



You call this

YOGA.

Sponsorship Information

Who We Are

You Call This Yoga, founded in 2010, is a nationally recognized nonprofit that is comprised of teachers, volunteers and contracted team members who believe that yoga can help improve anyone's life. We seek to bring the benefits of yoga to people who cannot readily gain access to them. Our teachers have learned special skills to adapt gentle yoga practices to their students' particular needs.

Who We Serve

Our focus of service is towards *underserved youth, physically challenged adults, military veterans and people seeking emotional healing*. Most programs are located in Wake County, NC, with a longstanding program at the Durham Veterans Administration Hospital. Primary partners include The Boys & Girls Clubs, Raleigh Parks & Recreation, Alliance Medical Ministry, Haven House, Healing Transitions and Hillsdale Public Housing.

Why We Are Unique

Our strategy is to develop partnerships with ethical, community-oriented people, businesses and entities to support our programs that provide significant improvement in the quality of people's lives. These partnerships include funding for, and/or hosting of our programs for their participants who are physically or emotionally challenged adults or underserved youth. We create jobs, foster health and healing by directing a high percentage of our money raised towards class programming, which is mostly paid as stipends for teachers.

How You Can Help

We rely on our donors to develop, promote and sustain our accessible yoga programs. Become a Sponsor by making a tax deductible monetary donation or an in-kind service donation at one of these levels:

- **\$5,000+** (Diamond)
- **\$2,500** (Platinum)
- **\$1,250** (Gold)
- **\$750** (Silver)
- **\$200-800** (Scholarship)

Where The Money Goes

In 2017, You Call This Yoga shared the benefits of yoga with over 4,000 attendees at various programs and events. We provided the following direct, ongoing service:

- **12 PROGRAMS** for the physically challenged (annual attendance 2,300+)
- **4 PROGRAMS** that served youth (annual attendance 350+)
- **1 PROGRAM** for emotionally challenged adults at the VA (annual attendance 400+)

For 2018, we have expanded our emotional health programming to include:

- Cancer patients at Raleigh Yoga Center
- Adults in addiction recovery at Healing Transitions
- Teens that age out of Social Services at Haven House

And we are making a difference! Aisha, a You Call This Yoga program participant at Alliance Medical Ministry, shared her story of personal growth when she attended YogaFest NC. Hear her testimonial: www.facebook.com/YouCallThisYoga/videos/1447979238558229/

What We Offer Our Sponsors

We share your brand to promote your business or organization to our large network of followers, primarily located in the Triangle region of NC. Our audience has a strong interest in wellness, mindfulness and community. We reach them through social media, video programming, podcasts, monthly newsletters and our website. Additionally, our organization hosts live events throughout the year, including our annual YogaFest NC full-day retreat that draws hundreds of participants.

Depending on your sponsorship level, your business may benefit on these platforms:

- **WEBSITE** - Logo listing and link on our Business Sponsors web page
- **E-NEWSLETTER** - Logo and link in our monthly e-newsletters, distributed to 3,000 engaged readers
- **FACEBOOK** - Promotion of your business to our 2,000 followers
- **EVENTS** - Invitation to exhibit and/or provide product samples at our events and/or partner with You Call This Yoga to host community experiences
- **YOGAFEST NC** - Logo placement at our annual flagship fundraising event

For Diamond level sponsors, we will customize a promotional package to engage with our network

Contact us to learn more about how we can tailor sponsorships to meet your specific goals. We look forward to partnering with you!

How To Work With Us

Please direct any questions, concerns and offers to our Executive Director, Howie Shareff at Howie@youcallthisyoga.org or by phone, 919-522-2646. He will promptly address them directly or with our Development Committee.

You call this **YOGA.**

A 501(c)(3) Educational Nonprofit Organization | 7508 Haymarket Lane, Raleigh, NC 27615 | www.youcallthisyoga.org
Dr. Howie Shareff, Executive Director | 919-522-2646 | howie@youcallthisyoga.org

