



BRIGHTON YOGA FOUNDATION

Who Are We?

Brighton Yoga Festival was launched in 2014 to run an annual free-entry yoga festival in the city to help reach those in the wider community who were not aware of the benefits of yoga.

At its annual Festival event, the Foundation brings together yoga teachers from across the city and beyond to offer yoga classes and workshops. The Festival is free to enter – the largest free entry yoga Festival in the UK – with classes accessible by voluntary donations. It is open to all, regardless of age, experience or fitness levels with many specialist and beginners classes for those who have never tried yoga before.

Brighton Yoga Foundation is a registered charity (number 1166982). The teachers, practitioners and other professionals who make it possible do so as volunteers and any excess income from donations and sponsorship is used to support the grant funding we offer and our community outreach work.



Brighton Yoga Foundation

2018 Brighton Yoga Festival

The fifth annual Brighton Yoga Festival was hosted at the Sussex County Cricket Ground and was over two days on July 7th & 8th 2018. Our marketing and promotion spanned far beyond Brighton and Sussex, with plenty of awareness in London, as well as many of our festival-goers travelling from further afield to visit the festival. The festival saw a footfall in excess of 3500 people.

Event Partnerships

Putting on such a large activities based event is dependent on so many people, not least of which are our partners and sponsors whose passion for the cause and funding are fundamental to the success of Brighton Yoga Festival. Working with them has meant that this event constantly delivers an amazing and safe experience for everyone.

We work closely with our partners to reduce the waste and encourage sustainability throughout the festival.





Key features – 2019 Festival

- Date Confirmed 27th -28th July 2019
- “Free to enter” event
- Dedicated Beginners and Specialist Zones
- Workshops with well-known teachers for which we charge
- Over 100 yoga classes
- Exciting, unusual features to attract media attention
- Eco-friendly event – as plastic-free as possible
- Bigger attendance than ever (5000 over weekend) and more media coverage





Community Outreach Work

Brighton Yoga Foundation is committed to taking yoga to those who need it most - people who have never experienced yoga, who cannot afford yoga classes or think it is "not for them".

We are running a variety of outreach projects:

- * A Yoga for Teenagers project in East Brighton with support from the Robert Eaton Memorial Fund and Brighton & Hove City Council.
- * Extending yoga into all secondary schools in the borough
- * A yoga for mental health and well being project in East Brighton
- * And we have plans to take yoga into Lewes prison and into the NHS locally

We have also allocated £1000 from our funds to support small local yoga projects in the community, offering yoga:

- To women overcoming domestic abuse
- To LGBT young people
- To the elderly and nursery aged children combined



Get involved

If you would you like to get involved you can join the army of volunteers, become a sponsor, put on an exhibition or make a contribution in one of many ways, please do contact us we would love to hear from you.



www.brightonyogafoundation.org



[@brightonyogafestival](https://www.facebook.com/brightonyogafestival)



[@BTNYogaFest](https://twitter.com/BTNYogaFest)



relax@brightonyogafoundation.org

Overall Festival Sponsor



- Equal Partner on all marketing materials for the 2019 festival, with optional naming rights.
- Logo on 'Homepage' of the Brighton Yoga Foundation website
- Half page advert on main BYF flyer with 25,000 distribution
- Logo on the 'Partners' page of Brighton Yoga Foundation website with click through to sponsor's website
- Branding opportunities within and outside of the festival (sizes to be confirmed and branding to be supplied by sponsor)
 - A PR / marketing campaign to tie in our partnership including:
 - Press release to announce sponsorship launch to be listed on the Brighton Yoga Foundation website and sent to partners and media contact list;
 - One content piece in a monthly newsletter including any special offers;
 - Inclusion in boosted social media posts to a local targeted audience;
 - Inclusion of artwork in partner newspapers – last year BYF featured within Latest and the Brighton & Hove Independent.
 - Opportunities to sample to all Yogis over the weekend
 - Use of Brighton Yoga Foundation logo for promotional and marketing
 - Prime pitch space to be confirmed, within food & beverage area or retail area
 - Opportunity to do two talks (one per day) in the talk space at the weekend
 - Opportunity to feature at "Yoga Trails" on the lead up to the festival – including during the BYF fringe event and to have a stand/pitch area
 - Video interviews and promotions, which will go up on our Youtube channel and website
 - Direct exposure to and contact with our audience and database of thousands of practitioners, Yoga teachers, therapists, and our general festival audience of thousands, ranging from the health conscious and experienced to those who are new to the world of health and wellbeing
 - Prime placing in the BYF programme
 - Features with our Media Partner
- £7000 - £10000 (depending on specific requirements)

Large Area Sponsor

x 2 Sponsor opportunities

- Opportunity to decorate area sponsor branding
- Logo on 'Partners' page of Brighton Yoga Foundation website with click through to sponsor's website
- Logo on main BYF flyer with 25,000 distribution
- Press release to announce sponsorship
- One content piece in a newsletter – content supplied by sponsor
- Opportunities to sample to all Yogis over the weekend
- Use of Brighton Yoga Foundation logo for promotional and marketing
- 6ft stand in the retail area.
- x 5 yoga classes (45 mins duration) across the weekend
- X 1 workshop (90 mins duration)
- Video interviews and promotions, which will go up on our Youtube channel and website
- Half page advert in BYF programme – artwork supplied by sponsor
- Features with our Media Partner

£2000 (depending on specific requirements)





Medium Area Sponsor

x 3 Sponsor opportunities

Opportunity to decorate the Area in specific sponsor branding
Logo on 'Partners' page of Brighton Yoga Foundation website with click through to sponsor's website

Logo on main BYF flyer with 25,000 distribution

Press release to announce sponsorship

One content piece in a newsletter – content supplied by sponsor

Opportunities to sample to all Yogis over the weekend

Use of Brighton Yoga Foundation logo for promotional and marketing
6ft stand in the retail area.

x 5 yoga classes (45 mins duration) across the weekend

Video interviews and promotions, which will go up on our Youtube channel and website

Quarter page advert in BYF programme – artwork supplied by sponsor

Features with our Media Partner

£1000 (depending on specific requirements) per area



Small Area Sponsor

X 5 Sponsor Opportunities

Opportunity to decorate the Area in specific sponsor branding

Logo on Brighton Yoga Foundation website with click through to sponsor's website

Press release to announce sponsorship

One content piece in a newsletter – content supplied by sponsor

Use of Brighton Yoga Foundation logo for promotional and marketing

6ft stand in the retail area.

x 3 yoga classes (45 mins duration) across the weekend

Video interview which will go up on our Youtube channel and website

Quarter page advert in BYF programme – artwork supplied by sponsor

£500 (depending on specific requirements) per area



Retail Stands

Logo on Brighton Yoga Foundation website with click through to sponsor's website

One content piece in a newsletter – content supplied by sponsor

Opportunities to sample to all Yogis over the weekend

Use of Brighton Yoga Foundation logo for promotional and marketing

6ft stand in the retail area.

Option to be outside in courtyard – gazebo supplied by retailer.

£250





Food & Beverage

Logo on Brighton Yoga Foundation website with click through to sponsor's website
Press release to announce sponsorship
One content piece in a newsletter – content supplied by sponsor
Opportunities to sample to all Yogis over the weekend
Use of Brighton Yoga Foundation logo for promotional and marketing
6ft stand in the Food & Drink Area
Option to be outside in courtyard area gazebo supplied by supplier

£300

