



Become a Yoga Loft Partner

As a small business we recognize the importance of community and hope that through partnerships with other local businesses we can help each other! Gift a yoga class to The Yoga Loft in exchange for marketing exposure to our targeted yogi audience.

WARRIOR | \$199

- **One** sponsored class promoted as "Free class gifted by [your business] ..."
- **One** designated email blast to our entire database with your custom messaging about specials, discounts, new products, or whatever you would like to feature
(The Yoga Loft reserves the rights to review and approve)
- A promotional GIF included in the email with 2 photos of your choice
- **One** designated Facebook and Instagram post with your business tagged for you to reshare with your audience; plus one post on our Instagram story
- Your business name listed on The Yoga Loft website as a Community Gift Partner
- Class date and time designed by the The Yoga Loft

HERO | \$299

- **Two** sponsored classes (spread out over a few months), promoted as "Free class gifted by [your business] ..."
- **Two** designated email blasts to our entire database with your custom messaging about specials, discounts, new products, or whatever you would like to feature
(The Yoga Loft reserves the rights to review and approve)
- 2 promotional GIFs included in the emails with the photos of your choice
- **Two** designated Facebook and Instagram posts with your business tagged for you to reshare with your audience; plus two posts on our Instagram story
- Promotional PDF to use as a flier in your space (optional)
- Your businesses listed on The Yoga Loft website as a Community Gift Partner
- The Yoga Loft will work with you to determine the desired class date and time

OUR EXPOSURE

(as of February 2021)

Email Subscribers: **4,466**

Avg. weekly attendance (during covid): **220** (virtual + in-studio)

Facebook Followers: **1,170** | Instagram Followers: **1,464**

Collective Teacher Instagram Followers: **6,000+**

HOW DOES THIS HELP THE YOGA LOFT?

Covers the cost of the teacher, studio assistant and marketing creation, but most importantly offers the community a free opportunity to take class in a time when mental and physical health are fragile and in need of support.

Our mission is to foster a thoughtful yoga community dedicated to providing a positive transformation in body, mind and spirit. One thing we have learned is that community is so much more than the four walls of our physical space, it's about the businesses and individuals who surround us and that is why we are launching The Yoga Loft Partner.

EMAIL SAMPLE



FREE VINYASA FLOW GIFTED BY SHUBIE'S

MONDAY, FEBRUARY 15
9:30 AM · WITH JENNIFER

PROMOTIONAL GIF INSERTED HERE

[Shubie's](#) is ... [enter blurb].

Shubie's is offering X promotion for X day. Use code X.

[SIGN UP FOR CLASS](#)

