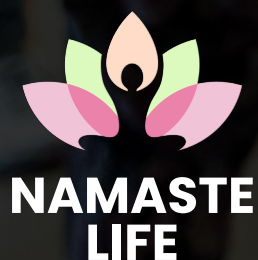


INTERNATIONAL
YOGADAY
Miami

Premier Annual Wellness Summit

2025 Title Sponsor:





Unite for Yoga

Sponsor IYD 2026

Saturday & Sunday, June 20th – 21st, 2026

**ALIGN YOUR BRAND WITH THE LARGEST INDOOR
INTERNATIONAL YOGA DAY CELEBRATION IN THE WORLD**

EXPECTED ATTENDANCE: 15,000+

Free to attend.

Wellness without barriers.

Made possible by partners who believe that access to health & wellness should be universal.

Our 2025 Partners

magic
mind

Ultima
REPLENISHER

NIKE

Simply
pop

BUDDHA
PANTS

botano

ANDERSON
LANDSCAPING

GROW
A
PLANT

Biosil

THE
GOOD
PATCH

Maison
Palo Santo

I:AM
Ayurveda

Namaskar
TO YOU

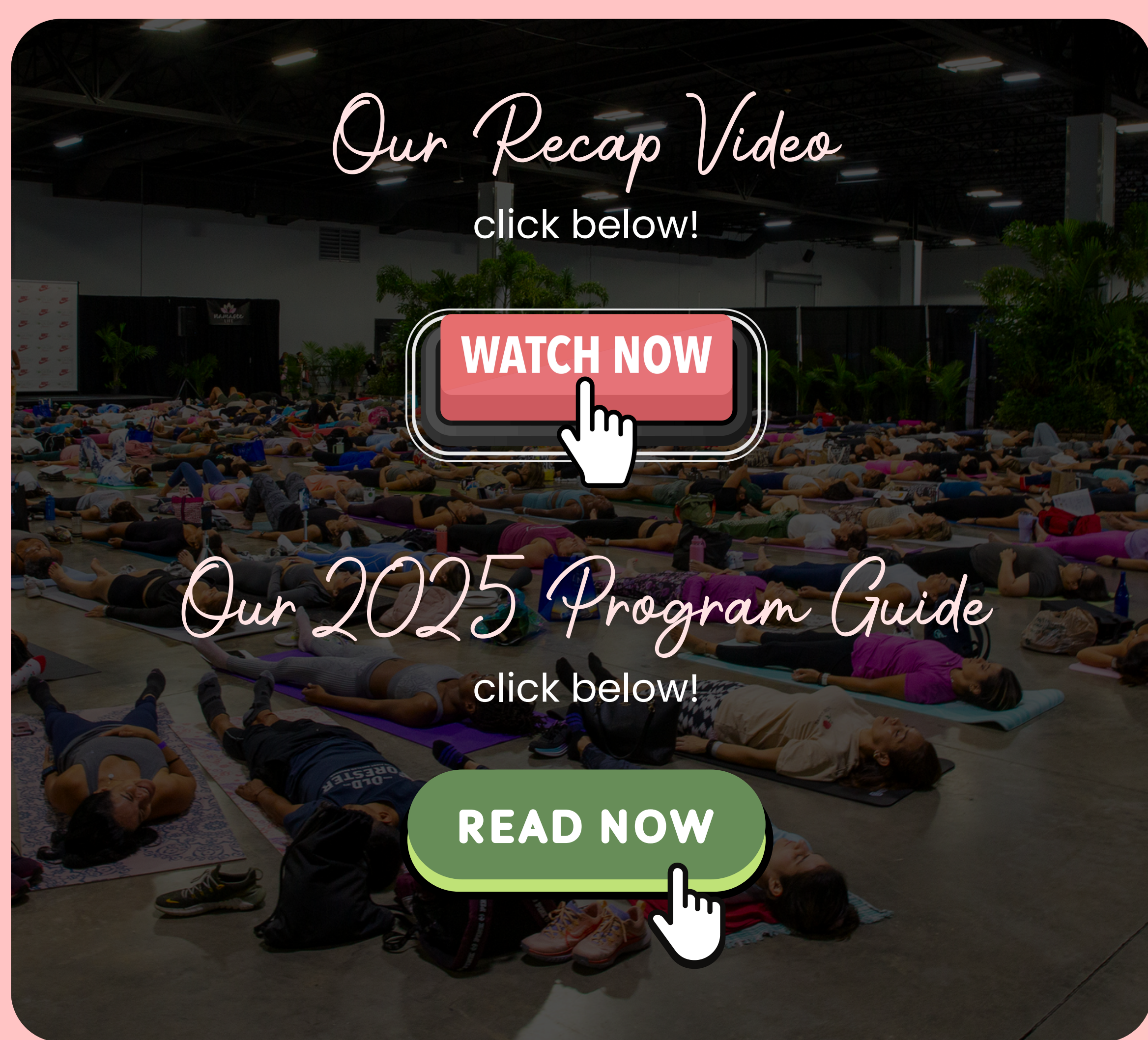
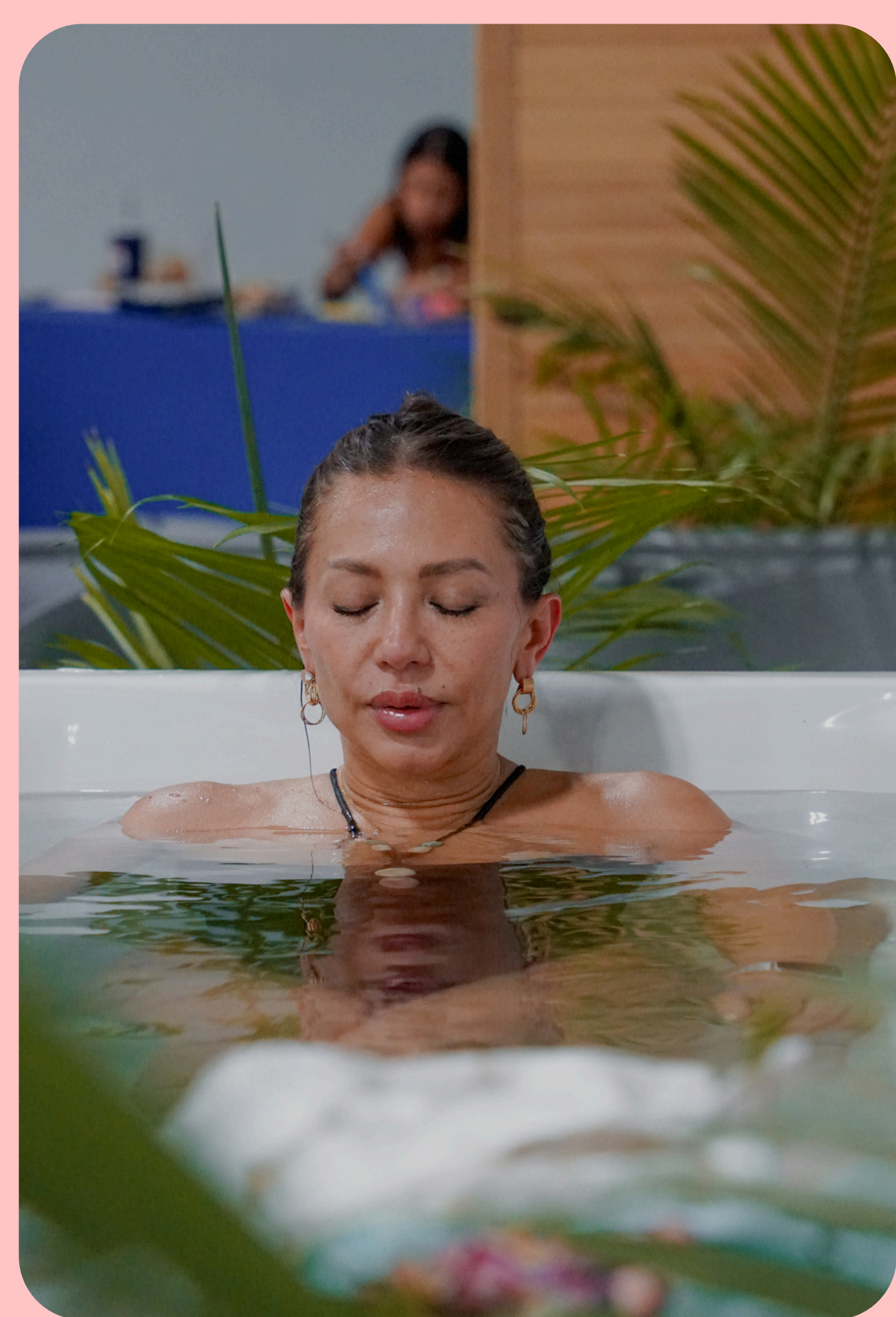
Bowman

GUMMAKONDA
REDDY FOUNDATION, INC

Savvy

DVMG Desh-Videsh
Media Group Inc.
Promoting the Indian Subcontinent since 1993

NAMASTE LIFE



Our Recap Video

click below!

WATCH NOW

Our 2025 Program Guide

click below!

READ NOW



Our Community at a Glance

International Yoga Day Miami 2025

Wellness-Forward.
Purpose-Led.
Community-Powered.



Demographics

71%: ages 22-45;
23%: ages 46-70;
6%: other

78% Female-
Identifying, 20%
Male-Identifying

Multicultural

How They Found Us

55% via Social
Media &
Targeted Emails
(738,000 digital
impressions)

25% Word of
Mouth

20%
Eventbrite

Interests

Lifestyle Focused
Health & wellness, fitness,
novel experiences,
sustainability, conscious
products & services,
green technologies

Purpose-Driven
Align with brands that
represent authenticity,
integrity, and meaningful
impact for themselves
and the community

**Community Empowered
Consumers**
Invest in brands, services,
and experiences that
elevate their quality of life
and support long-term
wellbeing and fulfillment

Engagement Insights

27

Sessions

3

Stages

**6-8
Hours**

Average Stay

96%

Actively engaged with sponsor touchpoints – sampling, QR scans, step-and-repeat photos, or product demos

100%

Took home branded content – offers, samples, trial packs, or promo inserts from the program guide

62%

Redeemed a sponsor code or shared branded content on social media, creating digital impressions beyond event day



NAMASTE
LIFE

Additional Highlights

86

Vendors

28

Volunteers

15

Influencers

37

Program
Facilitators

15

Sponsors



Moments that moved us









Unite for Yoga

These aren't just events.

They are shared offerings to the community – a space to slow down, reconnect, and breathe.

Together, we can continue to shape meaningful moments that uplifted South Florida and leave a lasting impact.

Join us for International Yoga Day Miami 2026.



A thriving community creates thriving people.

2025

- Ticketed Event
- One Day (9 hours)
- 49,000 sqft
- 27 Classes/Activations
- South Florida Media Visibility

2026

- Free Community Event
- Two Days (18+ hours)
- 100,000+ sqft
- 50+ Classes/Activations
- Nationwide Media Visibility
- Next-Level Immersive Experiences
- Innovative Wellness Tech
- Expanded Expert-Led Talks & Panels

We're not just doubling the event – we're evolving the platform.

\$50K+

Title Sponsor

The brand that makes the festival free for the community.

The Title Sponsor receives full event naming rights and becomes the singular brand responsible for enabling free access to International Yoga Day Miami. This level represents the highest form of cultural alignment, authority, and platform visibility available.

- Exclusive naming rights: International Yoga Day Miami 2026 presented by [Brand]
- Full brand integration across all communications, marketing materials, press releases, and digital platforms
- First position placement on all signage, media assets, and promotional campaigns
- Dedicated keynote speaking opportunity on the main stage
- Exclusive leadership moment during opening ceremony
- Category exclusivity plus right of first refusal for future editions
- Logo placement on stage apparel worn by instructors, facilitators, and select staff
- Feature segment in the official recap video and documentary-style storytelling
- Full page editorial article in the Event Magazine
- Exclusive attendee opt-in email list for remarketing
- VIP hospitality package for 30 guests including backstage access, concierge support, and curated introductions

\$25K

Category-Exclusive Presenting Partner

The brand that leads access to wellness in its category.

The Market Entry Partner level gives one brand the right to own its category in Miami's largest cultural wellness platform. This is not just a visibility tier. It is a strategic foothold in South Florida's rapidly expanding mind-body marketplace, offering exclusivity, experiential integration, and sustained presence designed to accelerate brand growth within a free community event model.

- Category Ownership: Official [Vertical] Partner of International Yoga Day Miami (one per category)
- Premium brand presence across the event footprint including stages, signage, and digital media
- Featured speaking or demonstration opportunity
- Logo integration on stage apparel worn by teachers and facilitators
- Exclusive attendee opt-in email list for future brand engagement
- Lead placement on the step and repeat wall and other key photo moments
- Narrative integration in recap videos, social storytelling, and select press mentions
- Editorial feature in the Event Magazine (onsite and online)
- 20 VIP guest passes for executives, partners, or influencers

\$15K

Premium Partner

The brand that expands access and on-site experiences.

The Premium Partner tier delivers elevated brand placement across the event footprint and enhanced integration into the attendee journey. This level supports brands who want to deepen engagement while uplifting a free festival that opens wellness to all.

- Brand placement across both event stages
- Priority activation footprint with enhanced location
- Co-branded giveaway segment (product, voucher, or offer)
- On-stage acknowledgment during opening remarks
- Full page ad in the program guide
- Product or service feature integrated into the recap newsletter
- 12 VIP guest passes

\$10K

Featured Partner

The brand that helps deliver participant value.

The Featured Partner tier provides hands-on engagement opportunities and prioritized brand placement. This level is ideal for companies looking to interact directly with attendees through curated experiences at a free, high-traffic wellness gathering.

- Premium logo placement across select event assets and digital channels
- Step and repeat branding for elevated visibility
- Dedicated social media posts announcing the partnership
- Pop-up activation space (10x10) in preferred placement
- Ability to host a workshop, demonstration, or mini experience (subject to approval)
- Half page advertisement in the program guide
- 8 VIP guest passes

\$5K

Supporting Partner

The brand that fuels community activation.

The Supporting Partner tier offers expanded brand exposure and on-site engagement at a free event dedicated to breaking down barriers to wellness. This level is ideal for brands seeking visibility and meaningful interaction with attendees.

- Logo on event marketing materials
- Event signage inclusion
- Logo on select event apparel
- Sponsor highlight on social media
- Program guide quarter-page ad
- 4 VIP guest passes

\$1K

Community Partner

The brand that shows up for Miami.

The Community Partner tier provides foundational visibility within a free, city-wide celebration of yoga and mindful living. This level is designed for local businesses and mission-aligned organizations who want to participate in making wellness accessible to everyone.

- Name on the IYD website sponsor page (linked)
- Social media welcome mention
- Logo included in digital program guide
- Opportunity to include a brand item in attendee swag table
- 2 VIP guest passes

Meet Namaskar Foundation & Namaste Life

Namaskar Foundation, a 501(c)(3), makes wellness accessible, inclusive, and culturally rooted – blending ancient wisdom with modern practices.

From corporate roots (Sony, Bulgari/Louis Vuitton, Aetna) to public health initiatives and flagship events, Namaste Life has created spaces for healing, connection, and community year-round.

Impact Metrics:

- 10,000+ lives reached through our events, workplace wellness, and community activations
- 100+ holistic practitioners, educators, and volunteers engaged
- Wellness programming delivered to local schools, nonprofits, & families
- Representation from 15+ cultures & healing lineages





Thank you

Let's co-create something meaningful.

International Yoga Day Miami 2026
Saturday & Sunday, June 20th – 21st, 2026



Contact:

Chahna

Founder

chahna@namaskarfoundation.org

chahna@namastelife.org

954-695-9296

*Wellness is more than a moment –
it's a movement. Let's grow it together.
When the community vibes, we all thrive.*