2018 Sponsorship Opportunities

SEDONA YOGA FESTIVAL

SYF

a CONSCIOUSNESS EVOLUTION CONFERENCE

FEATURED IN:

"Top 20 Yoga Festivals Around the World" - Cody App
"7 Fitness and Wellness Festivals to Attend in 2016" - Tripping.com
"13 Yoga Festivals to Attend This Spring & Summer (Midwest)" - YogiApproved.com

Photo: Charles Ruscher

Conscious Collaboration. Expansive Engagement.

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"My life has changed and my path and journey in this world have been redesigned in the short amount of time spent at SYF. For all the love and wisdom that was shared, I am truly grateful." - Gail Norman

"Words poorly describe the gifts I received this weekend. I feel truly blessed to have been part of this phenomenal inaugural event. Thank you and living in the moment, not reaching to the future...my intentions are to return. Namaste" – Tomi St. Mars

Photo: Charles Ruscher, Asana Artist CyberYoga

"Ten Best Small Cities" ~ Conde Nast Traveler

"Top 25 Destinations in the US" ~TripAdvisor

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WHY SEDONA?

It's got ***REALLY*** good energy. Sedona is known for its vortexes – geologic sites brimming with natural spiritual energy. It's ***CRAZY*** beautiful. Think back to your favorite city studio for a second… Do you feel closer to self and spirit THERE, or when you're out and about in nature? Chances are, you've experienced a deeper "dropping in" when you've practiced in an inspiring place. March in Sedona is pure high-desert heaven. Surrounded on all sides by wilderness and forest land, an international dark sky city, a very quiet place, Sedona is a master at providing all you need to look and listen within while immersed in nature… the beauty around you so obviously apparent that you find yourself on a path to seeing the magnificence and beauty that exists in everything. It's basically a ***YOGA*** vortex.

Sedona has long attracted spiritual seekers of every ilk - ***4.5 million visitors a year!*** We like to say "What happens in Sedona doesn't stay in Sedona!" When many souls converge with the intention of uplifting human consciousness, as they do at the SEDONA YOGA FESTIVAL, the resonance of this activity is amplified and distributed - that collective energy is pretty much off the charts. The transformations that occur simply by being on this sacred land are lasting, the individual carries it home, impacting communities all across this beautiful planet.

"God created the Grand Canyon but She lives in Sedona"
~ New York Times

Sedona Yoga Festival is a *Sedona Signature Event.*

Photo: Dexx

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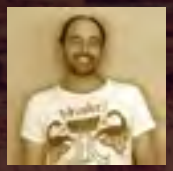
SOME VANGUARD ALUMNI

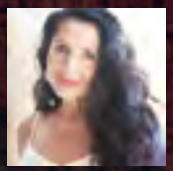
Tao Porchon Lynch

Sara Ivanhoe



Saul David Raye

Steve Ross



Rama Jyoti Vernon

Sarah McLean

Why Sedona Yoga Festival?

SEDONA YOGA FESTIVAL provides the keys to unlocking one's greatest transformation with a focus on yoga and the expansion of consciousness. SYF brings thousands of yogis, seekers and other like-minded souls annually to the sacred and powerful land that is Sedona, the undisputed spiritual center of the American West, for the unique experience of amplifying our personal and collective power while deepening our connection to our true soul purpose.

The SYF Tribe of Presenters have a commitment to consciousness and unfailing authenticity that resonate in Sedona's spiritually charged environment. SYF provides a platform for teachers - leading experts in yoga, energy medicine, healing arts and meditation - to share the wealth of their knowledge with you in a uniquely intimate environment. Our in-depth workshops and classes, panel discussions, and a sense of joy and celebration create a conference experience that effortlessly blends absolute beginners with the most dedicated and influential yoga professionals and everyone in between. Together we eliminate perceived limitation and truly OPEN TO ALL LEVELS, enjoying a constellation of consciousness-expanding opportunities.

SEDONA YOGA FESTIVAL's mission is to connect our audience to authentic material and intentional living. It's a unique opportunity to reach your audience while their hearts and minds are open.

"The SYF is a rich tapestry of yoga love from around the world. And the expansiveness of the Sedona mindset is extremely conducive to an enlightened, powerful experience." - Roxanne W

Photo: Dexx

Testimonials:

"Low on the yoga diva quotient. Easygoing and genuine community. Braced to feel self conscious and instead felt welcome and integral." - Tess

"To be in the company of luminous beings and the sacred red earth of this magical and mystical land... if you are looking for a sweet intimate and powerful yoga gathering in a beautiful place - this is it. AUM"
- Saul David Raye

"SYF is a festival that truly gathers all varieties of bringers of light, love and yoga into one sacred and gorgeous container, and then that container opens up for you, and you take that courageous step inside... To sum it into one word: Transformational." - Vo Vera Sapienza

"SYF is always a transformational event for me. I look forward to it every year and include it as staple in my life plan. It is spiritually uplifting, physically exhilarating, emotionally fulfilling, and a delight for all the senses!" - Nancy Lamb

"SYF is so zen! How can you not feel full of light, joy, and peace afterwards?" - Madison

"Sedona Yoga Festival is a powerfully transformative experience for me and I look forward to going back again and again!"
- Leah B

"Wow. After a blessed weekend at the Sedona Yoga Festival, I am happy to say my personal yoga practice and my teaching mission are infused with new information, new enthusiasm, and a renewed dedication to my spiritual practice."-MiraBai F.

"The Sedona Yoga Festival is an unparalleled experience of yoga, music and community. There is nothing like it!" - Nancy Alder

Photo: Mickie Antognoli

Enter an Enlightened Alliance

SEDONA YOGA FESTIVAL co-creates partnerships with companies and individuals who share our commitment to creating positive change in the world. When you embark upon this journey with us, please know that you're joining a community of like-minded souls, dedicated to caring for the planet, fostering personal transformation, and uplifting human consciousness.

Our Conscious Vendor expo and the resources we share online create a thriving marketplace full of high-vibe, loving, and incredibly inspirational products and services! We envision bringing the most cutting-edge, innovative, forward-thinking technologies, some that play off ancient techniques *(Crystal medicine jewelry for example!)* alongside the highest quality practical and material goods. If you are passionate about your product or service and are aligned with our intentions we want to hear from you!

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"The Sedona Festival has always been a rewarding experience in that the relationships and professional connections have been great and have opened many doors for me personally as a yoga instructor as well as professionally… Marc and Heather have manifested an amazing event that builds Conscious Community."
- Will Zecco, Owner of Yoga Rocks the Park

"Sedona is without a doubt one of THE most beautiful places to attend a yoga conference. Heather and Marc are dedicated to make sure everyone has a successful event — from the sponsors, to the vendors, to the attendees."– Jason Scholder, Owner/Inventor, Three Minute Egg®

IN GOOD COMPANY

YOGA INTERNATIONAL · NARMADA AYURVEDA RESEARCH INSTITUTE · ChocolaTree · THREE MINUTE EGG · Sedona WELLNESS · Yoga Rocks THE PARK · INDIAN GARDENS · YOGANASTIX YOGA CLOTHING · SM SOURCE MOVEMENT · Crystal Current · Mama Kuka · yoga ALLIANCE

Photo: Mickie Antognoli

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Building Relationships That Resonate

Expand Your Reach! A network of friends and brand ambassadors, a loyal and engaged email list, and a strong social media presence mean that our attendees - who have repeatedly shared with us that they are selective about attending events, festivals, and conferences - CHOOSE SYF because they heard about it from sources they trust. And when they do come, from 14+ different countries and even more nationalities, they choose to return year after year.

When we recommend something, they are more likely to try it because they trust us. SYF is becoming known by businesses internationally as "the influencers event". Yoga teachers, studio owners, investors, world-travelers, health professionals (we provide CEUs), and thinkers of all ilk know that SYF will spark something they cannot find anywhere else. ***By partnering with the SEDONA YOGA FESTIVAL, you'll gain intimate, in-person access to these more than 2,100 attendees during the conference—PLUS year-round exposure on a solid foundation of digital and social media.***

WEB PRESENCE:

www.SedonaYogaFestival.com

- **209,000+** Total Visits
- **806,000+** Page Views
- **131,000+** Website Users
- **3.87** Pages per Visit
- **64%** New Visitors
- **14,000+** Email List
- **30%** Email Open Rate

AT THE FESTIVAL

- **108** Influential Presenters
- **2,500+** Attendees

SURVEY SAYS

- **97.6%** Likely to recommend SYF to a friend
- **83%** Likely to return in 2017

ATTENDEES

- **56%** above $75,000 Median HHI
- **68%** travel a few times a year for pleasure
- **61%** College Degree
- **23%** Graduate Degree
- **70%** Age 35-64
- **78%** Own their homes
- **70%** not often to slightly often attend festival and events

facebook.com/sedonayogafestival twitter.com/sedonayogafest instagram.com/sedonayogafestival YouTube Channel

Photo: Nam C

Sponsorship Opportunities

VORTEX:

ON-LINE:

- Large click-through logo on sponsor page and in sponsor footer on every page and in relevant directories i.e. where to eat; what to do; products we love) on www.sedonayogafestival.com
- We will post your content rich blog on an approved topic on one of our websites once per month (sponsor provides copy and images)
- 15 shout-outs on Instagram, Facebook, or Twitter
- Large Logo in footer of every SYF newsletter (monthly)
- Feature in Newsletter 2x (content provided by sponsor)
- 300x600px sidebar advertisement on www.sedonayogafestival.com

ON-SITE:

- FULL - SYF Full-Color Magazine Program Advertisement
- Your large banner at vendor/registration area
- Standing banner at main venue location
- Vendor Placement (while available): 50% off
- 3-5 minutes on main stage before main show every night
- Program spot for workshop, class, or presentation (pre-approval required)
- Opportunity to distribute/demo product/services (pre-approval required)
- Option to brand a unique venue/offering (*Inquire)
- On-site video interview/testimonial shared during/post festival

HOSPITALITY:

- 7 All-Access Passes (50% off additional passes **up to 4*)
- Dedicated SYF Team Contact at Event
- Invitation to reception for 4

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BECOME A VORTEX SPONSOR!

Click here to get started

Sponsorship Opportunities

OAK CREEK:

ON-LINE:

- Medium click-through logo on sponsor page and in sponsor footer on every page and in relevant directories (i.e. where to eat; what to do; products we love) on www.sedonayogafestival.com
- We will post your content rich blog on an approved topic on one of our websites two times (sponsor provides copy and images)
- 9 shout-outs each on Instagram, Facebook, or Twitter
- Logo in footer of every SYF newsletter (monthly)
- Newsletter product highlight 1x (content provided by sponsor)
- 300x250px sidebar advertisement on www.sedonayogafestival.com

ON-SITE:

- HALF - SYF Full-Color Magazine Program Advertisement
- Your banner at vendor/registration area
- Vendor Placement (while available): 50% off
- Program spot for workshop, class, or presentation (pre-approval required)
- Opportunity to distribute/demo product/services (pre-approval required)
- Option to brand a unique venue/offering (*Inquire)

HOSPITALITY:

- 5 All-Access Passes (50% off additional passes **up to 4*)
- Dedicated SYF Team Contact at Event
- Invitation to reception for 2

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BECOME AN OAK CREEK SPONSOR!
Click here to get started

Sponsorship Opportunities

BELL ROCK:

ON-LINE:

- Click-through logo on sponsor page and in sponsor footer on every page and in relevant directories (i.e. where to eat; what to do; products we love) on www.sedonayogafestival.com
- We will post your content rich blog on an approved topic on one of our websites (sponsor provides copy and images)
- 7 shout-outs on Instagram, Facebook, or Twitter
- Logo in footer of every SYF newsletter (monthly)
- 150x150px sidebar thumbnail on www.sedonayogafestival.com

ON-SITE:

- QUARTER - SYF Full-Color Magazine Program Advertisement
- Vendor Placement (while available): 50% off

HOSPITALITY:

- 3 All-Access Passes (50% off additional passes **up to 4*)
- Invitation to Reception for 1

BECOME A BELL ROCK SPONSOR!

Click here to get started or
Email us at marketing@sedonayogafestival.com

FRIEND:

ON-LINE:

- Click-through logo on sponsor page www.sedonayogafestival.com
- We will post your content rich blog on an approved topic on one of our websites (sponsor provides copy and images)

ON-SITE:

- EIGHTH - SYF Full-Color Magazine Program Advertisement

HOSPITALITY:

- 1 All-Access Pass

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BECOME A FRIEND SPONSOR!

Click here to get started

Additional Sponsorship Opportunities

DIGITAL MARKETING PARTNER

Are you running a live annual event or an online course or service? We are always open to talking about cross-promotional opportunities with other conscious Producers and Community builders.

PRODUCT SPONSOR

Believe your product speaks for itself? We will gratefully accept conscious schwag and your product will be in the hands of the influential SYF Tribe.

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STUDIO PARTNER

If your studio vibes with Sedona Yoga Festival, consider promoting the conference in exchange for passes, great group rates, and an affiliate code that allows you to offer a discount to your tribe while earning a portion of any ticket sales. *Travel to Sedona with your tribe!*

SUPPORT SYF GIVES BACK

Dharma… Service in Action. SYF aims to assist yoga teachers in bringing the tools and benefits of yoga to populations suffering from PTSD, TBI, and life stresses of all kinds. In providing these trainings we have realized that it is the same YOGA that benefits everyone…*Yoga is the healing balm needed in today's world!*

Inquire about Presenting and Title Level Collaborative Partnerships (limited to 4) for Co-Branding and Top Billing, programming integration, featured presence at the Heart Center Village, em-cee spots, stage presence and more.

Comparing Sponsorship Opportunities

		VORTEX	OAK CREEK	BELL ROCK	FRIEND
ON-LINE	sedonayogafestival.com Sponsor Page, Sponsor Footer & Directories	Large Logo	Medium Logo	Logo	Logo on Sponsor Page
	Blog Posts	1x/Month	2x	1x	1x
	Social Media Shout-outs	15	9	7	–
	Newsletter Footer	Large Logo	Logo	Logo	–
	Sidebar Advertisement	300 x 600px	300 x 250px	150 x 150px	–
	Newsletter Feature	2x	1x	-	–
ON-SITE	Program Advertisement	Full Page	1/2 Page	1/4 Page	1/8 Page
	Vendor Placement	50% Off	50% Off	50% Off	–
	Opportunity To Distribute/Demo	✓	✓	–	–
	Banner Display	Registration & Main Venue	Registration	–	–
	Workshop/Class/ Presentation	✓	✓	–	–
	Option To Brand A Venue	✓	✓	–	–
	Main Stage Presence	3-5 Minutes/Night	–	–	–
	On-Site Interview	✓	–	–	–
HOSPITALITY	All-Access Passes	7	5	3	1
	SYF Team Contact at Event	✓	✓	–	–
	Invitation to Reception	**4**	**2**	1	–

Heather Shereé Titus
Sponsor Activation
heather@sedonayogafestival.com
t: 928.451.2192

We look forward to a co-creating a relationship that truly resonates. Let's discuss the infinite possibilities!

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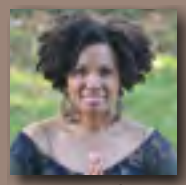
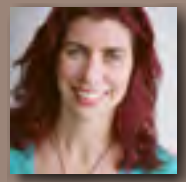
SYF GIVES BACK♡

SOME FACULTY ALUMNI

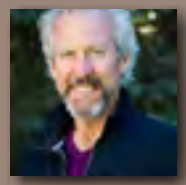


Pamela Stokes-Eggleston

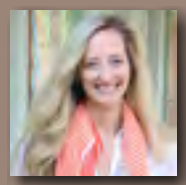


Felicia Tomasko

Mark Whitwell



James Fox



Molly Birkholm

Dr. Jerry Wesch

SYF aims to assist yoga teachers in bringing the tools and benefits of yoga to populations suffering from PTSD, TBI, and life stresses of all kinds. Over the years we have focused on the benefits of Yoga For Veterans, Yoga For First Responders, and finally refined and expanded to offering training in all the ways yoga and other holistic practices benefit trauma survivors and develop resiliency in a high stress environment.

In providing these trainings we have realized that it is the same YOGA that benefits everyone. Trauma works in the body universally, the science of yoga works in the body universally… We aim to provide teachers the tools to take these skillful means to heal their communities throughout the world. We are thankful for the non-profit partnerships we have shared over the years and for the sponsors that support this program. ***This is how we give back…***

YOGA FOR VETERANS, 2014

YOGA FOR FIRST RESPONDERS, 2015

TRAUMATIC STRESS: RESILIENCY AND HEALING WITH YOGA, 2016 & BEYOND

These two and a half day trainings provide the latest in scientific research and support for alternative modalities in healing; specific practical techniques of yoga, pranayama and meditation and an understanding of why and how they work in relation to trauma and the nervous system; a comprehensive overview of complex trauma, PTSD, and TBI; break out sessions with practitioners working in specific populations (veterans, first responders, survivors of abuse/war/crisis, caregivers, injured athletes, etc) and CEUs for a variety of professions. We are also developing a digital training for those teachers that want the tools but cannot make it to Sedona.

Inquire about making tax-deductible donations or sponsoring SYF Gives Back trainings.