

2026 >>>

# RIVER VALLEY YOGA FESTIVAL

SPONSORSHIP



RIVER VALLEY YOGA FESTIVAL  
SEPT. 11-13, 2026  
STILLWATER, MINNESOTA

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# INTRODUCTION

## RIVER VALLEY YOGA FESTIVAL

River Valley Yoga Festival is one of the largest yoga festivals in the Midwest.

Founded in 2022, the festival brings together yoga students, wellness seekers, teachers, healers, and community members for a weekend of movement, education, and connection.

What began as a gathering on a private farm has evolved into a destination wellness experience that celebrates both the practice of yoga and the unique character of Stillwater.

*In 2026, we are expanding into downtown Stillwater, driving opportunities for attendees to experience the city's historic charm, local businesses, and riverfront beauty.*

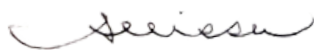
Like many of the country's most successful yoga festivals, River Valley Yoga Festival is deepening its roots within the local community. This move allows us to expand our vendor market and collaborate with our local businesses in new and exciting ways.

For example, we are partnering with three downtown businesses to offer extra experiences such as candle pouring and bracelet making. These activities celebrate local businesses and makers while inviting attendees to create meaningful keepsakes that carry the spirit of the festival long after the weekend ends.

We know our community is like no other. Your support will help our attendees see that too.

I invite you to join me on this journey to create a fantastic festival experience that elevates, honors, and celebrates wellness in the very best way.

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 EXPERIENCE.

River Valley Yoga Festival offers a sense of connection to like-minded souls and to the river that flows nearby. With its welcoming energy and scenic charm, Stillwater creates an experience that feels both grounded and inspiring, a place where people gather to reconnect, wander, and breathe a little deeper.

## 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

\$170 BILLION

spent globally on yoga tourism

\$27 BILLION

spent in the U.S.



38,000,000+  
Americans practice yoga per year



1 IN 6

people practice yoga

+50%  
in 5 years

72%  
female



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



250,000+

yoga teachers in the U.S.

68%

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

71%

of yoga students  
are college educated

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# 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.

## 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 3-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.



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# 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.**

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# BLISS SPONSOR

\$5,000 ONLY ONE AVAILABLE

## WEEKEND CONNECTIONS .

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

## SPONSOR EXPERIENCE

- 4 (FOUR) 3-Day Passes

## 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) 3-Day Passes for Cross-Promotional Giveaways



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# BALANCE SPONSOR

\$2,500

## WEEKEND CONNECTIONS.

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

## SPONSOR EXPERIENCE

- 2 (TWO) 3-Day Passes

## 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



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# BREATH SPONSOR

\$ 1 , 0 0 0

## WEEKEND CONNECTIONS .

- Option to Include Gift or Product for Festival Attendees

## SPONSOR EXPERIENCE

- 1 (ONE) 3-Day Pass

## 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



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# INSPIRE

\$500

## WEEKEND CONNECTIONS .

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

## SPONSOR EXPERIENCE

- 50% Off Day Passes

## 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

## 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



YOUR LIGHT  
CAN IGNITE THE FLAME OF ANOTHER.



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# NOURISH

ONLY ONE AVAILABLE

\$600

(CASH)

## FOOD TRUCK MARKETPLACE

- Support our Food Truck Marketplace
- Exclusive naming rights
- Branded seating area signage

## SPONSOR EXPERIENCE

- 50% Off Day Passes

## 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



# {IN} KIND

\$250+

(PRODUCT OR SERVICE)

## WEEKEND CONNECTIONS.

- Option to include Product or flyer in swag bags

## 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](mailto:ALLISSA@RIVERVALLEYVOGAFESTIVAL.COM)



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# THANK YOU

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

