Year-Round Events for Yoga Teachers:
Yoga Teacher Conf - INSPIRE Virtual | February 2022
Yoga Teacher Conf - ELEVATE Denver | April 2022
Yoga Teacher Conf - EMPOWER Chicago | October 2022

Connect Your Brand to an $84 Billion Dollar Market

www.YogaTeacherConf.com
info@yogateacherconf.com
281-685-2601

yoga teacher conf

Really? An $84 Billion Dollar Market?

Check out these stats:

- **Over 55 million people** will start practicing yoga.
- Americans have spent more than **$16 billion on yoga classes.**
- In the US, close to 40% of studio owners report serving between **100 to 500 students per week.**
- There are more than **6,000 yoga studios in the US alone.**
- **There are over 90,000 yoga teachers** in the US.
- 74% of yoga teachers are women and in America, women spend more than 5 countries combined!

Yoga continues to grow, adding 4 million practitioners in the last 5 years!

This makes yoga as popular as golf in the United States!

10 Reasons To Partner With The Yoga Teacher Conf

1. **Direct access to yoga teachers** which are primarily women age 25-54 with tremendous consumer needs and purchasing power.
2. Have company representatives **give presentations at events.**
3. **Make your brand friendly** to the yoga teacher market.
4. **Scholarship Award** will be presented to sponsor with photo opportunities.
5. **Exhibitor opportunities, signage** and your company representatives at the event(s).
6. **Enhance your cause-related marketing** by participating in events that benefit and empower the yoga teacher community.
7. Increased word of mouth **referrals.**
8. **Passes** for staff and special clients.
9. **Highlight products and services** directly to your customer.
10. **Multi-event sponsorship** helps keep sponsor's name visible.

What is the Yoga Teacher Conf?

Sexual misconduct, backstabbing, stealing trade secrets. These are just a few of the problems in the yoga industry.

Although it may not be well publicized to those outside of the yoga industry, this field is currently being challenged by a number of issues. Some of these include a public perception of an industry full of "hippies" who just do "stretching", misconduct between teachers and students, a lack of oversight and standards and practices that govern individual studios, to name a few. Plus, there is currently no official professional development for yoga teachers.

The Yoga Teacher Conf is the ONLY professional development conference just for yoga teachers to elevate, educate and inspire yoga teachers around the globe!

Through our live and virtual events, we offer affordable continuing education, community support and connection for yoga teachers.

Conference classes include

- Business for Yoga Teachers
- Business for Studio Owners
- Anatomy
- Teaching Skills
- Yoga Therapy (taught only by IAYT professionals)
- Beyond Asana
- Living Your Yoga (ethics)
- Classical Yoga & Ayurveda studies

We are starting a yoga movement! Through our conferences, events and online presence, we are a grassroots organization challenging teachers to elevate their ethics and transform from yoga teacher to yoga professional!

About the Founder: Allison Rissel

Over the last 2,000 hours of professional yoga trainings, Allison realized that she was working in an industry that was fractured.

While there are many yoga events, workshops and trainings, there is no event where professional yoga teachers can interact with each other beyond small groups and very expensive trainings.

Allison believes that yoga teachers deserve fair compensation and an opportunity to succeed. As an extroverted optimist, Allison loves planning big events connecting yoga teachers to resources and community.

How does the Yoga Teacher Conf reach this market?

MULTIMEDIA

Press releases to local and national media

Frequent appearance as a podcast guest

Articles and online content created regularly

ONLINE

Email marketing

Livestream webinars

Yoga Teacher Conf - INSPIRE virtual summit

Affiliate marketing partners

YEAR ROUND LIVE EVENTS

ND Yoga Conference in North Dakota

406 Yoga Conference in Montana

Yoga Teacher Conf - EMPOWER in Chicago

Yoga Teacher Conf - ELEVATE in Denver

SOCIAL MEDIA

Facebook & Instagram ad strategy

Frequent posts on Instagram

Promotional Opportunities

Some promotional opportunities can include:

- **Cross promotions**
- **Your company's name on teacher t-shirts**
- **Scholarship awards**
- **Your company's name included in swag bag items to all participants**
- **Speaking opportunities at live events**
- **Online contests** promoting your company
- Option to **provide prizes and giveaways** for contests
- **On-site sales**, sampling and couponing opportunities
- **Passes** for staff and special clients
- **Promotion in upcoming media**
- **Dedicated campaign** with pre-marketing and follow-up promotion
- **Email blasts** to loyal yoga teachers with purchasing power
- **Multi-event sponsorship** helps keep sponsor's name visible year round
- **Exhibitor opportunities,** signage and your company representatives at live events

This was an awesome experience. My cup is full. It was incredible to be able to interact with like minded people again and feel part of a community again. I've met some wonderful folks and am really grateful for the experience. Thank you!

-Jaffer Hussain

Demographics

Income and Purchasing Statistics

- *74%* of yoga teachers are women.
- Women make or influence over 85% of the purchasing decisions in America. Tapping into this demographic gives you access to tremendous purchasing power and consumer needs.
- In America, women spend more than 5 countries combined!
- 30% of yoga teachers say that teaching is just a way to provide additional spending money.

Diversity

- 40% - 50% of our teachers identify as BIPOC or LGBTQIA+.

Psychographics

- 75% of participants are active teachers.
- Workshop presenters are full-time yoga teachers with their own yoga schools, yoga studios, podcasts, in-person and online businesses.
- Yoga teachers love to learn. Tapping into this demographic gives you access to education hungry yoga teachers and their students.
- 61% of yoga teachers are also regular runners.

Trends

- 87% of practitioners say they feel better after taking a yoga class.
- 94% of yogis say they practice yoga for its wellness-related benefits.
- 40% of yogis report eating healthier because of their yoga practice.

Testimonials

I've been excited to jump in and be a part of a community supporting teachers instead of only teachers supporting students. I found the mission of the conference noble and am excited to learn more about it.
-Sharain Santalla

The Yoga Teacher Conf will feed your mind and soul: you will be inspired; you will want to learn more; you will feel awesome & loved; you will want to do better and be better.
-Cynthia Moorhead

The Yoga Teacher Conf was very well organized, which made me proud to be a part of it!
-Ava Taylor

Allison was an absolute pleasure and joy to work with. Her organizational skills were impressive, her ability to hold the big picture and all the teeny details whilst still staying super personal and holding our hands through the details as presenters was fantastic.
-Anonymous

We are looking for sponsors and partners that want to reach the strong yoga and women's market. Yoga is an $84 billion dollar market with over 90 million yoga teachers in the US alone.

Sponsoring an event would allow your representatives to present at the events and offers you wide brand visibility.

Call now and join!

Call 281-685-2601

Sponsorship Packages for In-Person Events

Sponsorship Level	Investment	Benefits	Year-Long Multi-Benefits Package
PRESENTING Sponsor	$20,000 per event	Naming Rights Exclusivity Visibility Exposure Impressions Connections Engagement Contest Speaking Opportunities Dedicated Campaigns	Benefits of all sponsor levels plus: • Naming rights as Official Presenting Sponsor of the Yoga Teacher Conf which makes your brand even more visible to yoga teachers • Sole sponsor of the Saturday/Sunday networking lunch • Virtual and live platform through web branding and speaking, contests and traditional media • Dedicated press releases promoting your brand • Option to sponsor interactive virtual or live events, workshops and lounges
Title Sponsor of Our Scholarship Program	$10,000 per event	Visibility Exposure Impressions Connections Engagement Contest Speaking Opportunities Award Presentation	All the benefits of Child's Pose sponsor levels plus: • Offer 5 scholarships/event for yoga teachers to attend. This includes hotel rooms for the scholarship applicants • Sole sponsor of Friday night social and scholarship awards presentation - enhance your cause-related marketing! • Dedicated campaigns with pre-marketing and follow-up promotion • Option to provide prize giveaways • Passes plus priority class registration for staff and special clients
Child's Pose Sponsor	$5,000 per event	Visibility Exposure Impressions Connections Engagement Contest Speaking Opportunities	All the benefits of Downward Dog sponsor levels plus: • Enhance your cause-related marketing by participating in a conference that benefits yoga teachers • Company representatives at the event • Speaking opportunities • Online contest for your company • Passes plus priority class registration for staff and special clients • Press releases to local and national media • Option to provide coupons, marketing materials and samples in official show bags
Downward Dog Sponsor	$2,500 per event	Visibility Exposure Impressions Relationship marketing Incentives for clients and employees	• Exhibitor opportunities, signage and your company representatives at the live event • Promotion in online social media • Logo inclusion in posters and signage • Email blast to our database as well as strategic alliance and joint ventures with organizations

We are happy to offer customized packages that align with your business' marketing goals.

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Sponsorship for Virtual Event

INSPIRE Yoga Teacher Conf | Feb 21-25, 2022 | Free Virtual Summit

Ava Taylor & Allison Rissel uncover the stories behind some of the world's best known yoga teachers. The INSPIRE Summit takes you on a narrative journey about innovators, entrepreneurs and dreamers—and the yoga movements they inspired.

Investment	Benefits	What You Receive	What We Ask of You
$4,000	• Visibility • Exposure • Impressions • Dedicated Campaigns	• Your brand aligned next to some of the biggest names in the yoga teacher industry! • Dedicated campaigns with pre-marketing and follow-up promotion • Option to offer virtual prize giveaways • Option to provide coupons or virtual offering in virtual show bags for paid participants • Logo & link on conference website • We anticipate 1,500 yoga teachers joining our FREE virtual summit	Send 1 dedicated email to your list highlighting the FREE virtual summit (copy provided by Yoga Teacher Conf

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