



2018 EXHIBITOR

"An all around wonderful experience! Not only for direct sales, but for opening up new accounts, meeting wonderful people and being able to turn new customers on to our product. We are definitely looking forward to participating in future YogaFest NC events!"

-Sales Manager, Norm's Farms

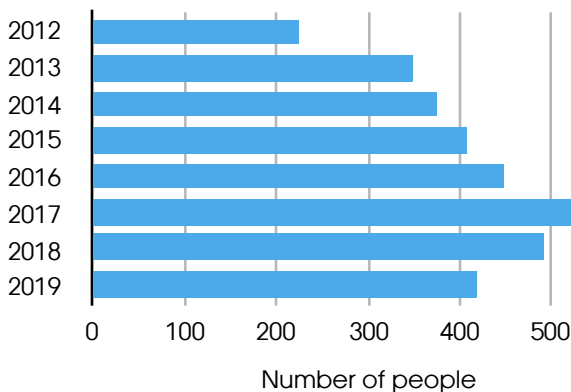


YogaFest NC 2020, a day long event on Saturday, March 28th, at the McKimmon Center in Raleigh, will offer over 30 yoga classes to 500 people who are interested in yoga and wellness-related products and services.

Your partnership with YogaFest NC, the Triangle's largest annual yoga event, is the ideal opportunity to get word out about your products or services with in-person access to hundreds on the day of the event and to thousands of health-conscious consumers over our ever-broadening social networks.

As a **Sponsor**, you are given priority in showcasing your business before, during and after YogaFest NC. This includes website and social media postings, strategic placement in the Marketplace as an Exhibitor, optional educational/interactive experience of your product or service, and preferential positioning of your business information in the digital booklet for the event. Additionally, you may choose to provide at least one teacher to the event, based on level of sponsorship.

EVENT ATTENDANCE



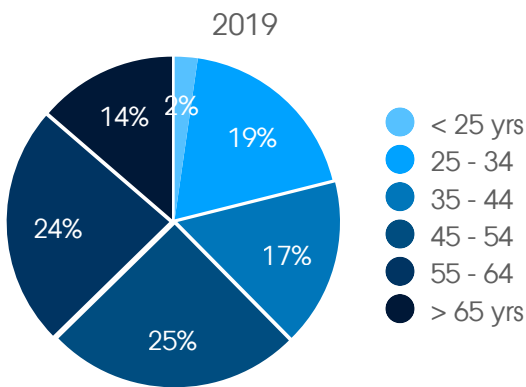


2018 SPONSOR

"YogaFest NC provides us with increased access to people who enjoy our farm-to-table food and experience. The event allows us to showcase [our] diverse programs and recruit volunteers. You Call This Yoga brings people to our restaurant, catering and garden, year round."

~ co-owner, Irregardless Cafe

As an **Exhibitor**, your business will have access to health-conscious people looking to connect with businesses offering products and services to support their lifestyle choices. The schedule of the event allows many opportunities for attendees to visit your exhibit table. Our punch card with raffle prizes for visiting the exhibitors encourages attendees to visit the Exhibitor Marketplace. We support on-site sales and the sharing of approved product samples to enhance customer engagement. **Premium Exhibitors** have the option of educating event attendees on your health-related product or service in an educational/interactive experience (limited availability).



MARKETPLACE ACTIVITY IN 2019:

- Over 65% of attendees purchase items
- Over 50% of attendees spent more than \$20
- Over 35% spent over \$40

With more people practicing yoga every year, YogaFest NC broadens your customer reach, attracts new customers to your business, expands your visibility, and connects you with



2018 Sponsor

“We see YogaFest NC as just continuing to grow, [it] increases awareness of yoga and every business that is in contact with it grows.” - manager, Lululemon



SOCIAL MEDIA REACH

- Websites - YOGAFESTNC.COM and YOUCALLTHISYOGA.ORG
- Monthly newsletter - 3000+ subscribers
- Facebook - 1950+ followers
- Instagram - 320+ followers
- Twitter - 770+ followers
- YouTube Channel - 140+ subscribers
- Television Program - 2x/week, RTN Channel 10 Raleigh Television Network

wellness professionals and community leaders with whom you can align your business. Demographics at YogaFest NC are very representative of the yoga community in the Triangle, including age, gender, and variety of skills. A significant effort through marketing and scholarships is extended to include all people who are interested in yoga.

YogaFest NC is the primary fundraiser for our nonprofit organization, You Call This Yoga (YCTY), whose mission is to help the physically challenged and underserved improve their lives with yoga. Now in its 9th year, YogaFest NC is made possible with the help of business and individual sponsors, yoga teachers, volunteers and onsite exhibitors.

We believe in building partnerships to share the benefits of yoga in a safe, accessible way for all people.

Come join us!



You Call This Yoga at the Boys & Girls Club

SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

All Presenting, Platinum and Gold Level Sponsors:

- Logo or Name with Hyperlink included on event webpage through September 2020
- Logo or Name with Hyperlink /Recognition/Posting in You Call This Yoga's newsletter through September 2020
- Logo/Name recognition on all event promotional materials (banners, posters, flyers, and event program)
- Opportunity to include item in welcome bag
- Company display table (Expo Booth*) at event
- Full page company profile/ad in digital post-event booklet placed in a predominant location, based on sponsor level

Diamond Sponsorship: \$5,000 (limited to 2)

- Recognized as "Diamond Sponsor" on all media, event webpage and program, marketing materials, and signage.
- Eight (8) event registrations
- 5-minute podium address during lunch
- Reserved table for eight (8) at lunch
- Logo or Name with hyperlink recognition/posting in YCTY and event social media
- Opportunity to display company banner at event
- Opportunity to supply newsletter/ad/one page PDF to YCTY newsletter subscribers
- Opportunity to host monthly yoga class at your business (maximum six (6) classes)
- Expo Booth* with option of two 6-ft tables

Platinum Sponsorship: \$2,500

Custom Platinum Sponsors (limited to 1 sponsor per opportunity)

- Morning Coffee Sponsor
- Mid-Morning Nourishment Sponsor
- Lunch Sponsor
- Volunteer T-Shirt Sponsor
- Class Handouts: teacher bio/folder/pen

All Platinum Sponsors

- Recognized as "Platinum Sponsor" on all media, event webpage and program, marketing materials and signage
- Acknowledgement from podium during lunch
- Four (4) event registrations
- Logo or Name with hyperlink recognition/posting in event social media
- Opportunity to host monthly yoga class at your business (Max. 3 classes)
- Expo Booth* with option of two 6-ft tables

Gold Sponsorship: \$1,250

Custom Gold Sponsors (limited to 1 sponsor per opportunity)

- Room Signage/Event Map
- Picture Booth
- Registration Table
- Custom SnapChat Filter sponsor

All Gold Sponsors

- Recognized as “Gold Sponsor” on event webpage and program, plus select marketing materials and signage
- Two (2) event registrations
- Acknowledgement from podium during lunch
- Expo Booth*

Silver Sponsorship: \$750

- Logo or name with hyperlink included on event webpage
- Full page company profile/ad in digital post-event booklet
- Recognized as “Silver Sponsor” on event webpage and program, plus select marketing materials and signage
- Two (2) event registrations
- Acknowledgement from podium during lunch

Scholarship Sponsorship: \$200 - \$800

- Recognized as “Scholarship Sponsor” in event programs
- Provides event registration for three (3) individuals who otherwise could not readily afford to attend YogaFest NC per \$200.

Premium Expo Booth: \$400

- One (1) Expo Booth*
- Two (2) free event lunches
- Name recognition in event program
- Name/Hyperlink on event website exhibitor page
- Recognition/Posting in event social media
- Opportunity for educational/interactive seminar (limited availability)
- Full page company profile/ad in digital post-event booklet

Expo Booth: \$300

- One (1) Expo Booth*
- Two (2) free event lunches
- Name recognition in event program
- Name/Hyperlink on event website exhibitor page
- Full page company profile/ad in digital post-event booklet

*Expo Booth

- 6-ft table (table skirt, if requested)
- Two (2) chairs
- Wi-Fi and access to electricity (if requested)
- 6 ft high wall to hang signage behind table

- Additional marketing material may be hung using ONLY THUMBTRACKS

Exhibitors must check in by 6:30 am, and are expected to be fully set-up and ready to receive attendees by 7:30 am. Exhibit breakdown may begin no earlier than 3:00 pm. All Exhibitors must vacate the Exhibitor Marketplace by 5:00 pm.

FLOOR PLAN

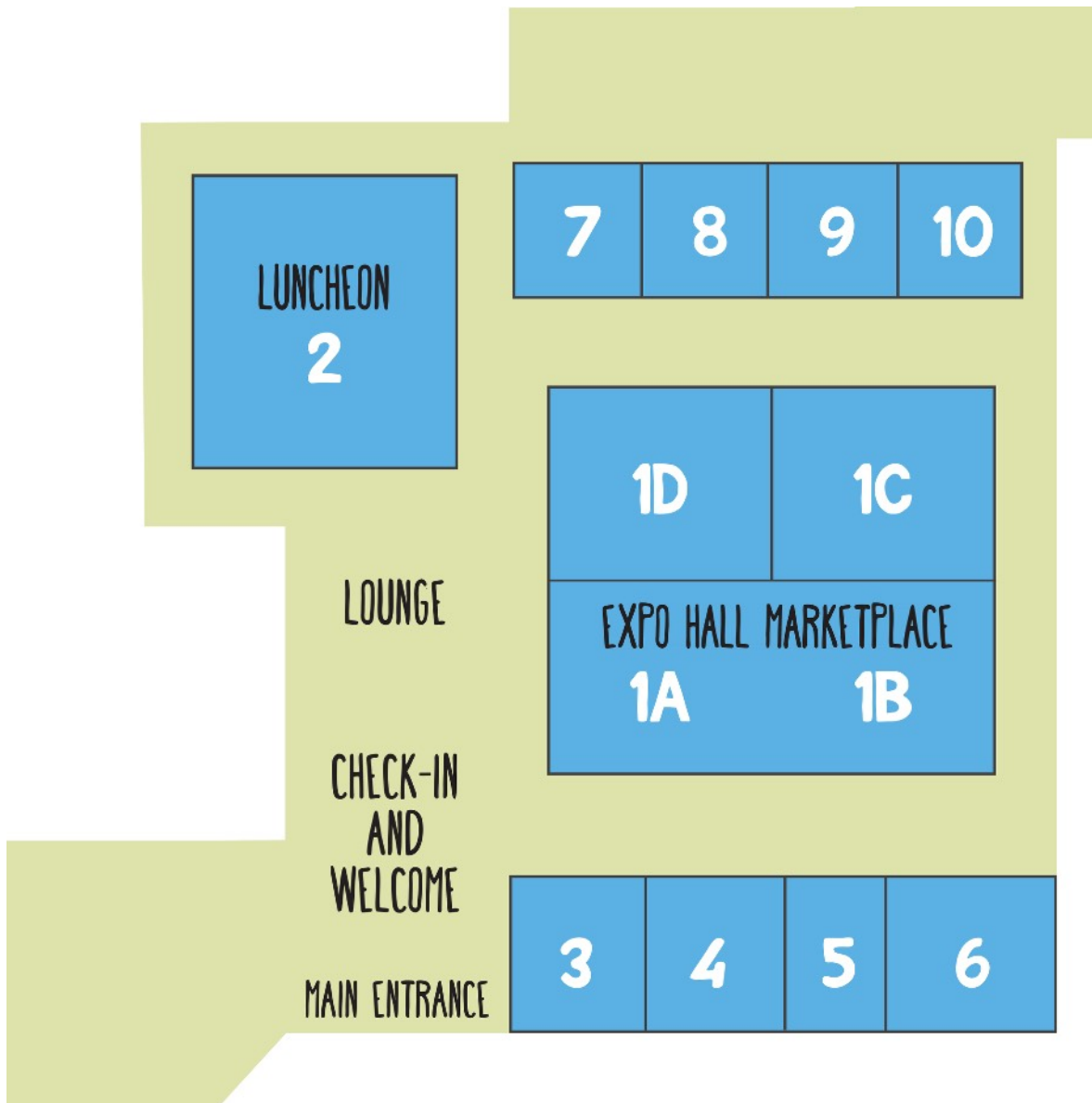
YogaFest NC is held with a staggered schedule of pre-registered classes with 30 minute breaks between classes to maximize visits to the Exhibitor Marketplace.

Ample free parking is available directly in front of the McKimmon Center.

Exhibitor Marketplace: Rooms 1A and 1B

Lunch: Room 2

Classrooms: Rooms 1C, 1D and Rooms 3 through 10



CONTRACT FOR SPONSORS AND EXHIBITORS

YogaFest NC 2020

1. **The Retreat:** YogaFest NC is a day-long yoga, health and wellness retreat intended to provide educational and interactive programs for people who are beginners or experienced yoga practitioners, physically challenged or able bodied, and the young or mature adult.
2. **Exhibitor or Sponsor Registration:** Upon receiving a signed contract and payment, sponsors and exhibitors will receive instructions regarding registration for YogaFest NC and additional information about sponsorship benefits.
3. **Eligibility:** You Call This Yoga (and its agents, representatives, officers and directors collectively "Host") has the final decision on whether a Sponsor or Exhibitor shall be eligible to participate in YogaFest NC. Sponsors who choose to have an Expo Booth will follow Exhibitor rules and regulations of the McKimmon Center.
4. **Set Up/Tear Down of Expo Booth:** The McKimmon Center opens at 6:00 am, and will be accessible for set up after that time. All Exhibitors must be checked in by 6:30 am, and are expected to be fully set-up and ready to receive attendees by 7:30 am. Exhibitors may NOT breakdown their booth before 3:00 pm. Unless discussed with YogaFest NC organizers, exhibitors who break-down prior to that time may not be eligible to participate the following year. All Exhibitors must vacate the Exhibitor Marketplace by 5:00 pm. Exhibitors are responsible for the staffing of these processes. Volunteers will be present for limited assistance.
5. **Sharing of Exhibitor Space:** This is allowable with the permission of the Host with requests due at least 30 days prior to the retreat.
6. **Display Specifications, Sound and Activities:** Displays are to be within the parameters of the Exhibitor space and may include the wall if placed in accordance with McKimmon Center specifications. Call the facility if there is any question (919) 515-2277. Sound is to be confined to the exhibitor space. Any activities must be confined to the Exhibitor space and must not encroach on other exhibitors or attendees. When required, the Host will determine if changes are necessary to ensure the enjoyment of all.
7. **Representations and Warranties:** The McKimmon Center will provide free access to electricity via extension cords and to Wi-Fi. The Host and its representatives do not guarantee non-interruption of these services, the delivery of any additional services or the basic functioning of the facility in general. Exhibitor shall be responsible for the accuracy of its representations, ownership of any of the trademarks and intellectual property used for the retreat. Exhibitor will ensure compliance of its representatives to these agreements, acts, omissions, and to minimize any negligence of its representatives.

8. **Samples, Souvenirs, Sales:** Exhibitor may distribute samples, souvenirs, brochures, etc. and make sales from within the Exhibitor Marketplace only. Exhibitor is responsible for the collection and payment of any applicable North Carolina sales taxes.
9. **Special Requests:** The Host will attempt to accommodate special requests when made at least 30 days prior to the retreat.
10. **Limitation of Liability:** Exhibitor expressly releases You Call This Yoga and its agents, representatives, officers and directors (collectively "Host") from any claims arising in connection with YogaFest NC. This includes any damages or losses incurred, (a) whether to actual property, person or intangibles, (b) if due to negligence on the part of the host.
11. **Indemnification:** Exhibitor will indemnify, defend and hold the Host harmless from and against any and all claims, damages, liabilities, costs, and expenses arising from acts and omissions of the Exhibitor, including but not limited to payment by the Host of any damages, either by judgment or settlement and reasonable attorney fees incurred in investigating and defending such claims. Exhibitors shall cooperate with the Host to the best of their ability in the investigation and defense of any claims, if such claims arise.
12. **Insurance:** It is strongly recommended the Exhibitor carry a general liability policy with coverage for \$500,000 per occurrence and Exhibitor shall name the Host (see # 11) as an additional insured to such insurance policy or policies for the duration of Exhibitor's participation in the retreat. The Host does not maintain insurance covering Exhibitor's property, and it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering any losses of Exhibitor. The Host will have liability insurance coverage for the retreat.
13. **Videos and Photos of the Retreat:** Exhibitor allows the Host, without compensation, to use in all commercial modes, their images, the images of their representatives or personnel, their logos and company information to promote the retreat, the activities and mission of You Call This Yoga for an unlimited time. Exhibitors may, with consent of the Host, video and photograph their area of the Exhibitors room.
14. **Collection of Data; Raffles:** Exhibitors may collect information from attendees and are encouraged to offer a raffle at their booth for meaningful, quality prizes that promote their brand.
15. **Confidentiality:** Exhibitor and Host will not disclose any material designated as "confidential" unless the other party has granted express written permission to do so. The information in the contract between Exhibitor and You Call This Yoga may be shared with third parties on a need-to-know basis provided that they are bound to the terms of this agreement or may be required by law to do so.
16. **Contact:** Shannan Tyndall, Event Manager, shannan@youcallthisyoga.org
17. **Payment:** Make payment to: You Call This Yoga by check or online via the web site. Mail this contract and payment to You Call This Yoga, 7508 Haymarket Lane, Raleigh, NC 27615 or email the completed form to Howie@YouCallThisYoga.org.

SPONSORSHIP COMMITMENT

YogaFest NC 2020

Saturday, March 28, 2020 • The McKimmon Center, Raleigh, N.C.

SPONSORSHIP OPPORTUNITIES

Diamond Sponsor \$5000

Platinum Sponsor \$2500

(please choose one of the following)

Morning Coffee Sponsor

Mid-Morning Nourishment Sponsor

Lunch Sponsor

Volunteer T-Shirt Sponsor

Class Handouts: teacher bio/folder/pen

Gold Sponsor \$1250

(please choose one of the following)

Room Signage/Event Map

Class Handouts: teacher bio/folder/pen

Picture Booth

Registration Booth

Silver Sponsor \$750

Scholarship Sponsor \$200 \$400 \$600 \$800

Premium Expo Booth \$400

Expo Booth \$300

Approved and accepted in its entirety by:

Name _____ Date _____

Company _____

Title _____

Signature _____

Howie Shareff, Executive Director, You Call This Yoga

Date _____

Signature _____