



Y O G A



*International Day
of Yoga
at
Texas State Capitol,
Austin
06/22/2024*

Hello everyone,
Please join us on the International Day of Yoga (IDY) at Austin Capitol on Saturday, 6/22 from 9 AM to Noon as we come together in celebration of peace, love, and harmony, through the transformative practice of yoga. Let us unite as a community, embracing the power of yoga to cultivate inner peace and spread harmony throughout the world. This is a free event and you can join with your family.

Sponsorship Tiers

We are a couple of non-profits (Yoga Bharati Vyasa Austin, Art of Living and other community partners) hosting the event and would be extremely grateful if anyone can help sponsor the event. We expect ~300 to 500 people to attend the event based on past IDY events.



Partner

\$100

- Partner's name will be printed on the IDY flyer

Silver

\$250

- Sponsors name will be printed on the IDY flyer (expected to reach ~50K people)
- Sponsor will be provided with a table at the venue
- Sponsor's name will be announced during the event

Gold

\$500

- Sponsor's name will be printed on the IDY banner
- Sponsors name will be printed on the IDY flyer (expected to reach ~50K people)
- Sponsor will be provided with a table at the venue
- Sponsor's name will be announced during the event

Platinum

\$1000

- Sponsor will get stage time for a few minutes
- Sponsor's name will be printed on the IDY banner
- Sponsors name will be printed on the IDY flyer (expected to reach ~50K people)
- Sponsor will be provided with a table at the venue
- Sponsor's name will be announced during the event

SPONSORSHIP

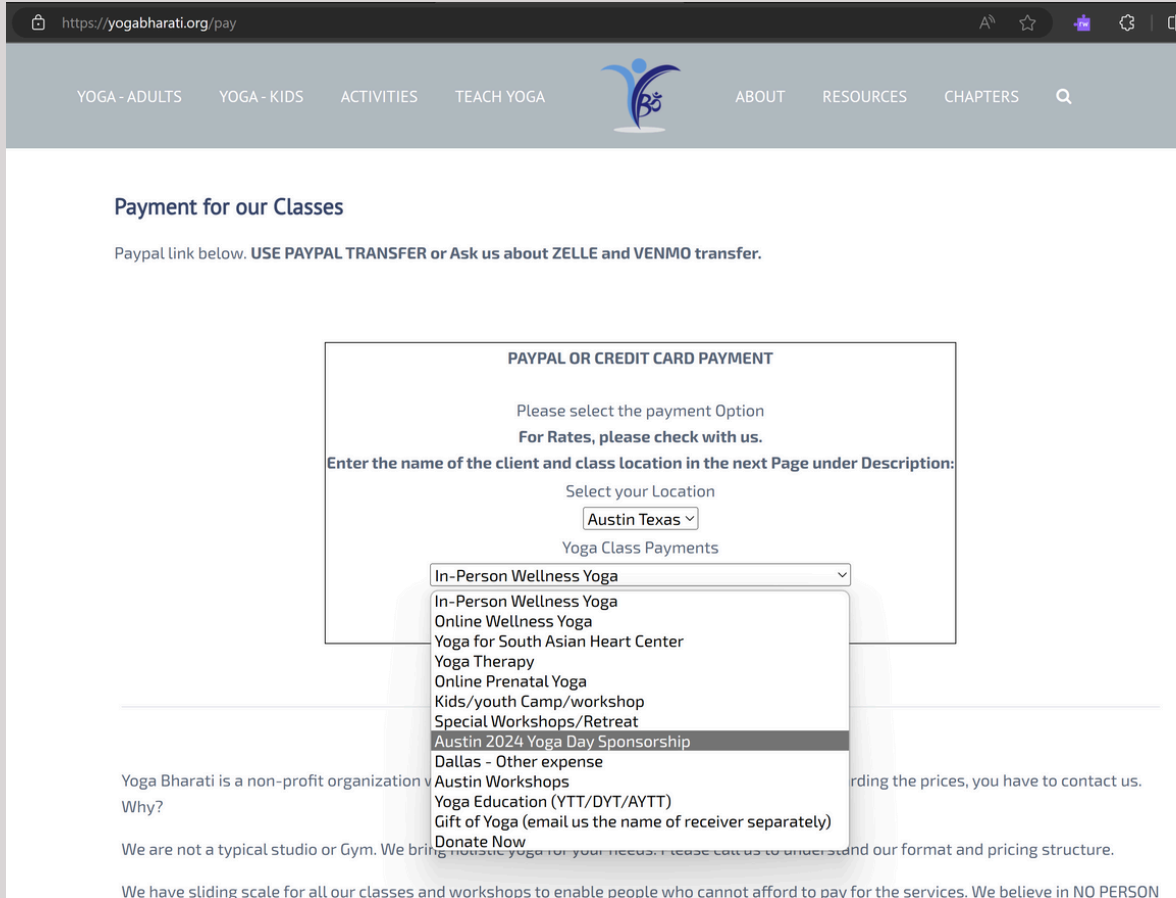
PAYMENT OPTIONS

OPTION 01

Pay directly at <https://yogabharati.org/pay> And pick “Austin” location ; “Austin 2024 Yoga Day Sponsorship”

OPTION 02

Pay using Zelle. Please reach out to us for details



The screenshot shows the website <https://yogabharati.org/pay>. The navigation bar includes links for YOGA - ADULTS, YOGA - KIDS, ACTIVITIES, TEACH YOGA, ABOUT, RESOURCES, and CHAPTERS. The main heading is "Payment for our Classes". Below it, a note says "Paypal link below. USE PAYPAL TRANSFER or Ask us about ZELLE and VENMO transfer." The form section is titled "PAYPAL OR CREDIT CARD PAYMENT" and asks the user to "Please select the payment Option" and "For Rates, please check with us." It also instructs to "Enter the name of the client and class location in the next Page under Description:". There are two dropdown menus: "Select your Location" with "Austin Texas" selected, and "Yoga Class Payments" with "Austin 2024 Yoga Day Sponsorship" selected. The dropdown menu for "Yoga Class Payments" lists the following options: In-Person Wellness Yoga, Online Wellness Yoga, Yoga for South Asian Heart Center, Yoga Therapy, Online Prenatal Yoga, Kids/youth Camp/workshop, Special Workshops/Retreat, Austin 2024 Yoga Day Sponsorship, Dallas - Other expense, Austin Workshops, Yoga Education (YTT/DYT/AYTT), Gift of Yoga (email us the name of receiver separately), and Donate Now.

OPTION 03

Pay through Employer Match (Benevity) Yoga Bharati is a non-profit 501 (c)3 (Tax ID - 54-2104333). Please share us the confirmation once you make the payment through your employer

Please note we have clear instructions for sponsors/partners from State Capitol authorities on what's allowed and what's prohibited at the capitol premises. Please adhere to these instructions strictly to avoid any incident at the venue. We will be happy to review and provide clearance if you have questions



What's allowed at the event table/booth:

- High level details: Example - John Smith Dentistry, Address, Phone #
- Announcements: MC giving shout outs "Once again, we want to thank our wonderful sponsors who helped us hold this event today.. some of them are here, and we encourage you to go meet them and thank them for their time and resources put into this program. With us today we've got John Smith the dentist! John's back there, wave to us John! What a guy, eh? Hey and we've got Diana Rodriguez, the realtor here today as well, everybody go shake hands with Diana, ask her about her cats!" You can do that as many times during the program as you want
- Support: Signs/Flyers supporting yoga and IDY (If the realtor has a table/booth and they are passing out a brochure or flyer that has information about the benefits of yoga/meditation/mindfulness on it, then that is ok)
- Goodies: Free distribution of snacks/candy/bottled water etc



What's NOT allowed at the event table/booth:

- Here are some activities/actions that are prohibited at the venue. The rules apply to any other sponsors such insurance agents, grocers, medical clinics etc.
- NO sales or monetary transactions of any kind
- Dentist: NO advertising dental procedures, deals, or has dollar signs
- Realtor: NO advertising such as "Buy a home today!" If a realtor has a booth and the only purpose of the booth is to promote his or her real estate enterprise, then you have broken the rules. Similarly with insurance, dentist, or any partnering company
- Yoga Studios: Can only provide only basic information about the general benefits of yoga. Anything too far in support of their specific business is crossing the line.



Get In Touch With Us

 austintx@yogabharati.org

Please email to let us know
if you have any questions

*With gratitude,
IDY Austin 2024 Team*

