



2024 Sponsorship Opportunities

COMMUNITY & CONNECTION

Cincinnati Yoga Day

Bringing community together through
yoga!

August 25, 2024

Starts at 3:00pm
Outdoor Venue
Sawyer Point

Contact

Phone 513-400-5502
Website <https://InoarG.com/sponsorship-page>
Email Blu@InoarG.com



**InoarG Yoga Studio
Cincinnati Yoga Day**



Dear Sponsor- Current and Prospective:

Peace from beautiful Cincinnati, OH: Home of Cincinnati Yoga Day - the very first Cincinnati Yoga Day proclaimed August 28, 2022! In this e-brochure, you will find insights into what makes our event unique and the benefits it will bring you as a sponsor.

After having over 100 attendees for our first CYD in 2022, we nearly quadrupled that number with 382 registered guests for the 2nd annual Cincinnati Yoga Day August 27th, 2023. Cincinnati Yoga Day has brought notice to the value of yoga and the black and brown instructors of Cincinnati. We pride ourselves in being an authentic and community based event.

Our attendees are some of the most motivated, passionate, socially minded, affluent, and forward-thinking people on the planet. Reach them, and they in turn will most certainly influence others.

As mental well-being and self-care continues to grow as an important aspect of health in the Black community, Yoga has been one of the tools to manage emotions and health. In 2022, eight local black and brown yoga instructors collaborated to create community surrounding yoga.



I look forward to connecting and exploring opportunities for you and your business to align with Cincinnati Yoga Day in a meaningful and results driven way.

Appreciate you,

Blu Caithren

CYD Director



Contents

TOPICS OF THE PROPOSAL



Cincinnati Yoga Day

02. INTRODUCTION

04. ABOUT US

05. OUR TEAM

06. ABOUT THE EVENT

07. 2022 STATISTICS

08. SPONSORSHIP BENEFIT

09. OUR GOAL



About Us

Cincinnati Yoga Day was created due to the lack of presence of black and brown people in the yoga community. We needed to put our faces with Yoga in the community to allow all to know, Yoga is for everyBODY. The instructors leading Cincinnati Yoga Day come from a variety of backgrounds and teachings. Each instructor has their own form of teaching and the want to bring yoga and its benefits to daily lives.

Cincinnati Yoga Day 2022, had instructors Blu Cauthen, Brandi Bee, Yogi G (Garrett), Detra Mccollum, Jo Griffith, Adi, Toelke, and Mis YaYa (Jalisa). In 2023, Adrienne joined our team. Teachings ranging from Vinyasa to KemetiC. Together, all instructors have over 70 years of instructing experience!

Our goal is to become a staple in the lives of all of Cincinnatians, giving them a jumpstart on healing emotional and physical ailments through yoga. Each year, we want Cincinnati Yoga Day to become a tradition for families and ultimately make this a weekend long event!

In 2022, with the help of donations we provide over 100 yoga mats, carriers, stretch bands, and waters in total to the community!

And the best part? We are not corporate! We are a locally owned event and it shows. Sponsors can expect effective exposure in this unsaturated market – and will reach not only Cincinnati Yoga Day attendees, but other Cincinnatians as well through our various forms of advertisement and media coverage!

Vision



- Cincinnati Yoga hosted in one of our local arenas
- Cincinnati Mental health crisis numbers decrease
- More black and brown people become yoga instructors for themselves

Mission



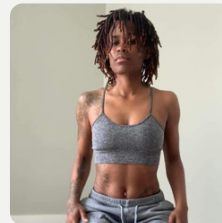
- To empower all, especially the black and brown community
- To provide a means to cope with daily and past traumas
- To Create Unity in Cincinnati

Meet Our Team



Blu Cauthen

Peace! I've been teaching for 5 years. I teach to help others learn that peace begins within!



Mis Evans

I've been practicing and teaching for 5 years. I teach yoga because these techniques allow me to exist healthier mentally, emotionally, physically, and spirituality.



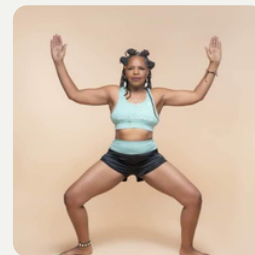
Darnell

I have been teaching over three years. I teach a blend of Vinyasa and power yoga



Adi

Kundalini Yoga, 12 years. "I teach to help bring people to their highest self"



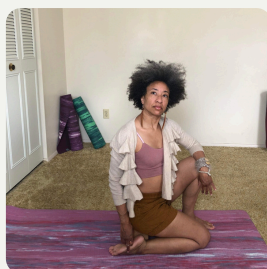
Detra

I teach Kemeti, Ashtanga, Vinyasa, Hatha, and a little yin. I've been practicing and teaching for 13 years



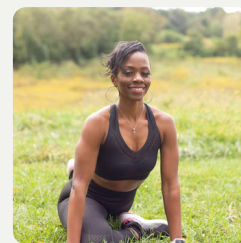
Toelke

I have been teaching yoga for 11 years. My mission is to practice and teach how to control and use our life force energy to keep the spine flexible.



Jo Griffith

I teach Hatha and Hatha Vinyasa style yoga. I have been teaching yoga classes for 21 years, I teach to integrate people more deeply into themselves and the world around them. To help people to deeply experience engaging embodiment.



Ashley

I've been teaching yoga for a little over 2 years. I teach Vinyasa, Yoga Sculpt, and Trapeze Yoga.

About Cincinnati Yoga Day



Cincinnati Yoga Day

Cincinnati Yoga Day 2024 will kick off with introductions for each of our instructors and sponsors. This will allow all participants to learn about the instructors, different styles of yoga, and connect with someone they would like to continue classes with.

Following introductions, we will have sound bowl meditation allowing attendees to begin relaxing.

Finally, each of the instructors will lead a 5-10 minute segment, each flowing into the next instructor for a total of 60 minutes. Cincinnati Yoga Day will close out with meditation and gratitudes for people showing up for themselves. Attendees will have the opportunity to speak with the instructors, exchange information, as well as take pictures.

With your sponsorship, we will be able to provide attendees with their own yoga mats, free classes, and invite other small wellness businesses to showcase what they have to offer for the community.



Event Highlight

To educate participants about yoga as a lifestyle.

Invite participants to incorporate yoga in their daily lives

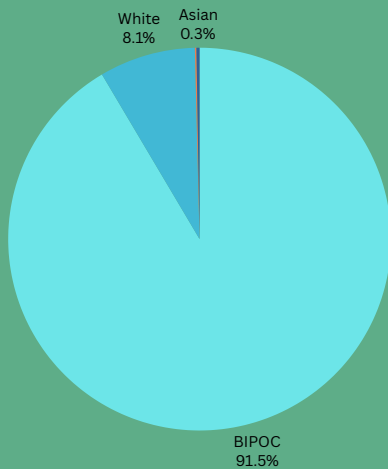
Make participants aware of the black and brown instructors of Cincinnati.

Practicing daily to increase physical and mental health

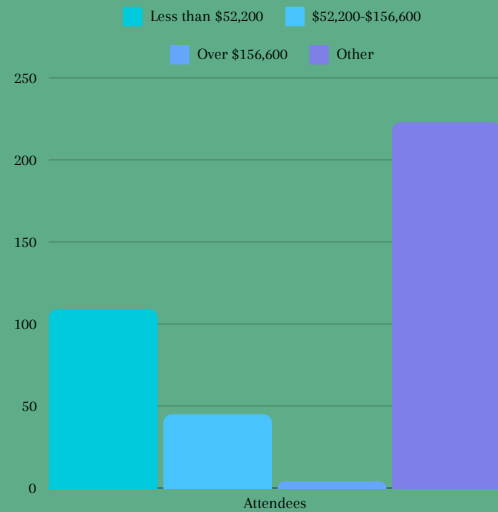
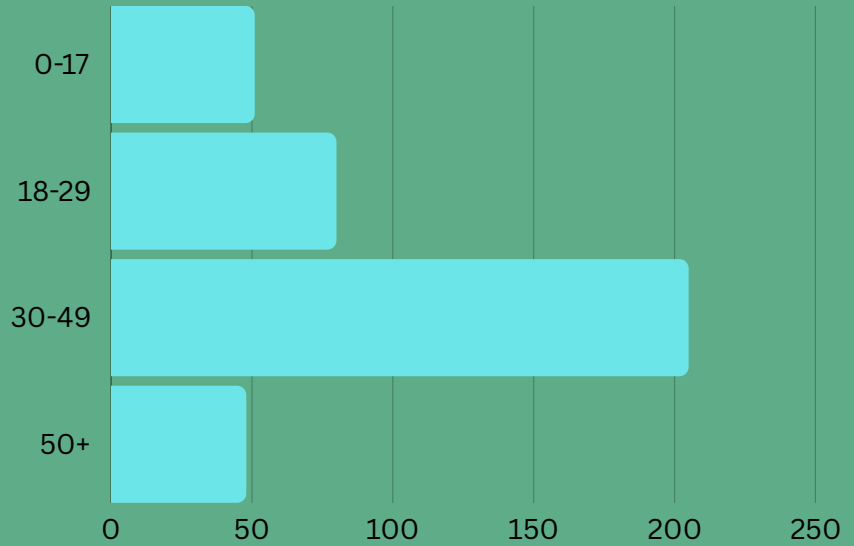
2023 Statistics

384 total registrants 2023 77 Registrants 2022

*Gathered from registered attendees using our eventbrite form



Age





Sponsorship Package



Host Cincinnati Yoga Day!

Provide an outdoor space for Cincinnati Yoga Day (\$2,895)

What you get:

Logo and Link on Sponsorship page of website

Introduction before and after event

Logo on promotional material for life

One advertising social media post per month (12 posts)

Two FREE Yoga Classes for organization (\$900 value)
Discount CYD shirts \$15/pp



Product Donor

Provide items (100-250 units) or monetary amount for welcome bags (\$100-\$2,000).

What you get:

Logo and Link on Sponsorship page of website

Introduction before event

Logo on promotional materials

One advertising social media post every four months (3 posts)

One Free yoga class pass for five members of your organization (\$100 value)

Discount CYD shirts \$15/pp

Our Goal



Cincinnati Yoga Day

Our goal is for Cincinnati Yoga Day to be an annual event that Cincinnati and neighboring communities look forward to experiencing.



Contact

Phone 513-400-5502

Website https://InoarG.com/sponsorship_page

Email Blu@InoarG.com