

# MAMMOTH YOGA FESTIVAL

September 14-17, 2023

*Dinky*

## Our Mission

---

- Elevation of emotional well being and self care
- Welcoming to all people of all ages
- Intelligent programming for all levels
- The brightest stars in the yoga world
- Set in the spectacular Eastern High Sierra



# Mammoth Lakes, CA

---

- Within a five hour drive of 40 million people
- Pristine National Forest setting
- Adjacent to Yosemite National Park
- Surrounded by trails & streams
- Year round air service



# About Mammoth Yoga Festival

---

- 2023 estimated attendance 1,200
- 2022 Yoga Village traffic of 10,000
- Over 120 class sessions / 45 presenters
- Yoga, meditation, top-billed live music
- Diverse workshops, dharma discussions
- CECs for yoga and fitness pros
- Artisanal food and craft vendors





[Click here to watch this short video!](#)

# Yoga Festival Space

---

- MYF is the only multi-day festival in CA/NV
- Previously oversaturated market is currently underserved
- Broadly inclusive format organically fosters growth
- Seasoned loyalist base
- Established growth trajectory
- Seeking fully integrated long term strategic partnerships



# MYF Attendee Demographics

---

- Over 36M Americans practice yoga
- Yoga in the US is a \$27 billion industry
- Socially, environmentally, politically, physically, mentally, and spiritually active
- Average HHI of \$115K
- 95% Female / 5% Male
- 90% stay 3-4 nights
- 70% return to MYF yearly



# World Class Presenters

---



**Trevor Hall**

1.5 M monthly listeners on Spotify



**Cheryl Strayed**

Her New York Times No. 1 best selling memoir *Wild* was adapted into the 2014 film starring Reese Witherspoon



**Reggie Hubbard**

Obama White House's yoga instructor who led weekly congressional bipartisan yoga classes on Capitol Hill



**Jamie Anderson**

US Olympic gold medalist, yoga prepares her for life and competition



# Past and Present Sponsors

---



## Why Sponsor?

---

- Reach rapidly expanding audience and grow your brand
- Put your product directly in the hands of ideal consumers and influencers
- Visual + physical brand integration in MYF activities and workshops
- Targeted placement in MYF advertising
- Ground level exposure through our 100+ studio affiliates



## On-site Sponsor Benefits

---

- Booth space in Yoga Village Marketplace
- Inclusion on main stage banner and signage
- Venue sponsorships
- Sponsor-specific workshops
- Sampling + sales opportunities
- All access passes + VIP reception



## Vendor and Exhibitor Offering

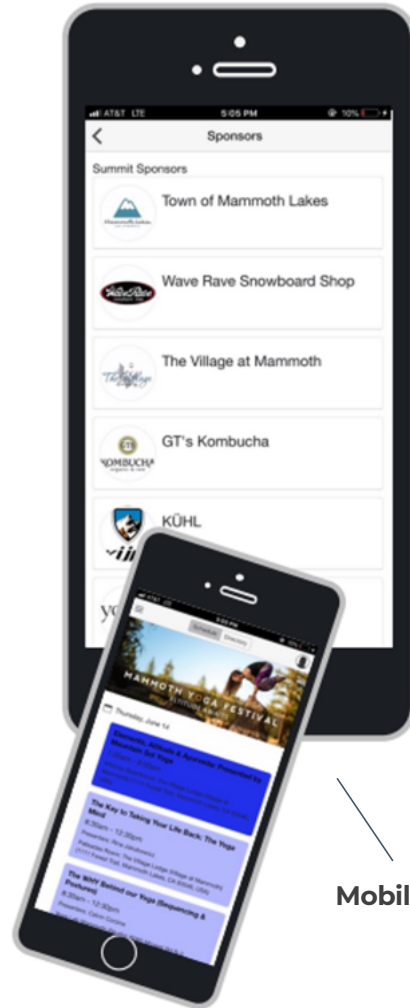
---

- Tightly curated vendor landscape
- Exclusivity within your market segment
- 10 x 10 all-inclusive booth
- Pop up tent with lighting provided
- Free WIFI and electric
- 6x3 table upon request

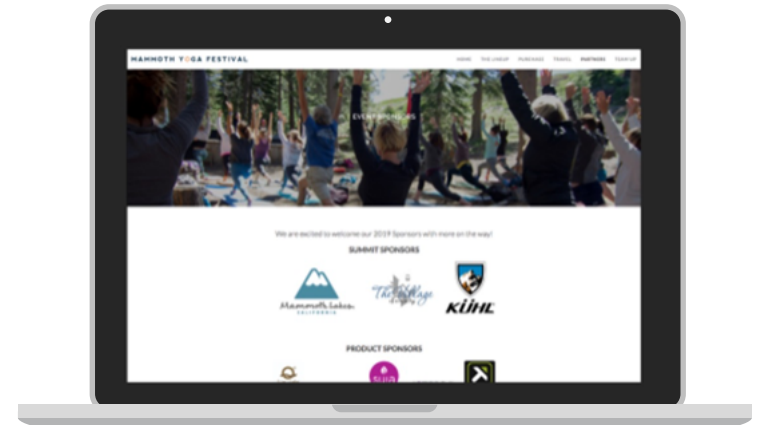


# Online Sponsor Benefits

- Customized social posts (IG and FB)
- Dedicated email features
- Exposure on event website and mobile app
- Logo placement across digital marketing landscape
- Dedicated sponsor web page



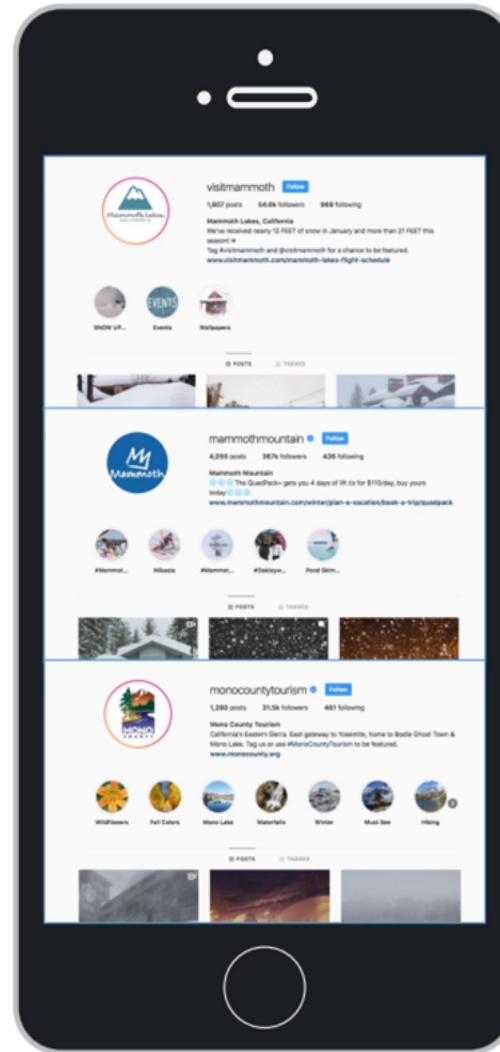
Mobile app feature spot




Webpage and link on MYF website

# Leveraged Partnerships



- Visit Mammoth
- Mammoth Mountain
- Mono County Tourism
- IKON Pass



## VISIT MAMMOTH

 99K  
 85K

## MAMMOTH MOUNTAIN

 524K  
 368K

## MONO COUNTY TOURISM

 59K  
 190K

# Sponsor Opportunities

---

- Tailored sponsor/partnership levels
- Customized to best achieve your goals
- “Presented by” sponsorship
- Venue hosting opportunities
- Specific workshops and classes
- VIP gift bag placement - (100 full size products)
- In-kind VIP Green Room donations
- Exposure in partnered yoga studios throughout LA/NV/SF surrounding areas

