



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.

Brighton Yoga Foundation was established as a registered charity (number 1166982) in 2016. 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.

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 run on a “Pay What You Can Afford” model, and is now the largest yoga festival in the UK (other than the OM Yoga Show). 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.

2020 & 2021 Brighton Yoga Festival

The seventh & eighth annual Brighton Yoga Festival were online due to the challenges Covid-19 presented. We hosted panel discussions on 'Black Lives Matter' – diversity in the yoga community, alongside yoga classes streamed from teachers all over the world.





2019 Brighton Yoga Festival

The sixth annual Brighton Yoga Festival was over two days on July 27th & 28th 2019. 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 has seen a footfall between 2500 and 3500 people for each of the last four years.

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 waste and encourage sustainability throughout the festival.





Key features – 2022 Festival

- Location: St George's Church, Kemp Town – the venue where the festival began in 2014
- Date: confirmed as 23rd July 2022
- Theme: Back to roots. Celebration of yoga in Brighton Community
- “Pay What You Can Afford” model
- Dedicated Beginners and Specialist Zones
- Workshops with well-known teachers
- Over 40 yoga classes
- Exciting, unusual features to attract media attention
- Eco-friendly event



Community Outreach

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 yoga outreach projects:

- We are so delighted to have 12 active outreach classes on zoom and in-person classes reaching 100 people per week.
- Classes have been well attended with a growing community of participants.
- Classes include:
 - Yoga for Women of Colour,
 - Therapeutic Yoga and
 - Yoga for Strength & Resilience



2022 Overall Festival Sponsor

- Equal Partner on all marketing materials for the 2022 festival, with optional naming rights.
- Logo on 'Homepage' of the Brighton Yoga Foundation website
- Half page advert on main BYF flyer with 10,000 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;
- 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
- 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 Festival programme

Suggested Donation: £2000 (Requirements depending)



Medium Area Sponsor

x 2 Sponsor opportunities

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

Logo on main BYF flyer with 10,000 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.

Quarter page advert in BYF programme – artwork supplied by sponsor

Features with our Media Partner

Additional Options:

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

Suggested Donation £500 per area



Small Area Sponsor

X 1 Sponsor Opportunity

Opportunity to decorate the Area in specific sponsor branding

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

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.

Quarter page advert in BYF programme – artwork supplied by sponsor

Additional Options:

x 2 yoga classes/talks (45 mins duration) across the weekend

Suggested Donation £250 per area





Sponsor a Class.

10 x Sponsor Opportunities

Opportunity to sponsor a single class on the timetable

Branded logo next to class on the timetable

Mention in newsletter

Social media mention and credit

Use of Brighton Yoga Foundation logo for promotional and marketing

Suggested Donation £50 per class



Teachers

There are going to be approx. 32 classes at the festival, we are a charity and there is a **suggested Donation £25 per class.**

Teaching a class is an excellent opportunity to showcase your teachings, upcoming workshops and trainings to a new wider audience.





Food Stall Holder

Suggested Donation £100 per pitch

Outdoor gazebo pitch spot (gazebo not included)



Retail Stall Holder

Suggested Donation £100 per 6ft table

Opportunities to sample to all Yogis over the weekend
6ft stand in the retail area.



Get in touch...

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