

2024 >>>
RIVER VALLEY YOGA FESTIVAL

SPONSORSHIP



RIVER VALLEY YOGA FESTIVAL
STILLWATER, MINNESOTA

2024 >>>

INTRODUCTION

RIVER VALLEY YOGA FESTIVAL

In 2022, my dream of bringing a yoga festival to Minnesota became a reality. And the result was even better than I imagined.

With a team of 28 volunteers and 27 teachers, we brought together 140 yogis from throughout our great state to participate in three days of exploration and personal growth. The feedback we received was incredible and shows in the rapid rise in followers across the country.

"BEST yoga festival I've EVER attended!!!"

"I loved the variety of classes - I received so much healing."

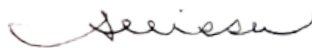
In 2023 we built on our success and expanded the Festival to include an extra day of sessions. This invited more volunteers, more teachers and more opportunities to connect. The result was powerful!

Attendance increased by 30% drawing teachers and students from Arizona, Colorado, Florida, Hawaii, Illinois, Iowa, Michigan, Minnesota, Nebraska, South Dakota, Washington, Wisconsin, and even Costa Rica!

As we move into year three, we look forward to continuing this tradition of growth and connection. Our following has more than doubled and we are attracting more attention than ever. To keep this momentum going, we are seeking new and meaningful ways to deepen the value we offer to our attendees, vendors and sponsors.

I invite you to join me on this journey to elevate yoga as a way of being - a way of life - and to raise the vibration of our community. There's no better time and no better place.

With joy,



ALLISSA OBLER
DIRECTOR & FOUNDER

RIVERVALLEYOGAFESTIVAL.COM



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ABOUT

RIVER VALLEY YOGA FESTIVAL
EST. 2022



CREATING A FESTIVAL LIKE NO OTHER.

Yoga students are known to travel far and wide to experience teachings in a setting that offers a retreat from the every day but still provides a sense of community. **And our Festival has a community like no other!**

OUR TOWN.

River Valley Yoga Festival is located in Stillwater, Minnesota - a charming river town that is a popular, year-round destination.

Just minutes from the Twin Cities, Stillwater is known as **the birthplace of Minnesota.**

It's a place where you will find authentic paddle wheel riverboats and gondolas gliding on the water and an abundance of quaint shops and locally sourced eateries lining its historic downtown streets.

As you travel along our nationally designated **Wild and Scenic River National Park**, you will also find some the best fall colors in the Midwest.

THE FARM.

River Valley Yoga Festival offers a sense of connection to like-minded souls and to the land on which they tread. Held on a private historic farm surrounded by **80 acres of wildflowers, ancient pines and majestic trees**, attendees are invited to enjoy over 3 miles of walking trails and explore nature to its fullest.

BUILDING CONNECTION.

Each year our attendees, sponsors, teachers and vendors are amazed and delighted by the synergies created at River Valley Yoga Festival.

Many form lasting teacher/student relationships or collaborate to sell products, offer workshops and exchange services.



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WHY YOGA



Yoga is the 4th fastest growing industry in the U.S.

Yoga continues to grow and attract people of all ages, with no sign of slowing down. People who practice yoga are educated, affluent and dedicated to their health and wellness.

9.8%

industry growth per year

\$80 BILLION
spent globally

\$27 BILLION
spent in the U.S.



30,000,000+
Americans practice yoga per year



1 IN 10
people practice yoga

+50%
in 5 years

72%
female



AGES : 19% 18-29 43% 30-49 38% 50+



90,000+

yoga teachers in the U.S.

68%

of yoga students make
\$75,000 or more per year

78%

of yoga students
are college educated

2024 >>>

OUR TEAM



Our team is second to none.

They are highly trained, talented and giving souls who feel driven to share their passion with others.

Our team is growing!

2022



28 VOLUNTEERS

27 PRESENTERS

2023



40 VOLUNTEERS

40 PRESENTERS

AMBASSADORS

PRESENTERS

Ambassadors are the backbone of our Festival.

They are the face of the Festival and create a sense of vibrancy and connection amongst our guests. Each Ambassador is interviewed and coached by our Director & Founder. Ambassadors pay a discounted rate in exchange for approximately 10 hours of service, a 2-Day Pass and special perks including Festival gear designed just for for them. This creates a sense of pride and community and also provides a fun and rewarding way to be part of the River Valley Yoga Festival family.

Presenters bring our Festival to life.

They come from across the globe to share their talent, knowledge and warmth with us. Collectively, our Presenters have over 300 years of experience and training from some of the most renowned schools, ashrams and lineages in the world. These teachers and trainers are leaders in their respective modalities and can often be found leading workshops, retreats and training programs of their own. We are honored to host these Presenters in our community and shine a light on their important work.



2024 >>>

SPONSORSHIP

As our Festival grows, sponsors like you become increasingly important.

Your support helps sustain and elevate our yoga community in so many ways.
Specifically, your dollars help us...

Highlight all that yoga has to offer.

Your support allows us to feature a full range of yoga styles and practices that help students discover tools to support them on their life journey.

Create a safe space for learning and exploration.

Your support offers yoga students a place where they can grow and heal together - releasing the old and welcoming the new while surrounded by like-minded souls.

Honor the time and talent of our teachers.

Your support helps our students gain access to a variety of skilled and knowledgeable registered yoga teachers and practitioners who willingly share their wisdom with us.



THANK YOU!

WE LOOK FORWARD TO WORKING WITH YOU.

2024 >>>

BLISS SPONSOR

\$5,000 ONLY ONE AVAILABLE

WEEKEND CONNECTIONS .

- Full Back Page or Double Page Spread in Festival Program
- Option for Sponsorship Booth (up to 20x20 in size)
- Option to Provide Promotional Materials to Festival Attendees

SPONSOR EXPERIENCE

- 4 (FOUR) 2-Day Passes
- 4 (FOUR) Sponsor Invites to Welcome Reception

MARKETING & SOCIAL MEDIA

- Boosted Announcement of Participation in the Festival
- 4 (FOUR) Social Media Posts throughout the Year
- Highest and Largest Logo, with Web Link, on RVYF Website Sponsor Page
- Cross-Promotional Opportunities in Social Media
- Business/Product Featured in 4 (FOUR) Pre-Festival Email Blasts
- 2 (TWO) 2-Day Passes for Cross-Promotional Giveaways



2024 >>>

BALANCE SPONSOR

\$ 2 , 5 0 0

WEEKEND CONNECTIONS .

- Full Page Ad in Festival Program
- Option for Sponsorship Booth (up to 10x10 in size)
- Option to Provide Promotional Materials to Festival Attendees

SPONSOR EXPERIENCE

- 2 (TWO) 2-Day Passes
- 2 (TWO) Sponsor Invites to Welcome Reception

MARKETING & SOCIAL MEDIA

- Boosted Announcement of Participation in the Festival
- 2 (TWO) Social Media Posts throughout the Year
- Large Logo, with Web Link Near Top of RVYF Website Sponsor Page
- Cross-Promotional Opportunities in Social Media
- Business/Product Featured in 2 (TWO) Pre-Festival Email Blasts



2024 >>>

BREATH SPONSOR

\$ 1 , 0 0 0

WEEKEND CONNECTIONS .

- 1/2 Page Ad in Festival Program
- Option to Include Gift or Product for Festival Attendees

SPONSOR EXPERIENCE

- 1 (ONE) 2-Day Pass
- 1 (ONE) Sponsor Invite to Welcome Reception

MARKETING & SOCIAL MEDIA

- 2 (TWO) Social Media Posts throughout the Year
- Logo and Web Link on RVYF Website Sponsor Page
- Cross-Promotional Opportunities in Social Media
- Logo and Web Link in 2 (TWO) Pre-Festival Email Blasts



2024 >>>

INSPIRE

\$500

WEEKEND CONNECTIONS .

- Logo in Festival Program
- Option to Sponsor a Class and Gift or Product to Session Attendees (Session of Your Choice)

SPONSOR EXPERIENCE

- 50% Off Day Passes
- 1 (ONE) Sponsor Invite to Welcome Reception

MARKETING & SOCIAL MEDIA

- 2 (TWO) Social Media Posts Throughout the Year
- Logo and Web Link on RYVF Website Sponsor Page
- Cross-Promotional Opportunities in Social Media Campaigns
- Logo and Web Link in 1 (ONE) Pre-Festival Email Blast



IGNITE

\$250

WEEKEND CONNECTIONS .

- Thank You Listing in Festival Program

SPONSOR EXPERIENCE

- 50% Off Day Passes
- 1 (ONE) Sponsor Invite to Welcome Reception

MARKETING & SOCIAL MEDIA

- 1 (ONE) Social Media Post Throughout the Year
- Name and Web Link on RYVF Website Sponsor Page
- Cross-Promotional Opportunities in Social Media Campaigns

**YOUR LIGHT
CAN IGNITE THE FLAME OF ANOTHER.**



2024 >>>

NOURISH

\$250+

(CASH OR PRODUCT)

BEVERAGE SPONSOR

- Donate Your Coffee or Tea to be Served in our Concession Stand
- 2 (TWO) Signs With Logo Next to Beverages
- Service Provided Throughout Event on Friday, Saturday & Sunday

SNACK SPONSOR

- Donate Your Healthy, Pre-Packaged Snacks to be Served in our Concession Stand
- 2 (TWO) Signs with Logo Next to Snacks
- Service Provided Throughout Event on Friday, Saturday & Sunday

SOUND LOUNGE SPONSOR

- Donate cash or product such as outdoor rugs, cushions, plants, flowers or outdoor lights
- Large Sign with Logo in Sound Lounge
- Sound Lounge Available During Set Hours Throughout Event on Friday, Saturday & Sunday

Nourish Sponsors Receive Benefits Listed + {In} Kind Sponsor Benefits



{IN} KIND

\$250+

(PRODUCT OR SERVICE)

WEEKEND CONNECTIONS.

- Thank You Listing in Festival Program
- Option to Include Product or Coupon at Concession area

SPONSOR EXPERIENCE

- 50% Off Day Passes

MARKETING & SOCIAL MEDIA

- 1 (ONE) Social Media Post Throughout the Year
- Name and Web Link on RYVF Website Sponsor Page
- Cross-Promotional Opportunities in Social Media Campaigns

QUESTIONS OR CREATIVE IDEAS?

EMAIL ALLISSA@RIVERVALLEYVOGAFESTIVAL.COM



2024 >>>

THANK YOU

We are grateful for your consideration and for our ongoing Sponsors.
Your generous support makes a world of difference!

