



# TEXAS YOGA CONFERENCE

Dear Sponsor,

Houston unites for Yoga! Several Houston area yoga studios: Jennyyoga, Joy Yoga, Yoga West, and YogaOne, in cooperation with the Yoga Teachers Association of Houston, are pleased to announce the first annual Texas Yoga Conference to be held on February 19 and 20, 2010, at Unity Church in Houston.

The Texas Yoga Conference was founded in 2009 by Houston area studio owners with a passion to inspire the general public toward learning more about yoga and its benefits, and to become a regional and national showcase for Houston's array of talented yoga teachers. Yoga is an art for the body, mind and spirit to express living fully in the present moment with peace and wellness. The objective of the Texas Yoga Conference is to educate others about the many benefits of yoga through classes, lectures and presentations designed to allow all levels of student to more deeply explore the many facets of the practice. Texas is a big state among the ever growing number of people practicing yoga in America. Yoga is one of the fastest growing trends in business and fitness popularity.

The number of people practicing yoga in the US has reached nearly 16 million and is expected to continue to grow steadily.

The latest "Yoga in America" study, just released by Yoga Journal, shows that Americans spend \$5.7 billion a year on yoga classes and products, including equipment, clothing, vacations and media (DVDs, videos, books and magazines). This figure represents an increase of 87 percent - almost doubled compared to the previous study in 2004.

Yoga Journal also reported that the 2008 study indicates that 15.8 million people, or 6.9 % of the US population, practice yoga. Of current non-practitioners, nearly 8%, or 18.3 million Americans, say they are very or extremely interested in yoga. And 4.1% of non-practitioners, or about 9.4 million people, say they will definitely try yoga within the next year.

The study also collected data on age, gender and other demographic factors:

- 72.2% are women; 27.8% are men.
- 40.6% are 18 to 34 years old; 41% are 35 to 54; and 18.4% are over 55.
- 28.4% have practiced yoga for one year or less; 21.4% have practiced for one to two years; 25.6% have practiced two to five years; and 24.6% have practiced more than five years.
- 71.4% are college educated; 27% have postgraduate degrees.
- 44% of yogis have household incomes of \$75,000 or more; 24% have more than \$100,000.

The 2008 study indicated that almost half (49.4%) of current practitioners started practicing yoga to improve their overall health. In the 2003 study, that number was 5.6%. And they are continuing to practice for the same reason. According to the 2008 study, 52% are motivated to practice yoga to improve their overall health. In 2003, that number was 5.2%.

"Yoga is no longer simply a singular pursuit but a lifestyle choice and an established part of our health and cultural landscape," says Bill Harper, publisher of Yoga Journal. "People come to yoga and stick with it because they want to live healthier lives."

One significant trend to emerge from the study is the use of yoga as medical therapy. According to the study, 6.1%, or nearly 14 million Americans, say that a doctor or therapist has recommended yoga to them. In addition, nearly half (45%) of all adults agree that yoga would be a beneficial if they were undergoing treatment for a medical condition.

And what about those Baby Boomers?

In just a couple of years, according to recent statistics, the number of Baby Boomer-aged adults participating in yoga classes increased by three million. Attend a yoga class and you'll find that it's not exclusively populated by younger women. Older women – and many older men – are also attending yoga classes.

According to the National Institutes of Health, yoga:

- \* Improves mood and sense of well-being
- \* Counteracts stress
- \* Reduces heart rate and blood pressure
- \* Increases lung capacity
- \* Improves muscle relaxation and body composition
- \* Helps with conditions such as anxiety, depression, and insomnia
- \* Improves overall physical fitness, strength, and flexibility
- \* Positively affect levels of certain brain or blood chemicals

"Yoga as medicine represents the next great yoga wave," says Kaitlin Quistgaard, editor in chief of Yoga Journal. "In the next few years, we will be seeing a lot more yoga in health care settings and more yoga recommended by the medical community as new research shows that yoga is a valuable therapeutic tool for many health conditions."

With over 30 presenters represented at the Texas Yoga Conference, participants will have the opportunity to experience yoga classes of various styles and intensities, as well as enjoy lectures and roundtable discussions about how to live a yogic lifestyle. There is something for all ages and levels of the yoga practitioner here, from lectures on living a greener lifestyle, to an invigorating rock n roll yoga practice! The founders of the Texas Yoga Conference believe that yoga is for everyone, and that philosophy will indeed be showcased at the conference through participants and vendors representing businesses around Houston related to yoga and healthy lifestyles.

As a special treat, Arthur Klein, the producer of the documentary film, Y Yoga, will be in Houston for a screening of his film. Hemalayaa Behl, recently featured on the cover of Yoga Journal and on Ellen DeGeneres, will also be here from California on Saturday to present a fun, Bollywood style workout.

Lectures on yoga and health will be featured over the weekend such as an opening keynote address by the current Yoga Teachers Association of Houston President and Founder of both Texas Yoga Conference and Breathe the Cure, Jennifer Buergermeister, on "Living the Life of a Peaceful Warrior – Contagious Love that Heals" which introduces Breathe the Cure, a non-profit dedicated to wellness and health for children and adults. Also, Aileen Hansen, former President of the Yoga Teachers Association of Houston, will speak on "When Will I Reach Samadhi (Bliss)?" These events are not to be missed for all yogis, regardless of where they are on their yoga path.

The founders of the Texas Yoga Conference are very excited to be able to bring this conference to the city of Houston, and are offering a unique opportunity to work together with community sponsors. In order to defray costs associated with the conference, and to keep the cost of the conference accessible to all yogis in Houston, we are actively looking for sponsors to assist financially or otherwise with this event. In return, you will have visible placement to market your products and services to a highly desirable demographic. As you may be aware, yoga continues to grow in popularity in Houston and internationally. There are several sponsorship levels available, as well as opportunities to showcase goods and services that you may have to offer to health and wellness minded individuals in Houston. You may see detail of sponsorship levels on the next page.

*Thank you in advance for your support of the Texas Yoga Conference!*

# 2010 Sponsorship Levels

## MONETARY SPONSORSHIP LEVELS

### Corporate Level \$6,000

- Everything that the Platinum level provides plus logo placement in all magazine and billboard ads
- 6 free all day passes to the 2-day conference
- TV Spots/On-Air Advertising

### Platinum Om Level \$1,250

- Full page ad in program guide to be provided to all participants
- Logo on all posters and postcards and other marketing materials (no airtime, magazine or billboard)
- Booth space to promote goods or services to the participants
- Logo **in large print** on conference t-shirts and program guide
- Logo **in large print** on event banner displayed at the conference
- Website link to your business from the Texas Yoga Conference website
- Two free all day passes to the conference

### Shanti Gold Level \$750

- Half page ad in program guide to be provided to all participants
- Booth space to promote goods or services to the participants
- Logo on conference t-shirts
- Logo displayed on event banner and program guide
- Website link to your business from the Texas Yoga Conference website
- Quarter page ad in program guide to be provided to all participants

### Namaste' Level \$250

- Business card ad in program guide
- Logo on conference t-shirts
- Booth space
- Logo on webpage

## IN-KIND SPONSORSHIP LEVELS

Do you have a good or service you would like to provide, in lieu of cash? We are taking donations for the following goods and services. Your sponsorship will be credited based on the value of the donation.

- T-shirts and related printing
- Printing for promotional materials
- Food
- Drinks (juices or waters)
- Advertising

Please complete the donor form below and return with your check to:

Texas Yoga Conference  
3641-C Westheimer Rd.  
Houston, TX 77027

Name of Business / Sponsor: \_\_\_\_\_

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