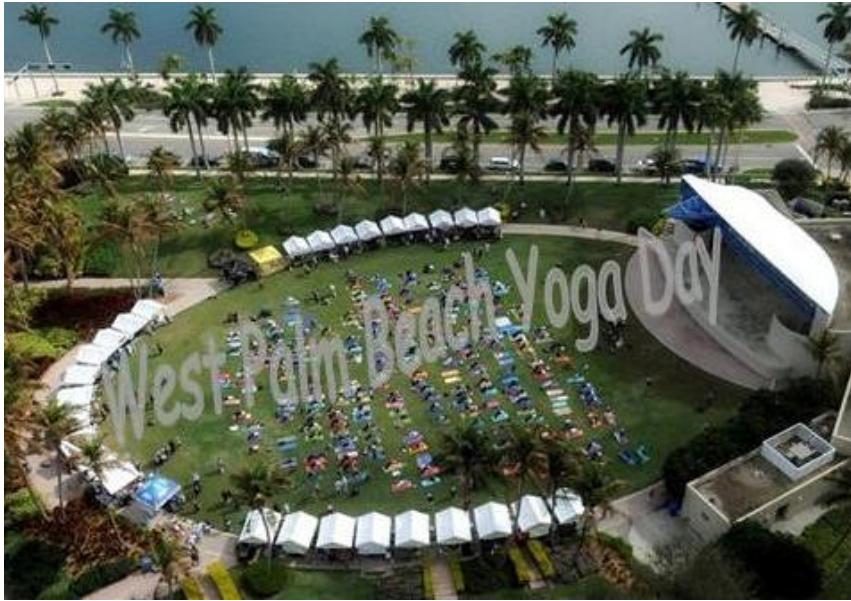
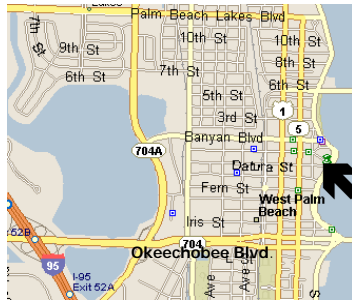


Sponsorship and VIK Opportunities Available



Event Location

Meyer Amphitheatre
(outdoors, along the intracoastal)
104 Datura Avenue,
West Palm Beach, FL 33401



contact:

Therese Abair, co-founder
West Palm Beach Yoga Day/Living Fit Today
Therese@LivingFitToday.com
561-281-5895

YogaDay.LivingFitToday.com

The owners of Living Fit Today, event organizers, were inspired by the National Yoga Day created by the Yoga Alliance, a non-profit organization. Realizing what they accomplished through their own health and weight issues, they are motivated to support the community— using their experience and organizing events and fundraisers to motivate positive health and fitness changes among the participants. Living Fit Today has been recognized by the City of West Palm Beach for providing quality fitness programs.

Extend Your Reach

at
The

6th Annual

West Palm Beach Yoga Day

Strengthen your exposure at Florida's
largest outdoor Yoga event

YogaDay.LivingFitToday.com



You're invited...

To form a partnership with Florida's largest outdoor yoga event.

FREE to the public, **West Palm Beach Yoga Day** is only made possible by generous sponsorships from local, regional, and national companies and individuals that come together for this annual event on the West Palm Beach Waterfront. The platform to unite the yoga community and bring together



different yoga disciplines, styles and organize for the community at large takes considerable efforts from our core group of volunteers throughout the year.

The mission of **West Palm Beach Yoga Day** is to 1) raise awareness of Yoga and its benefits to individuals 2) provide those new to yoga a non-threatening environment to try yoga 3) remain free for the community.

Being a sponsor at **West Palm Beach Yoga Day** reflects your commitment to quality, health consciousness and wellness. **West Palm Beach Yoga Day's** unique, friendly and relaxed environment is perfect for image enhancement, increasing visibility with positive publicity, taking on a "Good Corporate Citizen" role, and expanding your product placement.



"Yoga Day has been great for our business the last two years, both on the day itself as well as bringing in customers all year round who found us at Yoga Day." -Nature's Way Cafe, Narcissus

Who:

Participants include over 1500 people of all ages from the novice to the advanced practitioners of Yoga. The intimate Yoga Marketplace will be filled with nearly 40 vendors, including selected sponsors, promoting and selling products and services.



"I gained more and more exposure to the type of clientele I am looking for." -Balance Point Acupuncture

What:

West Palm Beach **Yoga Day** is designed to raise awareness about yoga's benefits by offering **free** classes throughout the day for a **6th straight year**. The West Palm Beach Yoga Day is the **largest free outdoor yoga event in Florida**.

Where:

Meyer Amphitheatre
Downtown West Palm Beach, FL
(outdoors, along the intracoastal)



When:

Saturday, January 21, 2012
9:00 AM to 5:00 PM

2011 Yoga Day Statistics

- Over 1,400 attended
- Ages ranged from 5-78, mostly female
- Event has grown 1,000% in attendance since 2007

National Yoga Statistics*

- Americans spend more than \$2.95 billion annually on yoga classes and yoga-related products
- Median HHI \$85,000
- 91% Graduated College**
- 60% Professional/Managerial**
- Family-oriented: 55% married, 41% with children
- Median Age 36-45
- 77% Women, 23% Men

*Yoga Journal's "Yoga in America" 2005 Market Study

** 2005 Yoga Journal subscriber study

YogaDay.LivingFitToday.com