults practice yoga in 2016 up from 20.4 million in 2012

\$16 BILLION is what yoga practitioners spent on yoga clothing, equipment, classes and accessories

Let us unite and view the world from an elevated perspective.
Life is a Co-Creation • The Mountain Is Calling.

CAN WE BE PARTNERS?

All Sponsorships include the following:

- Logo on website
- Logo or ad in Event Guide
 - * size depends on sponsorship level
- Booth in the Marketplace
- Mentions on Social Media
 - * number of mentions depends on sponsorship level

\$5000 Overall Festival Sponsor

- 5 tickets (weekend pass)
- Display your logo/merchandise/etc throughout the festival
- Full page ad in event guide
- Logo on event poster
- 3 exclusive e-mail to event attendees focused on your products, booth specials, and company philosophy.

\$2500 Yoga Mountain Jam (Contributing) Sponsor

Your money goes to music, teaching and production of the Opening Yoga Mountain Jam. Your product or logo will be displayed at the Jam. A contact from your company can have 3 -5 minutes to talk about your product and help us open the festival. Approx. 300 people attend the Meet + Greet.

- 3 tickets (weekend pass)
- One exclusive e-mail to event attendees focused on your products, booth specials & company philosophy

\$1000 Meet + Greet (Marketing) Sponsor

Your company will help facilitate the Meet + Greet and serve your product. A contact from your company can have 3-5 minutes to talk about your product and company philosophy. Approx. 300 people attend the Meet + Greet.

- 2 tickets (weekend pass)

\$500 Room (Supporting) Sponsor

Your company would be in charge of decorating and staffing a room that all 12-15 classes are hosted. You would have the opportunity to touch every person who walks through the door. You can introduce the teacher, talk about your company, give a handout as people leave the room. 2 volunteers are provided to you by YOTM.

- 2 tickets (weekend pass)

\$200 Vendor Sponsor

- 10 x 10 booth// 6 ft table/2 chairs
- Logo in Event Guide
- 1 mention on social media

In Kind Sponsor

Provide a product or service in exchange for marketing in the value of the product or service provided

Want to sponsor all 4 festivals, call us!

- Fayetteville Yoga Fest, May 3 - 5, 2019 Mt. Sequoyah, AR - YEAR 2
- Yoga on the River, May 17 - 19, 2019 Buffalo River, AR Year - YEAR 7
- Yoga on the Mountain, July 19 - 21, 2019, Snowmass, CO - YEAR 3
- Yoga on the Mountain, November 8 - 10, 2019 Mt. Magazine, AR - YEAR 6



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ESTABLISHED:

Power Yoga Retreats was founded in January 2013 with the following mission: PYR exists to provide a lighthearted, yet soulful approach to empowered living through travel, yoga, and self-inquiry. We believe the journey to enlightenment is paved with adventure. Forge a new path, live your truth, and make new friends.



WHY WE DO WHAT WE DO:

This three-day event was created to strengthen our connection with the local communities and surrounding states. We strive to partner with like-minded individuals and organizations who help generate awareness about the mindful living movement.

We focus on health, adventure, sustainability and earth conscious products in our partnerships. We believe this promotional exchange benefits the attendees and our sponsors while inspiring and sharing the latest and greatest in our industries.

We invite you to be a part of the change in a gorgeous setting with a supportive community!



THE EVENT FEATURES:

300 people • 25 teachers • 50 classes focusing on: yoga, music and nature. Each day offers something for everyone, with activities including yoga, meditation, discussion, presentations, hikes, parties, live music, local vendors, and more.



OUR ATTENDEES are well-traveled, affluent, sophisticated and brand conscious. More importantly, our attendees are some of the most motivated, socially minded, environmentally aware and forward thinking people on the planet. Reach them and they in turn will most certainly influence others. You can expect effective exposure in this unsaturated market - and will reach not only the Yoga On The Mountain attendees, but visitors to the Snowmass Village area. July is considered one of the busiest months of the year.