

Metaphysically Fit Fest

expression & unity through yoga & community



2017 SPONSORSHIP OPPORTUNITIES

Metaphysically Fit Fest

Dear Current and Prospective Sponsors,

Namaste from Yorkville, Illinois, home of the Metaphysically Fit Fest – a truly one of a kind festival celebrating expression and unity through yoga and community! In this packet, you will find insights into what makes the Metaphysically Fit Fest so unique and the benefits our festival will bring you as a sponsor.

With over 1,500 participants in 2016, the Metaphysically Fit Fest has grown exponentially each year. The Fest has brought to Kendall County some of the area's best and most highly acclaimed teachers and healers, growing our vision to create an event that promotes harmony of mind, body and spirit. The Fest is family---friendly, promoting community, expression, unity, and awareness of cultural diversity.

Our attendees are some of the most motivated, passionate, socially minded, and forward---thinking people on the planet. Reach them, and they in turn will most certainly influence others. If you are intrigued, we should connect and explore your sponsorship options in greater detail. I look forward to that opportunity.

With Love and Light,
Tairi Grace, LCSW, RYT
Festival Founder
Owner, Sense of Samadhi Yoga Studio

Why sponsor?

Yoga reaches people

Yoga is fast growing and popular in the US.

- 15+ million Americans practice yoga.
- American yogis are educated and affluent, 72% of which are college graduates with a household income greater than \$75K.
- Yogis have spending power, annually spending \$10.3 billion on yoga products in the US. This represents an 87% increase in spending over the past five years.
- Yoga practice spans across gender and age groups.
- Yoga has been shown to enhance social well-being through a sense of belonging to others, and improve the symptoms of depression, attention deficit and hyperactivity, and sleep disorders.

About the 2017 Metaphysically Fit Fest

- July 22, 2017
- Yorkville, IL {55 miles from the heart of Chicago}
- Expected attendance of 1,000+; our attendance has increased exponentially each year:
 - ✓ 2012 attendance: 100
 - ✓ 2013 attendance: 300
 - ✓ 2014 attendance: 600
 - ✓ 2015 attendance: 1,000
 - ✓ 2016 attendance: 1,500
- Unique workshops every 30 minutes including yoga, meditation, kirtan, live music, art therapy and kids' activities
- Reach
- In the month preceding the 2016 Fest, we reached 12,000+ unique users on Facebook with over 50,000 impressions
- 1,300 e-newsletter subscribers reached a minimum of twice per month

Goal

Our goal is to ensure your investment in us not only feels good, but also has enormous value for your business. We can tailor each sponsorship package to fit your company's unique needs and objectives, and encourage multi-year commitments.

Sponsorship Opportunities

Headlining Music Sponsor \$10,000

Benefits

- Only 1 Headlining Music Sponsorship available
- Access to 1,300 member newsletter list

Online Exposure

- “Presented By: [your name/logo]” listed on our online scheduler next to headliner band, class(s) and/or workshop(s) of your choice (up to 4)
- 1 exclusive/dedicated email blast from your company
- Featured Section in every e---newsletter
- Recognition in all festival e---newsletters with predominant logo and hot link with all of our sponsors
- 10 Presenting Sponsor Facebook posts about your company/promo/etc.
- Presenting logo in primary position on all metaphysicallyfitfest.com pages with hotlink
- Presenting logo in a primary position and size on Sponsorship Page of metaphysicallyfitfest.com with hotlink and description

Print Exposure

- All posters and postcards (minimum 1,000)
- Name/Logo on Festival Program cover
- Complimentary full---page ad on the inside cover or back page of our program
- Name/Logo on Festival Schedule
- Name/Logo All Press Releases and Print Advertising

Festival On-Site Exposure

- Venue Banner or Event Banner with your name (provided by festival)
- Name/logo placement on 100+ welcome bags --- choice to include gift
- Option to have a product giveaway at sponsored classes, events, etc.
- Presenters announce our Headlining Music Sponsor and info at least once per hour
- Option for presenters as brand ambassadors (i.e. wearing/using, promoting product)
- Option to offer a gift to all Presenters, Sponsors and VIPs ticket holders
- Complimentary Exhibitor Space in choice location (8' table at entry) (\$100 value)
- 10 VIP Passes (valued at \$500 --- \$50/pass)
- Logo on Festival Banner with all sponsors & promo item in swag bags

Music Sponsor \$5,000

Online Exposure

- “Presented By: [your name/logo]” listed on our online scheduler next to class(s) and/or workshop(s) of your choice (up to 2)
- 1 Featured Section in our e---newsletter
- Recognition in all festival e---newsletters with predominant logo and hot link with all of our sponsors
- 1 Bliss Sponsor Facebook posts about your company/promo/etc.
- Logo in a primary position and size on Sponsorship Page of metaphysicallyfitfest.com with hot link and description

Print Exposure

- Logo on all posters and postcards (minimum 1,000)
- Logo on Sponsor page in festival program
- Complimentary half---page ad in the festival program
- Logo on Festival Banner with all sponsors & promo item in swag bags

Festival On-Site Exposure

- Venue Banner or Event Banner with your name (festival to provide)
- Name/logo placement on 100+ welcome bags --- choice to include gift
- Option to have a product giveaway at sponsored classes, events, etc.
- Option to offer a gift to all Presenters, Sponsors and VIPs ticket holders
- Complimentary Exhibitor Space (\$100 value)
- 5 VIP Passes (valued at \$250 --- \$50/pass)

Energy Sponsor \$2,500

Online Exposure

- “Presented By: [your name/logo]” listed on our online scheduler next to class and/or workshop of your choice (1)
- Recognition in all festival e---newsletters with predominant logo and hot link with all of our sponsors
- 1 Energy Sponsor Facebook posts about your company/promo/etc.
- Logo in a primary position and size on Sponsorship Page of metaphysicallyfitfest.com with hot link and description

Print Exposure

- Logo on Sponsor page in festival program
- Complimentary half---page ad in the festival program
- Logo on Festival Banner with all sponsors & promo item in swag bags

Festival On-Site Exposure

- Venue Banner or Event Banner with your name (sponsor to provide)
- Complimentary Exhibitor Space (\$100 value)
- 2 VIP Passes (valued at \$100 --- \$50/pass)

Unity Sponsor \$1,000

Online Exposure

- Recognition in all festival e---newsletters with predominant logo and hot link with all of our sponsors
- Logo on Sponsorship Page of metaphysicallyfitfest.com with hot link and description

Print Exposure

- Logo on Sponsor page in festival program
- Complimentary quarter---page ad in the festival program
- Logo on Festival Banner with all sponsors & promo item in swag bags

Festival On-Site Exposure

- Venue Banner or Event Banner with your name (sponsor to provide)
- Complimentary Exhibitor Space (\$100 value)
- 2 VIP Passes (valued at \$100 --- \$50/pass)

Community Platinum Sponsor \$500

Online Exposure

- Recognition in all festival e---newsletters with predominant logo and hot link with all of our sponsors
- Logo on Sponsorship Page of metaphysicallyfitfest.com with hot link and description

Print Exposure

- Logo on Sponsor page in festival program

Festival On-Site Exposure

- Venue Banner or Event Banner with your name (sponsor to provide)
- 2 VIP Passes (valued at \$100 --- \$50/pass)
- Logo on T---Shirt
- Logo on Swag Bags
- Logo on Festival Banner with all sponsors & promo item in swag bags

Community Gold Sponsor \$300

Online Exposure

- Recognition in all festival e---newsletters with predominant logo and hot link with all of our sponsors
- Logo on Sponsorship Page of metaphysicallyfitfest.com with hot link and description

Print Exposure

- Logo on Sponsor page in festival program

Festival On-Site Exposure

- Venue Banner or Event Banner with your name (sponsor to provide)
- 6 General Admission Passes
- Logo on T---Shirt
- Logo on Swag Bags
- Logo on Festival Banner with all sponsors & promo item in swag bags

Community Silver Sponsor \$100

Online Exposure

- Recognition in all festival e---newsletters with predominant logo and hot link with all of our sponsors
- Logo on Sponsorship Page of metaphysicallyfitfest.com with hot link and description

Print Exposure

- Logo on Sponsor page in festival program

Festival On---Site Exposure

- 4 General Admission Passes
- Logo on Festival Banner with all sponsors & promo item in swag bags

Contact

We can't wait to talk with you.

To get started, please email sponsor@senseofsamahdi.com or call Tairi at 630-881-1095.



Thank you

Thank you to our 2016 sponsors:

Sense of Samadhi

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Power Edge Yoga

Balanced Body Chiropractic

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Sweet Temptations

Superczynski Family Chiropractic

Mike & Denise's

Jim Dhamer Plumbing and Sewer, Inc.

We love and appreciate all of our sponsors and know that we could not have a successful event without you! We are looking forward to another amazing event in 2016!