



Early Sponsorship Opportunities for YogaFest 2016 Questions? Call Kelly at 705-756-9245

WHAT

YogaFox Presents our 5th Annual YogaFest, scheduled for April 2, 2016 in downtown Ft. Lauderdale, Florida at Las Olas/Riverwalk.

WHO

YogaFox of Delray Beach, is owned by Keith Fox who has been spreading yoga around South Florida for over 20 years and most recently has grown Yoga with Live Music to a regular weekly gathering of hundreds of participants at the Colony Hotel in Delray Beach. Proceeds from the event benefit the Be The Change Project (through The MahaShakti Foundation, a local 501(c)(3)) which works to bring yoga, music, meditation, and the arts to all. Specifically, the Be The Change Project educates teens about Yoga, Wellness, and Healthy Living and teachers them to be leaders within their peer group.

Where

Huizenga Plaza/One East Las Olas Blvd, Ft. Lauderdale FL (River Walk)

WHEN

APRIL 2, 2016

DOORS OPEN 9 AM-9 PM

HOW

We are seeking support from our lead sponsors as we move forward on all of our marketing and promotional efforts related to YogaFest. If you cannot be involved please feel free to make a direct contribution to the Be The Change Project.

SPONSORSHIP OPPORTUNITIES

Corporate sponsorships start at \$1,000. Our display sponsorships start at \$5,000. For example, some of our prior YogaFest sponsors were companies such as Whole Foods – who welcomed our guests and provided food in 2015 and 2014, In 2015 InversionRac also sponsored and demonstrated by the front stage. Ocean Yoga who demonstrated Yoga on Boards in 2014, and Arrigo Fiat who brought 3 autos to the middle of the grounds in 2011. The grounds host 13 group classes throughout the day in 4 different zones and the final class from the main stage. This year we have added an exciting opportunity for sponsors, to wrap the fencing that surrounds the Plaza with their Logo! ADDITIONALLY, given the stage available at our venue in Las Olas there are many opportunities for Corporate branding. YogaFest sponsorship is a great opportunity especially given that many types of businesses are using Yoga in their corporate wellness plans and even in their advertising campaigns. Yoga is the trend of wellness and preventative care for the future.

History:

YogaFox has had an annual Earth Day event for over 5 years. The first large South Florida Event YogaFest (Bliss in Miami) was at the Botanical Garden in April 2011 – Honoring Earth Day. We had over 500 participants for a morning gathering and shared Yoga with Live Music while participants shopped and shared community. This was the capacity for the venue so our next event moved to a larger location.

Our YogaFest1111 was over 11.11.11 and 11.12.11 at International Polo Club Palm Beach in Wellington, FL. Our musical guest was a worldwide famous Yoga musician, Jai Uttal, and we had numerous South Florida Yoga Teachers sharing community on the Polo fields. We had over a thousand participants.

In 2013 YogaFest moved to the Huizenga plaza and had tremendous success with over 2,000 participants. YogaFest 4.19.14 was our 4th large scale event and YogaFox and Founders Keith and Kelly Fox hosted over 3,000 students at the event at Huizenga Plaza off of Las Olas Boulevard in Ft. Lauderdale. We shared Yoga, Music, Food, Shopping, and Community from 9am to 10pm. 12 elite South Florida Yoga teachers from Miami to Jupiter taught amazing classes throughout the day and we enjoyed nationally known Yoga Kirtan band The Mayapuris. We continued growing again with YogaFest 3.28.15 and hosted over 4,000 participants. Given our variety of presenters from the area our attendees were a diverse mix and Yogis and Music fans from all over the State of Florida. Our vendors were all pleased with the event and our vendors space was 100% sold out. YogaFest 2016 promises to be even larger given our success with Huizenga Plaza for 3 prior years. Ft. Lauderdale is a perfect location in central Ft. Lauderdale.

For 2016, we expect more than four thousand participants throughout the day and evening given our emphasis on yoga, arts and music. We are working with Living Social to be the feature ticket promoter for the event as well as various media sources – including print and radio to get the word out about this amazing Festival. We will be distributing over 50,000 print items locally in South Florida

Sponsorship Form YogaFest April 2, 2016

An all day event (9am-9pm) featuring Yoga Classes with Popular South Florida Instructors and Music Acts in the lawn at Huizenga Plaza in Ft. Lauderdale surrounded by Tented Vendor Zone

Name of Donor (to be used on materials) _____

Address _____

Contact Name _____

Phone for Contact Name _____

Email Address for Contact Name _____

Website for Link on Event Website _____

FaceBook Page for Link on Event Website _____

Instagram address on Event Website _____

Please submit logo in high resolution to kelly@yogafox.com for display on print and web.
Questions? 704.756.9245 or 561.703.1236

To Mail Form: MahaShakti Foundation 610 Heron Dr. Delray Beach FL 33444
MahaShakti is a 501(c)(3) organization.

PLEASE SELECT ONE AND INCLUDE CHECK PAYABLE TO MAHASHAKTI FOUNDATION:

Premier Sponsorship Opportunities:

___ Platinum Sponsor: Naming Rights / Grand Event Host / Festival Sponsor:
Package Rate of \$10,000 (One Available)

- Sponsor will be the official sponsor for the Festival and will have naming rights of the 2016 YogaFest .
Sponsor Name will be featured exclusively on all promotional materials (print, web, and other medias)
- Sponsor will have opportunity to brand the fencing surrounding Huizenga Plaza, set up an exclusive signature display area at front of amphitheatre with Banner, Tent, Materials and Information on a vendor table. Ability to sell product or services. Many other cross promotional opportunities.
- 10 VIP Tickets to the Event which includes VIP private Food and Music area) and 100 passes for the event.
- Place a promo piece in VIP give-away bags and also a promo piece or coupon in the Saturday event give-away bags

___ Gold Level Sponsor: Package Rate of \$5,000 (Three Available)

- Sponsor will have naming rights to one of the Designated Yoga Areas of the 2016 YogaFest.
Sponsor Name will be featured exclusively on all promotional materials (print, web, and other medias)
- Sponsor will have ability to have Banner, Tent, Materials and Information on a vendor table. Ability to sell product or services. Many other cross promotional opportunities.
- Place a promo piece in VIP give-away bags and also a promo piece or coupon in the Saturday event give-away bags
- 5 VIP Tickets to the Event which includes VIP private Food and Music area and 50 passes for the event

___ Silver Level Sponsor: Package Rate of \$1,000

- Materials and Information on a vendor table in a Tent. Ability to sell product or services.
- Place a promo piece in VIP give-away bags and also a promo piece or coupon in the Saturday event give-away bags
- Website mention (including website link) on MahaShakti/Event Site and Print mention on ALL postcards/posters/press releases and articles promoting the event
- 25 passes for the event

VENDING/Basic Sponsor Opportunities:

\$350.00 until November 1st. Rates will increase to \$400 AFTER 11/1/15.

____ Bronze Level Sponsor \$400 – EARLY REGISTRATION @ \$350.00 Available to all Retailers/Service/Food Providers UNTIL 11/1/15/

- Materials and Information on a vendor table in a Tent. Ability to sell product or services.
- Place a promo piece or coupon in the Saturday event give-away bags
- Website mention (including website link) on MahaShakti/Event Site and Print mention on ALL postcards/posters/press releases and articles promoting the event
- Shared option available – Each Sponsor paying \$300.00 each/\$275.00 each until 11/1/15

____ Honorary Sponsorship: Level of \$100- Available to all Yoga Studios and Not-for-Profits

- Donation of a \$100 gift certificate for give away to event participants
- Place a promo piece or coupon in the Saturday event give-away bags
- Website mention (including website link) on MahaShakti/Event Site and Print mention on ALL postcards/posters/press releases and articles promoting the event

Thank you for your time and consideration. For more information or for specific inquiries. Please contact Kelly Brookbank Fox at 704.756.9245 or kelly@yogafox.com