



## **YOGA ROCKS THE PARK DENVER SPONSORSHIP 2017**



### **“America’s Outdoor Yoga Studio”**

Yoga Rocks the Park celebrates its 9th season of connecting community through yoga, music & Mother Nature. Each family-friendly, weekly event features an all-levels 75-minute live-music yoga class and kids yoga program, Camp YRP, complete with a wellness-themed vendor village and post yoga party.

Since its launch, Yoga Rocks the Park (YRP) has grown steadily from one intimate grassroots gathering with just 30 people in Denver, Colorado to one of the fastest growing, weekly outdoor, live music, yoga, and wellness celebrations in the United States. With 20,000+ nationwide annual attendees, an engaged social media community with 50,000+ follows and attention of the national media YRP has earned its reputation of being "America's Outdoor Yoga Studio."

Yoga Rocks the Park, Denver moved to a FREE ADMISSION event in 2015 which led to a tripling of attendance which topped hit 2,600 yogis on opening day and attracted more than 7,000 visitors last season. Denver continues to embrace the grassroots heart of their events at each gathering and has a solid local social media and email database at 7,500 and growing. It is our mission to build a Conscious Yoga Community through the development of world-class events that promote peace, community & wellbeing right in yogi's back yards.

**2017 DATES:** SUNDAYS, SUNKEN GARDENS PARK DENVER 8-11:30 am  
5/28, 6/4, 6/25, 7/9 (Spring Dates); 8/13, 8/20, 8/27, 9/10, 9/17 (Summer Dates)

### **Yoga Rocks the Park 2017 Partnerships**



## Benefits of a Partnership with YRP

As part of our nationwide yoga and wellness events (Yoga Rocks the Park and Friday Night Yoga Club) we are committed to providing our community with healthy lifestyle products from socially and environmentally conscious companies. A partnership with Yoga Rocks the Park is an ideal opportunity for your 'healthy living' brand and business to engage in the rapidly growing health and wellness arena.

### Presenting Sponsor

Investment: \$5,000

Maximize your presence in Colorado with a **Presenting Sponsorship** with Yoga Rocks the Park. With your name included in the title, on-site branding elements, premium on-line placement and logo inclusion on postcards distributed throughout Denver, your support will yield optimum brand awareness within Colorado.

#### Benefits

- **Logo Presence & Promotion:** Sponsor name listed as 'brought to you by 'XXX sponsor' in all marketing copy where appropriate. Logo on at least 3,000 4-color postcards. Weekly on-stage thank-you.
- **Newsletter & Social Media:** Featured 4x month in geo-targeted (local) social media posts (sponsor provides assets). Featured 1x month in e-newsletter (sponsor provides assets). Logo best placement in sponsor section of weekly-email campaign.
- **Website:** Logo on event website local pages, best placement.
- **Event Day Logo Placement:** Up to (2) two sponsor-provided feather flags at event primary placement. Logo, best local placement, on musician tent, stage banner and registration tent banners. Logo better local placement on registration booth welcome lawn sign.
- **Giveaways and Vendor Table:** Promo table in vendor area all weeks (sponsor provides own table/tent). Branded product given away at registration and/or hand passed by your staff (sponsor provides).



## Featured Sponsor

Investment: \$3,500

Build your presence in Colorado by becoming a **Featured Sponsor** with Yoga Rocks the Park. With your name better-placement on at-event branding elements, great on-line exposure/logo placement and logo inclusion better-placement on postcards distributed throughout Denver, your support will yield high brand awareness both in person and on-line within Colorado.

### Benefits

- **Logo Presence & Promotion:** Logo on at least 3,000 4-color postcards. Weekly on-stage thank-you.
- **Newsletter & Social Media:** Featured 2x month in geo-targeted (local) social media posts (sponsor provides assets). Featured 1x month in e-newsletter (sponsor provides assets). Logo best placement in sponsor section of weekly-email campaign.
- **Website:** Logo on event website local pages, better placement.
- **Event Day Logo Placement:** Logo, better placement, on musician tent, stage banner and registration tent banners. Logo better placement on registration booth welcome lawn sign.
- **Giveaways and Vendor Table:** Promo table in vendor area 4 weeks (sponsor provides own table/tent and chooses dates). Branded product given away at registration and/or hand passed by your staff (sponsor provides).





## **Free Day Sponsor**

Investment: \$3,000

Provide your commUNITY with a free day of yoga sponsored by your brand. This is an amazing way to connect directly with conscious community pre-event via our e-newsletters, website & social media highlights of the free day event. You can connect first hand on-site with your premium-placement booth on event day. Partners have had much success with coupling free days with new studio openings, product launches, building general brand awareness and a way to give back to their community by providing everyone a free day of yoga.

### **Benefits**

- Credited for bringing a FREE day of YRP to Denver.
- 2x featured week social mentions, 1x email feature week of event (sponsor to provide assets).
- Branded product distributed at registration booth (sponsor provides).
- On-stage thank-you before and after your free day.
- Distribution of company samples/giveaways at registration booth on your free day
- Logo on website
- Logo on select event signage
- Logo on postcards
- Monday morning thank you email including a new student special to drive new students to your studio/business (sponsor provides deal/copy)



## **CommUNITY Sponsor**

Investment: \$2,000

### **Benefits**

- Featured 1x month in geo-targeted (local) social media post (sponsor provides assets).
- Promo table in vendor area 1 week (sponsor provides own table/tent).
- Logo on registration booth lawn welcome sign.
- Logo basic placement on event website.
- Logo in local sponsor section of weekly-email campaign.



## Featured Vendor

Investment: \$1,000

Sell and/or sample your product or service in front of thousands of potential customers at each Yoga Rocks the Park event. Get pre-event exposure on-line to increase brand recognition throughout Colorado. Receive at event recognition to further increase brand awareness.

### Benefits

- Logo on website under Featured Vendors.
- Logo in local supporter section of weekly-email campaign.
- Featured 1x month in geo-targeted (local) social media post (sponsor provides assets).
- Live thank you to your company on the mic at each event
- 1 x representative to talk about your brand to the crowd pre-class
- Premium booth space at all events
- Pre-class raffle prize giveaway



## Vendor/Expo Booth

Investment:

One Event: \$108

Half Season (up to 5 dates - choose Spring or Fall): \$400

Full Season: (up to 9 dates) \$650

Sell and/or sample your product or service in front of thousands of potential customers at Yoga Rocks the Park.

### Benefits

- Featured 1x in geo-targeted (local) social media post (sponsor provides assets).
- Booth space at event (s)
- Pre-class raffle prize giveaway option

**Please contact Rachel Robinson to promote your brand:**

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