

You call this **YOGA.**
2026 Sponsor Brochure

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WHO WE ARE

You Call This Yoga (YCTY) is made up of yoga teachers, volunteers, and team members who passionately believe that yoga can enhance everyone's well-being. We provide tools for individual and community health and healing at no cost to participants. Our teachers adapt yoga practices to their students' needs.

WHO WE SERVE

Our students are new or seasoned yoga practitioners seeking to maintain and enhance their health. They prefer group settings with others on a similar path towards improved self-care without judgment about appearance, race, age, experience, or knowledge.

VISION AND STRATEGY

Our vision is for people to enjoy free, accessible yoga classes so we may have healthier individuals and communities through social engagement and proven wellness practices. Our strategy is to support our programs through partnerships with ethical, community-oriented people, businesses, and organizations.

WHY WE ARE UNIQUE

YCTY finds locations across North Carolina where people have an interest in experiencing the benefits of gentle mat and chair yoga. We then engage potential partners and locations, qualified teachers, sponsors, and donors to collectively bring yoga to the people. In addition, our sixteen-year-old nonprofit organization's leadership team donates time, treasure, and talent to support our goals.



PRIMARY PARTNERS



NC



Durham
Central Park



Donors to
You Call this Yoga



Pinnacle
FINANCIAL PARTNERS

HOW YOU CAN HELP

We rely on donors, professionals and volunteers to develop, promote and sustain our accessible yoga programs.

- **\$7,000+ (Diamond):** 100 classes (2 times a week for a year)
- **\$5,000+ (Platinum):** 75 classes (2 times a week for nine months)
- **\$3,600+ (Gold):** 50 classes over 12 months
- **\$1,800+ (Silver):** 30 classes over 6 months
- **\$900+ (Bronze):** 12 classes over 3 months
- **\$350+ (Copper) :** YCTY operations support

Your sponsorship may be a tax-deductible donation or a marketing expense for your company. Contact Howie@youcallthisyoga.org to discuss how we may partner to improve people's lives.

WHAT WE OFFER OUR SPONSORS

We share your brand and promote your business or organization to our large network of partners and students.

Our social media followers are primarily located in North Carolina and have a strong interest in wellness, mindfulness, and community. We communicate with them through the marketing channels listed below, as well as in our classes.

Through sponsorship, your business may benefit on these YCTY 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, INSTAGRAM** - Promotion of your business to more than 2.5k followers
- **LINKEDIN** - Our Executive Director regularly shares our sponsors along with yoga postings to 500+ followers.

We look forward to partnering with you!

WHERE DOES YOUR MONEY GO?

Sponsorship dollars and donations pay stipends to our professional teachers, who help thousands of people each year experience the physical and emotional benefits of yoga. Money also goes to our support staff and operations.

