Program Proposal: SUP Yoga (Stand-Up Paddleboard Yoga)

# Program Summary

SUP Yoga is a unique and peaceful yoga experience conducted on stand-up paddleboards in a pool or calm outdoor water setting. Participants build balance, core strength, and flexibility while engaging in guided yoga flows atop a paddleboard. The instability of the board enhances body awareness and mindfulness, offering a more engaging and meditative experience than traditional mat yoga.

# Program Objectives

- Introduce a water-based yoga option for all fitness levels
- Promote balance, mindfulness, and stress relief
- Attract yoga enthusiasts looking for a fresh challenge
- Enhance wellness offerings with boutique-style experiences

# Target Audience

Teens and adults (ages 15–65) who enjoy yoga, mindfulness practices, and unique fitness experiences. No paddleboarding experience necessary. Beginners welcome.

# Class Format & Equipment

Class Length: 45–60 minutes
- Opening breathwork and seated warm-up
- Slow vinyasa or flow sequence
- Balance postures (tree pose, warrior variations)
- Seated twists and core engagement
- Floating savasana (relaxation)

Equipment:
- 6–10 Stand-Up Paddleboards (~$300–$800 each)
- Pool anchors or leash systems
- Optional: waterproof speaker for soft music
- Instructor microphone (for larger pools)

# Staffing & Certification Requirements

- 1 Certified Yoga Instructor with SUP or Aqua Yoga training
- 1 Lifeguard on duty (can be dual-certified if allowed)

# Startup Costs (Estimated)

- 8 SUP Boards: $2,400–$6,400
- Anchor system or tethers: $200
- Instructor training: $300–$500
- Speaker/mic system: $200–$300
- Marketing & signage: $100
- Total Estimated Startup: $3,200–$7,500

# Ongoing Operating Costs (Per Class)

- Instructor Pay: $50–$65
- Lifeguard Pay: $20–$25
- Admin/Facility Overhead: $10–$15
- Total: $80–$105 per class

# Schedule Recommendations

- Early morning or evening for ambiance
- 2–3 classes per week
- Seasonal: Spring through early Fall if outdoors

# Evaluation Metrics

- Class attendance trends
- Participant retention and referrals
- Feedback surveys
- Equipment condition reports and ROI tracking