



YogaExpo

Sponsorship Proposal

SYDNEY & MELBOURNE

5th Annual Yoga Expo
DISCOVER – EXPERIENCE – CELEBRATE
come as one, bring two

Melbourne – Sunday 31st August 2008 9am – 5pm

Sydney – Sunday 19th October 2008 9am – 5pm

Become a Sponsor of Yoga Expo 2008

Zone in on your Target Audience and align your business with Yoga Expo.

Overview...

Now in its 5th consecutive year, Yoga Expo is a not-for-profit event organized especially to give people the chance to explore, get inspired and connect with the Australian yoga community.

The brainchild and initiative of Percy Garcia and Andre Melis, Yoga Expo is a home grown event that comes to life each year through the dedication of Percy and his team from Govinda Valley, together with a crew of volunteers from the Sydney yoga community.

A celebration of all things yoga, Yoga Expo brings together leading instructors and yoga enthusiasts who have a powerful ability to set trends and influence others. They are intelligent, educated, affluent and conscious-living, committed to their own health and wellbeing plus that of the community and environment, and in doing so seek to experience and share the wonderful benefits of yoga.

Visitor numbers have grown consistently over the last four years, and based on Sydney's 2007 performance, 2008 visitor numbers are projected to be between 6000 – 8000 across both cities.

SPONSORSHIP OBJECTIVE

To align with sponsors whose products or services reflect the values and vision of Yoga and Yoga Expo, its network of visitors, participants and organizers alike, ensuring the principles of environmental awareness, conscious-living, positive lifestyle, health and wellbeing are shared for the greater good of all involved.



YOGA EXPO FORMAT

The following format outlines the highlights of the expo:

Yoga Hall 'Stretching Mind & Body' Program

- 45 back-to-back classes led by Australia's top yogis showcasing various yoga disciplines, each class holding up to 80 participants
- approximately 8 seminar type presentations by leading authorities in related areas, including Yoga Therapy etc...

Free Therapies

- an area dedicated to hands on practical exposure to yoga complimentary therapies such as Reiki, Massage, Vedic Astrology, etc...

Exhibition

- a collection of close to 100 stalls featuring schools, studios, accessories, education institutions, books, clothing and foods

Centre Stage

- on show for all to see, featuring all day dynamic yoga presentations, entertainment and key-note speakers

Hospitality

- where visitors gravitate to the aromas of the wide array of delicious organic food stalls on offer

YOGA EXPO VISITORS

We know Yoga Expo attendees appreciate and support those companies who support yoga and its place in the community.

We have discovered that three main types of individuals attend Yoga Expo:

- National and Internationally-renowned yoga instructors
- Local yoga teachers
- Yoga enthusiasts who range from beginner to advanced practitioners

Additional statistics:

Attendees 65% Women, 35% Men

- Median Age 22–45 years
- Median House Hold Income: \$85,000
- 60% of attendees are from Professional/Managerial backgrounds

SPONSORSHIP PROPOSITION

We invite you to partner with us on our journey of growth in 2008 and beyond as a Yoga Expo sponsor, creating an inspirational and dynamic expo that has positive and far reaching significance in both the yoga and wider community.

We are looking for financial investment as well as equipment or supplies of value to stage the Expo and will consider sponsor inclusions to achieve a mutually beneficial partnership that delivers measurable and favourable results.

Yoga is not a fad, it's been around for more than 5000 years and from all reports is likely to be around for at least another 5000!



SPONSORSHIP BENEFITS AVAILABLE TO YOU:

- Sector exclusivity
- Overall naming rights to Yoga Expo
- Naming rights of the Centre Stage or Yoga Hall ‘Stretching Mind and Body’ Program
- Opportunity to deliver suitable audience promotions on the day (on stage and/or in a dedicated internal space), and to collect attendee information as part of this
- Signage to an agreed level either inside the yoga hall or in and around the main stage, supplied by the sponsor
- Opportunity to deliver an appropriate electronic communication to all event attendees (permission based) following the event
- Sponsor branding on Yoga Expo website and marketing collateral
- Opportunity to deliver a lead-in promotion linked to the Expo
- Opportunity to provide a special (limited) entry discount or packaged offer to staff or loyalty customers (target audience)
- Select number of free entry tickets

Plus on the day:

- Sell your product or services on the spot
- Generate quality sales leads
- Sample new and existing products and services
- Have face-to-face interactions with your best prospects
- Build brand awareness
- Network with the primary influencers of the growing yoga community today

SPONSORSHIP FEES

A mutually appropriate fee will be allocated to the sponsorship after determining the final package of inclusions.

Don't miss the opportunity to align your brand with a sure thing - help us make Australia's Yoga Expo the biggest of its kind in the Southern Hemisphere.

YOGA EXPO MARKETING PLAN

A comprehensive marketing plan will be presented to all sponsors upon finalization of sponsorship commitment, inclusions and value.

CONFIRMED PARTNER ACTIVITY

Official Charity – National Breast Cancer Foundation (part proceeds of all entry tickets donated to NBCF)
Industry Media Sponsor – Australian Yoga Life Magazine

**CONCURRENT ACTIVITIES
ALIGNED WITH YOGA EXPO**

National Breast Cancer Foundation
Pink Ribbon Month – October
Mental Health Week – October
National Vegetarian Week – October
International Yoga Aid
Challenge – October

RECENT AUSTRALIAN RESEARCH OF INTEREST

Researchers at RMIT University in Melbourne conducted the world's largest survey of yoga between June 2005 and January 2006, with nearly 4000 Australians participating. The survey results have been released under the title, 'A sign of the times....' and the points below highlight some of the findings taken directly from author Stephen Penman's provisional findings report, more of which can be viewed at www.yogainaustralia.com

The rise and rise of yoga:

Yoga participation in Australia has grown rapidly to be the 13th most popular physical activity not including walking, according to figures from the Australian Sports Commission. By comparison, yoga (practiced by 2.9% of the population) was ahead of Aussie rules (2.7%), dancing (2.4%), fishing (2.1%) and martial arts (1.8%).

Educated, employed and health conscious:

The Australian yoga survey found that the "typical" yoga practitioner (yogi) was female, practicing regularly (1-2 times per week) for about 5 years, tertiary educated (81%), with a household income of \$70 000 + (78%), a preference for organic food (46%) and a tendency towards vegetarianism.

Younger and sexier:

Yoga has traditionally appealed mostly to women and still does (85% of yogis are women), the average age of yogis is falling and with the introduction of recent strong and dynamic forms of yoga, yoga is not only appealing to younger people but also men.

More than meets the eye:

People come to yoga for the physical but stay for the spiritual. People are self-prescribing yoga for their health concerns.

Can yoga change your health?

Overall, 96% of people found their condition improved by yoga, with the remaining 4% reporting their condition much the same.

Can yoga change your outlook on life?

The answer to this question was an emphatic yes.