



IYNAUS Philadelphia 2026 SPONSORSHIP PROSPECTUS



MAY 22 - 27, 2026 : PHILADELPHIA CONVENTION CENTER

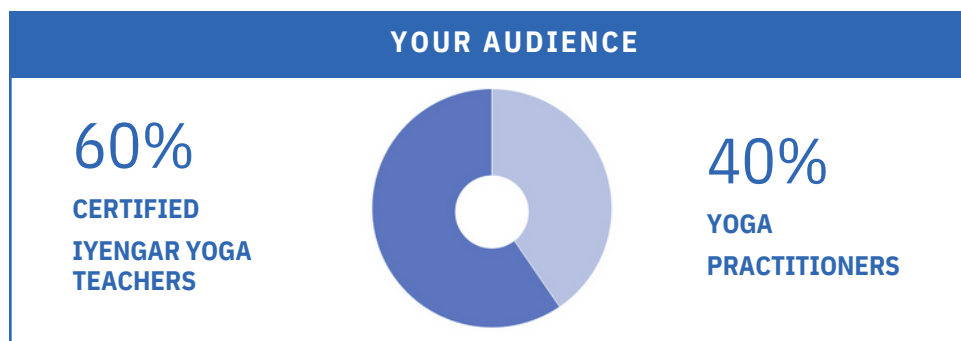
IYNAUS CONVENTION 2026

IC26



Abhijata Iyengar demonstrating Vrksasana/Tree Pose at a convention.

The 2026 IYNAUS Convention in Philadelphia, PA is the 15th triennial gathering of the IYENGAR YOGA NATIONAL ASSOCIATION OF THE UNITED STATES (IYNAUS) with almost 4,000 members, and part of a global community. More than a dedicated 5-day event, it is an exciting opportunity to showcase and align your brand with serious yoga practitioners from around the world.



Convention Legacy: Since 1984, this convention has been the premier gathering of the IYENGAR YOGA NATIONAL ASSOCIATION OF THE UNITED STATES (IYNAUS). From its inception, B.K.S. Iyengar and his family have been our convention presenters. Beginning with Guruji, the late B.K.S. Iyengar, and his late daughter, Geeta Iyengar, his granddaughter Abhijata Iyengar—who presented in 2016, 2019, and 2023—now returns for IC26.

WHAT IS IYENGAR YOGA ?

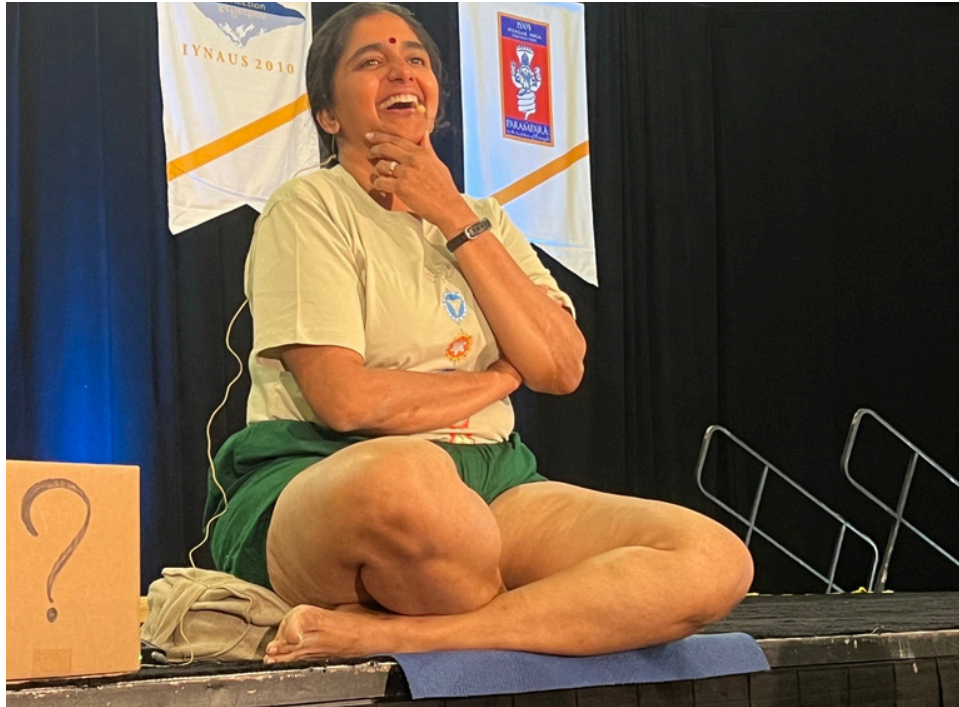


Iyengar Yoga, developed over 80 years ago by B.K.S. Iyengar, is one of the most influential yoga systems worldwide. Mr. Iyengar introduced this method to the U.S. in the 1970s, sparking yoga's rapid growth. Named one of Time magazine's 100 most influential people of the 20th century, he authored the definitive texts on asana, pranayama, and philosophy: ***Light on Yoga***, ***Light on Pranayama***, and ***Light on the Yoga Sutras of Patanjali***.

Iyengar's revolutionary use of props—blocks, belts, and more—makes yoga accessible to practitioners of all ages and abilities. Iyengar Yoga is proven effective in medical research and therapeutic applications globally.

Founded over 40 years ago, **IYNAUS** is dedicated to promoting the art, science, and philosophy of yoga as taught by B.K.S. Iyengar. Since 1977, IYNAUS has grown to 4,000 members and has certified thousands of teachers. Incorporated in 1991 and gaining 501(c)(3) status in 1994, IYNAUS continues to evolve, fostering a vibrant community of practitioners. IYNAUS upholds the highest standards of instruction, ensuring consistency and excellence within the Iyengar tradition.

OUR VALUES



Abhijata Iyengar at the most recent IYNAUS convention.

Take center stage with our IC26 attendees, a discerning audience of yoga practitioners who are health-conscious, socially responsible, and committed to leaving a positive impact on the world. Sixty percent are teachers, passionate about yoga, physical and mental health and emotional well-being. Some are prominent practitioners and social media influencers, engaging with thousands of students and followers both within the United States and the world. You will reach a target audience of mainly females between the ages of 35-65, 98% of whom attended college and 56% with graduate work or advanced degrees. They support brands that align with these values.

***"No other subject cleans the head and purifies the heart like yoga.
It is a complete package."***

-Abhijata Iyengar

THE IMPACT OF BEING A SPONSOR



Sponsorship Benefits: Partner with IYNAUS to increase your brand's awareness and value alignment. From global influencer access to custom advertising options, each benefit brings significant brand impressions across digital and event platforms.

- **Aligned Values:** Connect with socially responsible attendees through IYNAUS's commitment to inclusion.
- **High Visibility:** Amplify your brand with event and digital exposure.
- **Influencer Access:** Reach instructors and practitioners with strong followings.
- **Multi-Platform Presence:** Enjoy exposure across live and digital channels.
- **Merchandising:** Highlight your brand with exclusive placements and ads.



ATTENDEE PROFILE

IC26 ANTICIPATES OVER 1,000 YOGA TEACHERS AND PRACTITIONERS

from around the world. Engage with an active, socially conscious community who values health, environmental responsibility, and inclusivity. IC26 attendees are eager to connect with brands that reflect their values and commitments.

ANNUAL INCOME

\$ 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

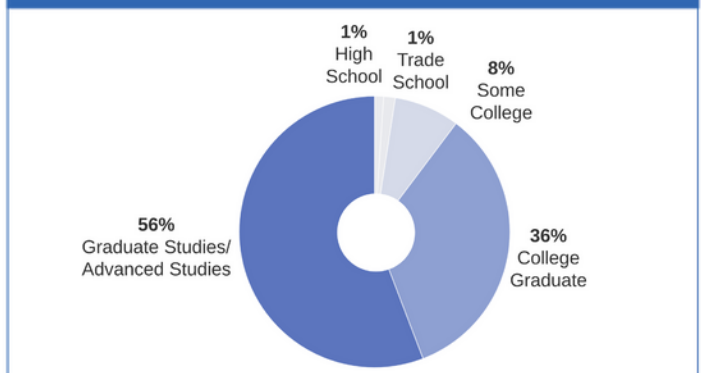
AGE + GENDER

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



PLATINUM SPONSORSHIP

EXCLUSIVE TITLE SPONSORSHIPS – \$25,000

This exclusive partnership with IYNAUS provides high-impact visibility from commitment through the convention year. As the Platinum sponsor, your logo will be featured prominently across the IYNAUS website, event signage, social media, digital and print publications, including the Convention magazine. You'll also receive first rights to sponsor the 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
- Logo featured in the IYNAUS quarterly newsletter Samachar with a readership of 3,000 with a 90% open rate

SOCIAL MEDIA

Promotion on IYNAUS social media platforms (Facebook & Instagram) from commitment until week after convention close.

Facebook: 35K followers; Instagram: 16.4K followers

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 (\$1,320 value)
- Half page article in convention magazine

AWARD RECOGNITION

Receive the IYNAUS Making A Difference Award

HOSPITALITY

- Present at the Convention Preview webinar
- Digital coupon in virtual gift bag
- Verbal recognition at events
- Sponsor table at the closing banquet

VENDOR MARKETPLACE

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

**Subject to IYNAUS approval*

CORPORATE

SPONSORSHIPS

IYNAUS seeks lasting partnerships with organizations that share our commitment to positive environmental, social, and economic impact. Corporate sponsorships fund essential convention costs, including speaker honoraria, travel, livestream production, and administration. The Gold level offers exclusive visibility within a specific market.

SPONSORSHIP BENEFITS	BRONZE \$2,500	SILVER \$5,000	GOLD \$7,500+
Recognition in official pre/post-convention communications and promotion materials	●	●	●
Recognition during welcome reception	●	●	●
Social media promotion (FB, Instagram)	●	●	●
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	3
Ad space in convention magazine	1/2 page, color	Full page, color	Inside front cover, inside back cover, color
Convention ticket for interested sponsors	25% discount	50% discount	Full convention
Logo displayed on convention website	●	●	●
Logo featured 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			●

ADVERTISING

RATE CARD

Advertising Opportunities

Reach a dedicated audience of yoga teachers and students through the 2026 Convention magazine. Over 1,000 copies will be distributed to Philadelphia Iyengar yoga studios, local businesses, and convention attendees, with additional copies available online.

This keepsake publication features articles, interviews, and photos from the Iyengar family and leading U.S. teachers.

Advertising Options:

- *Premium Spots: Inside front cover, back cover, and inside back cover in vibrant color on durable matte.*
- *Inside Pages: Available in B/W or color on high-quality paper.*
- *Early Bird Rates: Available through October 31, 2025.*
- *Standard Rates: Apply November 1–December 31, 2025.*

Position your brand alongside the best of Iyengar yoga!

DESCRIPTION	SIZE	PRICE	EARLY BIRD
Outside Back Cover	7.5 x 10	\$1,450	\$1,340
Inside Front Cover	8.5 x 11(w/bleeds) or 7.5 x 10	\$1190	\$1100
Inside Back Cover	8.5 x 11(w/bleeds) or 7.5 x 10	\$1190	\$1080
Full Page	8.5 x 11(w/bleeds) or 7.5 x 10	\$910	\$810
2/3 Page	5 x 10	\$640	\$570
1/2 Page	7.5 x 4.95	\$560	\$510
Square	4.9 x 4.9	\$460	\$430
1/3 Page	2.4 x 10	\$460	\$430
1/4 Page	3.688 x 4.95	\$430	\$390
1/6 Page	2.4 x 4.9	\$340	\$310
Business Card	3.688 x 2.425	\$140	\$130

MARKETPLACE

In Person & Virtual Vendor Options

Vendor Booth Opportunities at IC26

Connect directly with a dedicated audience of Iyengar Yoga teachers, students, and enthusiasts at the 2026 Iyengar Yoga Convention Marketplace.

Vendors can choose to participate in person, virtually, or both.

The 4-day in-person Marketplace (May 23–26, 2026) provides high-visibility booth space for direct engagement. Meanwhile, the Virtual Marketplace opens 30 days prior to the event, giving online vendors early access to participants via digital exposure, coupon codes, and featured listings.

Booth Options & Pricing

	Price	Details
In-Person Booth	\$700 flat rate	10' x 10' booth with table, chairs, and listing in convention program
Virtual Marketplace	\$700 flat rate	\$Featured listing, coupon code promotion, 30-day pre-event exposure
Both (In-Person + Virtual)	\$1,400 flat rate	\$Maximize your visibility before, during, and after the convention

Why Exhibit at IC26?

- ***Engaged Audience:*** Connect with Iyengar Yoga teachers, students, and studio owners.
- ***Flexible Options:*** Join us in person, online, or both.
- ***Extended Visibility:*** Appear in the printed schedule insert, on the Convention website, and stay visible for 90 days (30 days before and 60 after).
- ***High Impact Placement:*** Get featured on the Marketplace page and promoted throughout the event
- If you've registered for the convention, you'll receive a \$100 discount on your in-person booth or virtual marketplace participation, or \$200 off if you choose both.