



You call this

YOGA.

Sponsorship Information 2022

Who we are:

You Call This Yoga, founded in 2010, is an internationally recognized nonprofit composed of teachers, volunteers and team members who believe that yoga can enhance everyone's physical and emotional well-being. Our online and in-person classes are free. We are passionate about providing accessible yoga for all people. Our teachers adapt yoga practices to their students' needs and keep safety as a priority.

Who we serve:

Prior to the pandemic, our focus was on classes for people touched by cancer, seniors, physically challenged adults and military veterans. Programs were located in Wake, Durham and Orange counties in North Carolina. Primary partners included The Durham VA Hospital, Raleigh Parks and Recreation, Alliance Medical Ministry, and Waverly Hematology & Oncology. During the pandemic and currently, we have added Spanish speaking classes and reach people worldwide with free Zoom classes. Our focus is on healing practices for all.

Why we are unique:

You Call This Yoga has a vision of free and easily available yoga practices for everyone. Our strategy is to support our programs through partnerships with ethical, community-oriented people, businesses and organizations. These partnerships provide funding and hosting for our programs. We direct about fifty percent of our funding to teacher stipends. Our Board of Directors and nearly all of the support team are passionate volunteers.

How you can help:

We rely on our community of donors to develop, promote and sustain our accessible yoga programs. Consider becoming a sponsor by making a cash donation at one of these levels:

- **\$6,000** (Diamond) - *two class series for 12 months or 400 student experiences**
- **\$3,000** (Platinum) - *one class series for 12 months or 200 student experiences**
- **\$1,800** (Gold) - *one class series for 9 months or 150 student experiences**
- **\$1,200** (Silver) - *one class series for 6 months or 100 student experiences**
- **\$600** (Bronze) - *one class series for 3 months or 50 student experiences**
- **\$400** (Supporting) - *class production costs for 3 months*

**projected minimal total registration including repeats*

Your sponsorship may be a tax deductible donation or a marketing expense for your company.

Where does your money go:

Sponsor funding is typically directed towards teacher stipends (90%) and class production (10%). Our focus for classes in 2022 is for the general population, with sensitivity to individuals' needs. We provide English, Spanish and bilingual gentle mat and chair yoga classes. In 2021, we provided four 10-week series of free classes with a focus on those who might not otherwise access yoga as well as the general population. The series contained classes for veterans, cancer patients, Spanish speakers, seniors, people with limited mobility, BIPOC and LGBTQ+ communities. Total class attendance numbered over 2,000.

We are making a difference! Aisha, a frequent participant at Alliance Medical Ministry, shared her story of personal growth. Please listen to [her testimonial](#).

What we offer our Sponsors:

We share your brand to promote your business or organization to our large network of followers. While our followers were previously located in North Carolina, they are now worldwide. They have a strong interest in wellness, mindfulness and community. We communicate to them through an array of marketing channels, including Facebook, LinkedIn, Instagram, YouTube, video blogs, monthly newsletters, and [our website](#).

Through sponsorship, your business may benefit on these platforms:

- **WEBSITE** - Logo listing and link on our [Business Sponsors](#) web page
- Our **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
- **ON-SITE OR VIRTUAL YOGA AND WELLNESS PROGRAMS** in proportion to sponsorship level
- For Diamond and Platinum 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 goals. We look forward to partnering with you!

How To Work With Us

Please direct questions and offers to our Executive Director Howie Shareff at Howie@youcallthisyoga.org or by phone at 919-522-2646.

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A 501(c)(3) Educational Nonprofit Organization

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