



IYNAUS CONVENTION 2023 SPONSORSHIP PROSPECTUS



MAY 15 – 20, 2023
TOWN & COUNTRY RESORT
SAN DIEGO, CA

VISIT: <https://iynaus.org/convention2023-sponsorship/>

IYNAUS CONVENTION 2023

IC23



IC23 is an opportunity to showcase and align your brand with over 1,000 Iyengar yoga practitioners from around the world. Attendees are dedicated yoga students, 60% are teachers and many are prominent practitioners and social media influencers with thousands of followers and students.



Since 1984, this convention has been the premier triennial gathering of the **IYENGAR YOGA NATIONAL ASSOCIATION OF THE UNITED STATES (IYNAUS)**. From inception, BKS Iyengar and his family have been our convention presenters. Beginning with Guruji, the late BKS Iyengar and then his late daughter, Geeta Iyengar. His granddaughter, Abhijata Iyengar, having presented in 2016 & 2019 now returns for IC23.

WHAT IS IYENGAR YOGA ?



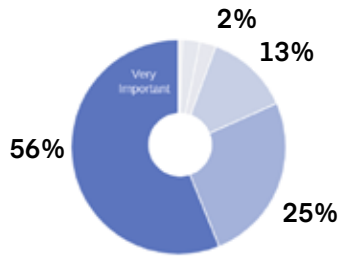
The system of yoga known as Iyengar Yoga was created and developed over 75 years ago by Yogacharya B.K.S. Iyengar. Known to his students as Guruji, Mr. Iyengar came to the U.S. in the 70's, the beginning of today's explosive growth in yoga. He was named 2004 Time magazine's top 100 most influential people of the 20th Century. He wrote the 3 most definitive books on asana, ***Light on Yoga***, pranayama, ***Light on Pranayama***, and yoga philosophy, ***Light on the Yoga Sūtras of Patanjali***.

Guruji's invention of yoga props — now ubiquitous in yoga studios of all styles — revolutionized the art and science of yoga. Blocks, belts and other devices allow students of all ages and skill levels to work safely.

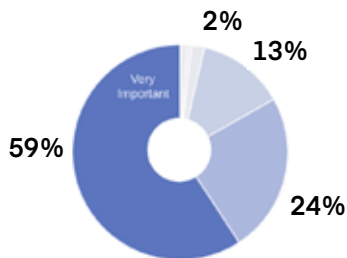
The physical alignment structuring and sequencing in Iyengar yoga are being used in medical research and yoga therapy applications worldwide.

OUR VALUES

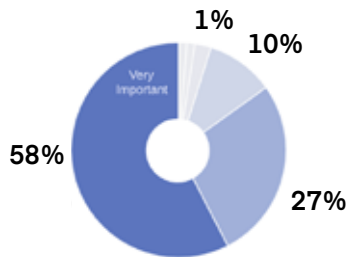
Importance of Gender Equality Issues



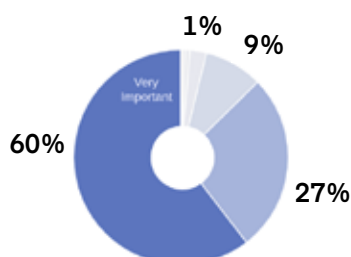
Importance of Healthcare Issues



Importance of Human Rights Issues



Importance of Environmental Issues



DEIJ — IYNAUS strives for a more robust and multifaceted community. We have created a **DIVERSITY, EQUALITY, INCLUSION, & JUSTICE** Officer on our Board of Directors. These ideals are woven throughout our efforts, actions and endeavors.

IYNAUS and all of our 12 Regional Associations are committed to making the practice of Iyengar yoga accessible to everybody; we make scholarships available for all of our events.

IYNAUS Convention attendees care about health, social responsibility, and leaving a positive impact on the world. They are also loyal customers of companies and organizations who share their values.

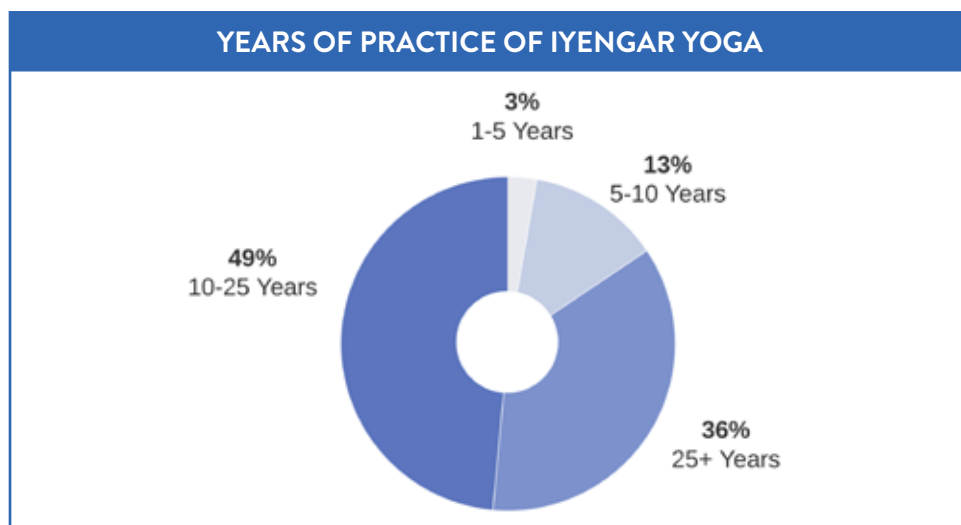
A LEADING YOGA COMMUNITY

“Receiving an adjustment from Abhijata Iyengar changed my life.”



Nine regional associations were founded over 35 years ago in separate areas of the United States. At the Yoga 90 Convention in San Diego, CA, Mr. Iyengar, arguably the most influential yogi to bring yoga to the West, asked that a national association be created. **IYNAUS** was incorporated in 1991, and became a 501(c)(3) in 1994. Its mission is to promote the art, science and philosophy of yoga according to the teachings of B.K.S. Iyengar.

This vibrant organization continues to evolve. It has over 4,000 members and has certified thousands of yoga teachers in the Iyengar method.



THE IMPACT OF BEING A SPONSOR

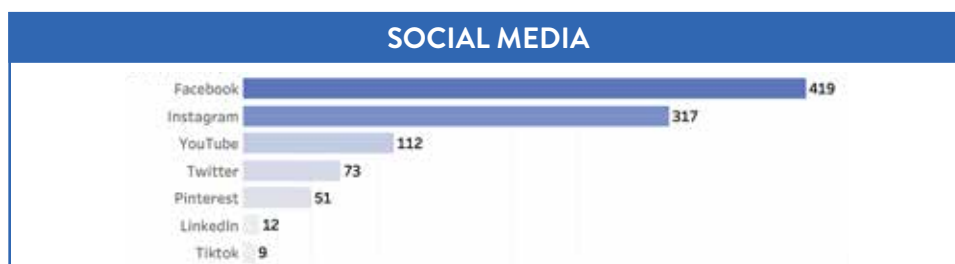
“I was able to attend the 2016 Iyengar Yoga Convention as a scholarship recipient after completing my teaching certificate. The experience deepened my connection and dedication to Iyengar yoga and the IYNAUS community; and I was inspired to advance my certification before the next Convention.”



SPONSORSHIP OF THE IYNAUS 2023 CONVENTION provides access to one of the oldest and most established global yoga associations with a membership that spans generations of practitioners. In addition to the 12 regional associations within the US, IYNAUS is part of an international network of Iyengar Yoga organizations through its global headquarters, Ramamani Iyengar Memorial Yoga Institute (RIMYI) in Pune, India. Your sponsorship provides potential exposure and reach well beyond the registered attendees.

ADDITIONAL REASONS TO SPONSOR:

- Alignment of values
- Increase brand awareness
- Access to global influencers
- Brand impressions across multiple platforms
- Merchandising & advertising opportunities



ATTENDEE PROFILE

IC23 ANTICIPATES OVER 1,000 YOGA TEACHERS AND PRACTITIONERS

from around the world. IYNAUS Convention attendees are active, engaged, and involved in their community. They offer brand loyalty and advocacy to companies and organizations, like yours, who share their values.

US ATTENDANCE



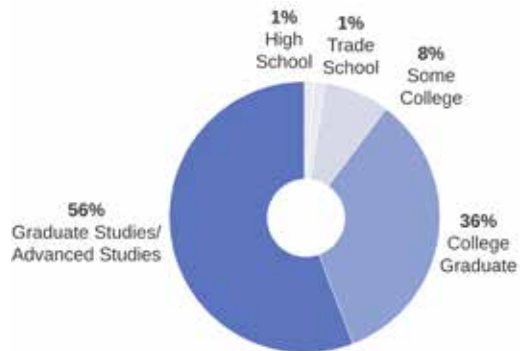
AGE + GENDER

Gender	Age				
	18-29	30-39	40-54	55-69	70+
Female	1%	8%	27%	39%	17%
Male	—	2%	3%	8%	2%
Non-Binary	—	—	1%	—	—

SHOPPING INTERESTS

\$ Spend at Last Convention	Interests				
	Clothing	Props	Books/Music	Arts/Crafts	Jewelry
\$0-\$100	153	127	125	23	13
\$100-\$250	130	130	114	11	16
\$250-\$500	34	40	32	3	14
\$500-\$1000	12	17	12	—	—

EDUCATION



AMOUNT SPENT AT LAST CONVENTION

\$ Yearly Income	\$ Spend at Last Convention				
	\$0-\$100	\$100-\$250	\$250-\$500	\$500-\$1000	>\$1000
< \$50K	147	52	10	11	1
\$50K-\$100K	125	47	21	4	—
\$100K-\$150K	41	26	6	1	1
\$150K-\$200K	33	15	2	4	—
> \$200K	29	9	2	1	2

ANNUAL SPEND ON YOGA PRODUCTS

\$ Yearly Income	\$ Annual Spend on Yoga Products				
	\$0-\$100	\$100-\$250	\$250-\$500	\$500-\$1000	>\$1000
< \$50K	86	76	37	17	5
\$50K-\$100K	52	82	39	16	8
\$100K-\$150K	17	28	21	8	1
\$150K-\$200K	13	22	12	3	4
> \$200K	6	14	14	7	2

LOTUS SPONSORSHIP

EXCLUSIVE TITLE SPONSOR – \$15,000

This exclusive sponsorship is a true partnership with IYNAUS. At the LOTUS level, the title sponsor will benefit from the date of commitment through the end of the convention year. The LOTUS sponsor's logo will appear on the IYNAUS/Convention website, event signage and social media. In addition to the Convention magazine, ad space will include the IYNAUS digital and print publications. As the title sponsor, you will have first right of refusal for sponsoring our next convention.

SPONSORSHIP BENEFITS

BRANDING & COMMUNICATIONS

DIGITAL PUBLICATIONS

- Convention magazine
- Logo with active URL link on convention website sponsorship page
- Clickable banner ad on IYNAUS website
- Quarter page ad space in up to four editions of bi-annual digital IYNAUS publication The Light
- Honorable mention in up to eight editions of IYNAUS quarterly newsletter Samachar

SOCIAL MEDIA

Promotion on IYNAUS social media platforms (Facebook, Instagram, Twitter, YouTube) from commitment until 1 week after convention close

LIVESTREAM PRESENCE

Logo to appear on livestream during breaks

VIDEO*

Your exclusive opportunity to introduce your organization, product or service, align your values with attendees and demonstrate your commitment to cause in a three minute video. Will be shown in person and livestreamed.

CONVENTION SCREENS & SIGNAGE

- Logo to appear on screens during walk in, breaks, and walk out
- Logo & QR code to appear on convention signage

PRINT PUBLICATIONS

- Outside back cover of convention magazine (\$1,232 value)
- Half page article in convention magazine

AWARD RECOGNITION

Receive the IYNAUS Making A Difference Award

HOSPITALITY

- Invitation to present at Convention Preview webinar series
- Digital coupon in virtual attendee gift bag
- Verbal recognition during convention events
- Sponsor table at closing banquet

VENDOR MARKETPLACE

- 20' x 20' booth
- Preferred load in/out time

**Subject to IYNAUS approval*

CORPORATE SPONSORSHIPS

IYNAUS is committed to creating lasting partnerships with the right organizations. We value working with like-minded companies to make the world a better place environmentally, socially and economically.

The Corporate sponsorship levels fund major convention costs such as speaker honoraria, travel costs, video/live-stream production and administrative expenses. The Warrior III level provides exclusivity within a vertical market.

SPONSORSHIP BENEFITS	WARRIOR I \$2,500	WARRIOR II \$5,000	WARRIOR III \$7,500+
Recognition in official pre/post-convention communications and promotion materials	●	●	●
Recognition during welcome reception	●	●	●
Social media promotion (FB, Insta, Twitter, YouTube)	●	●	●
Digital coupon in virtual attendee gift bag	●	●	●
Logo on screens (onsite and livestream)	●	●	●
Vendor Marketplace package (10' x 10', 6' table, 2 chairs)	1	2	4
Ad space in convention magazine	1/2 page, color (\$508 value)	Full page, color (\$848 value)	Inside cover, front or back, color (\$990 value)
Convention registration	1 day	2 day	Full conference
Logo on convention website	●		
Logo in convention program	●		
Logo hyperlink URL on convention website		●	●
Logo & profile in convention program		●	●
Ad space in IYNAUS publications for 1 year			●
Recognition on registration site of national IYNAUS workshops up to convention calendar year			●
Clickable banner ad on IYNAUS website up to 1 year after convention			●

MARKETING OPPORTUNITY SPONSORSHIPS

PROPS

The Prop Sponsorships are essential, providing large props, mats and blocks for our attendees' use. Props are used extensively to assist in achieving the full benefit of the asana practice.

LARGE PROPS

Your large props will be front and center, utilized by Abhijata Iyengar and demonstrators on the center podium, as well as in the therapy section. Save on shipping by selling your gently used items at the close of the convention.

MATS

Every attendee will use your product. Thin mats must be ready-to-go on Day 1 with no oil coating so we can practice right away without slipping.

BLOCKS

Your extra support will be felt by all practitioners. You can even customize the blocks with your logo and the convention logo.

EVENTS

The Event Sponsorships assure your company high visibility with our community of attendees.

This sponsorship level will create a long-lasting experience for all in attendance.

Exclusive sponsorship for any of our scheduled events is available. Contact us to create a customized sponsorship.

WELCOME RECEPTION

Be a part of the excitement of our opening night. This high-energy kickoff event is a sponsorship dream with plenty of visibility through event marketing and promotion, branding on event materials and on-site signage.

ARTISAN FAIRE

This unique event provides a larger, national platform for small local businesses. Highlight your support of unique, handmade items made by local artisans.

CLOSING BANQUET

Leave a lasting impression at the final celebration of the convention. Make a statement with floral arrangements, marketing materials or a promo item on the table in addition to on-site signage.

SERVICES

The Services Sponsorships are an ideal chance for your business to show its expertise. In addition to the event sponsor benefits, opportunities may include in-kind services.

Contact us to craft a sponsorship that is right for you.



MARKETING OPPORTUNITY SPONSORSHIPS

	PROPS			EVENTS			SERVICES		
	Blocks	Mats	Large Props	Artisan Faire	Welcome Reception	Closing Banquet	Printing	Photography AV	IT
SPONSORSHIP BENEFITS	IN-KIND, FOR USE DURING CONVENTION			\$3,000+	\$4,500+	\$6,000	IN-KIND, FOR USE DURING CONVENTION		
Other/Custom	Contact us to customize and maximize your benefits								
BRANDING & COMMUNICATIONS									
Recognition in all official pre/post-convention communications	●	●	●	●	●	●	●	●	●
Logo in convention program	●	●	●	●	●	●	●	●	●
Logo on convention website	●	●	●	●	●	●	●	●	●
Social media promotion	●	●	●	●*	●*	●*	●	●	●
Logo on screens	●	●	●	●*	●*	●*			
Promotional signage throughout hall			●	●	●	●	●	●	●
HOSPITALITY ELEMENTS									
Digital coupon in virtual gift bag	●	●	●	●	●		●	●	●
Recognition during closing reception	●	●	●			●	●	●	●
Recognition during welcome reception	●	●	●		●			●	
Extra welcome reception ticket			●		●			●	
Sponsor table at closing banquet						●			
Recognition during Artisan Faire				●				●	
Convention registration			1 full reg					1 day	
Promotional item on banquet table						●			
VENDOR MARKETPLACE									
Vendor Marketplace package (10' x 10', 6' table, 2 chairs)	1	1	2						

* Day of event only

SCHOLARSHIP DONATIONS



Every year, IYNAUS provides scholarships to dedicated Iyengar practitioners who would otherwise be unable to attend our convention. No amount is too small to help our teachers remain inspired and educated. Your generosity benefits not simply one teacher, but all of their students as well.

		SCHOLARSHIPS
INDIVIDUALS	Recognition in post-conference communications, good karma	●
ASSOCIATIONS SCHOOLS BUSINESSES	Recognition on website, post-conference communications	●

VISIT

<https://iynaus.org/convention2023-sponsorship/>

APPLY NOW

[Sponsorship/Vendor/Advertising Application Form](#)