



Dear Sponsor,

Houston unites for Yoga...again! Jennyoga, LIFE HTX, UT's MD Anderson Cancer Center, and YOUNIVERSOUL are pleased to announce April 18-21, 2019, at the LIFE HTX located at 2515 Morse Street, Houston, TX 77019.

The Texas Yoga Conference was founded by local yogis with a passion to inspire the general public to learn more about yoga and its benefits. The conference aspires to become a regional and national showcase for an array of talented yoga teachers in Texas. Yoga is an art for the body, mind and spirit to express living fully in the present moment with peace and wellness. We advocate for yoga as a way of life to bring health to the forefront of families.

The objective of the Texas Yoga Conference is to educate others about the many benefits of yoga through over 40 classes, lectures and presentations designed to allow all levels of student to more deeply explore the many facets of the practice. We will have 15 minutes in-between classes and a 1-hour programmed lunch so that the participants can explore our vendor and sponsor areas, shop, rest a while or get a snack at the concession stand on the LIFE HTX venue.

Texas loves yoga! Texas is a big state among the ever-growing number of people practicing yoga in America. Yoga is one of the fastest growing trends in business and fitness popularity.

According to the National Institute of Health, yoga:

- * Improves mood and sense of well-being
- * Counteracts stress
- * Reduces heart rate and blood pressure
- * Increases lung capacity
- * Improves muscle relaxation and body composition
- * Helps with conditions such as anxiety, depression, and insomnia
- * Improves overall physical fitness, strength, and flexibility
- * Positively affect levels of certain brain or blood chemicals

"Yoga as medicine represents the next great yoga wave," says Kaitlin Quistgaard, editor in chief of Yoga Journal. "In the next few years, we will be seeing a lot more yoga in health care settings and more yoga recommended by the medical community as new research shows that yoga is a valuable therapeutic tool for many health conditions."

With over 30 presenters represented at the Texas Yoga Conference, participants will have the opportunity to experience yoga classes of various styles and intensities, as well as enjoy lectures and roundtable discussions about how to live a yogic lifestyle. There is something for all ages and levels of the yoga practitioner here, from lectures on living a greener lifestyle, to a forum of experts and experienced practitioners who will share the current research in science and/or share observations in a group lecture! The founders of the Texas Yoga Conference believe that yoga is for everyone, and that philosophy will indeed be showcased at the conference through participants and vendors representing businesses around Houston related to yoga and healthy lifestyles.

The organizers and founders of the Texas Yoga Conference are very excited to be able to bring this conference to the city of Houston and are offering a unique opportunity to work together with community sponsors. In order to defray costs associated with the conference, and to keep the cost of the conference accessible to all yogis in Houston, we are actively looking for sponsors to assist financially or otherwise with this event. In return, you will have visible placement to market your products and services to a highly desirable demographic.

As you may be aware, yoga continues to grow in popularity in Houston and internationally. There are several sponsorship levels available, as well as opportunities to showcase goods and services that you may have to offer to health and wellness minded individuals in Houston. You may see detail of sponsorship levels on the next page.

Thank you in advance for your support of the Texas Yoga Conference Yoga for Health Training!

2019 Sponsorship Levels

MONETARY SPONSORSHIP LEVELS

Corporate Level \$3,000

- Full Page ad on inside cover, back cover or first choice in program guide and booth space (first come first serve).
- Everything else that the Platinum level provides plus logo placement in all magazine and billboard ads
- 6 free all-day passes to the 2-day conference
- TV Spots/On-Air Advertising
- Prime positioning of marketing materials and booth at the conference
- 2 conference t-shirts

Platinum Om Level \$1,250

- Full page ad in program guide to be provided to all participants
- Logo on all posters and postcards and other marketing materials (no airtime, magazine or

billboard)

- Booth space to promote goods or services to the participants
- Logo in large print on conference t-shirts and program guide
- Logo in large print on event banner displayed at the conference
- Website link to your business from the Texas Yoga Conference website
- Two free all-day passes to the conference
- 2 conference t-shirts

Shanti Gold Level \$750

- 1/4 page ad in program guide to be provided to all participants
- Booth space to promote goods or services to the participants
- Logo or business name on conference t-shirts

- Logo displayed on event banner and program guide
- Website link to your business from the Texas Yoga Conference website
- Two Free full-day passes to the Conference
- 2 conference t-shirts

Namaste' Level \$300

- Booth space
- Mention in program guide
- Logo on webpage
- 2 conference t-shirts

IN KIND SPONSORSHIP LEVELS

Do you have a good or service you would like to provide, in lieu of cash? We are taking donations for the following goods and services. Your sponsorship will be credited based on the value of the donation.

- T-shirts and related printing
- Printing for promotional materials
- Food
- Drinks (juices or waters)
- Advertising



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texasyogaconference.com

713.539.7418

Sponsor Application Form

Please complete the donor form and email to: info@TexasYogaConference.com

You can also see the schedule at TYC2019.sched.com – Payment goes to Paypal at info@texasyogaconference.com Note: Please send your logo immediately to info@texasyogaconference.com

Name of Business/Sponsor: _____

Type of product sold or donated: _____

Contact Person/Title: _____

Mailing Address: _____

City, State, and Zip: _____

Telephone: _____ E-mail: _____

Sponsorship Level and Amount Paid: _____ Vendor? Yes or No

Exactly how do you want your name to appear on marketing materials?

What special requests do you have (electricity)? Free WIFI will be provided at the venue.
