



YOGA

behind bars

POWER OF COMMUNITY

2023 SPONSORSHIP OPPORTUNITIES



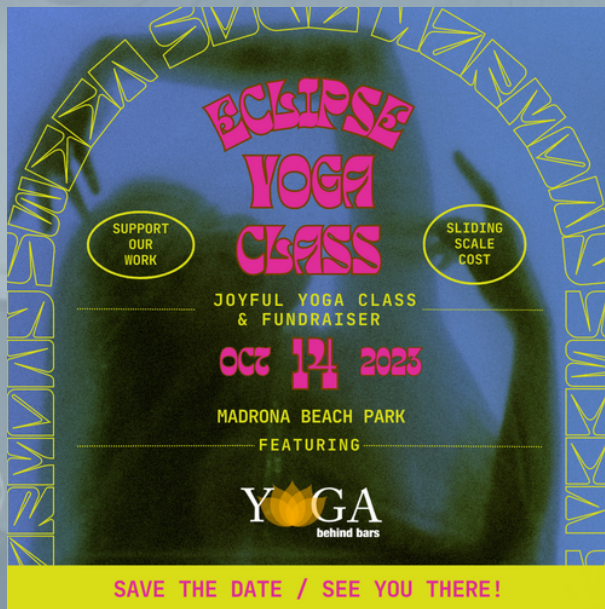
Healing is for everybody.

Since 2008, Yoga Behind Bars (YBB) has shared trauma-informed yoga and meditation with thousands of marginalized people behind and beyond bars to support individual healing and a more just society for all. We envision a world that prioritizes healing and growth over punishment and believe yoga practices can help facilitate community connectedness that can disrupt cycles of trauma, violence, and harm.

Though our programs were completely shut down during Covid, we are rebuilding. We currently offer an average of 16 weekly classes behind bars across 9 carceral facilities in Washington State, 6 adult facilities and 3 juvenile facilities. We expect to introduce classes to at least 2 additional facilities by the end of the year. We are also thrilled to share we've moved beyond bars by offering community yoga classes to people upon reentry.

A generous and engaged community is the heart and soul of Yoga Behind Bars. Want to spread the word about your business? Or use your donation to share about another nonprofit that does good work? **By partnering you can help fuel our programs and change lives.**

Let's go.



About Power of Community

There would be no Yoga Behind Bars without our community, both behind and beyond bars.

We can't wait to come together to breathe, practice, and celebrate the power of our community of yogis and friends. This year, we are planning on two events;

- Eclipse yoga class at Madrona Park on Oct 14
- Disco/funk skating event on Oct 26

Two different ways to get into your body and be in community as we fundraise for our life changing programs behind and beyond bars.

Your sponsorship will allow us to reach our necessarily ambitious \$100,000 financial goal for this year's event, as well as ensure we raise meaningful awareness for YBB while connecting with new and familiar volunteers, friends, and donors committed to our mission.

"Yoga has pieced my body and soul back together." Participant



8.3k



4.8k



5.3k



mailchimp

Sponsorship levels & benefits

\$10,000

Guest contribution to the YBB blog published in a monthly e-newsletter and on the website

Social media acknowledgement throughout June 2024

Lunch and learn introduction to Yoga Behind Bars and live experience of workplace yoga

Name and logo listed on event collateral including invitations, website, social media, e-newsletter, event credits

Linked social media acknowledgments

10 tickets to eclipse yoga and 10 tickets to Soul Skate

\$5,000

Lunch and learn introduction to Yoga Behind Bars and live experience of workplace yoga

Name and logo listed on event collateral including invitations, website, social media, e-newsletter, event credits.

Acknowledgment during the event, including event credits

Linked social media acknowledgments

Ongoing website acknowledgment through October

5 tickets to eclipse yoga and 5 tickets to Soul Skate

\$2,500

Name listed on event collateral

Acknowledgement during event, as well as in the event credits

Social media acknowledgments on YBB sites

Web acknowledgment on the event's page

2 tickets to eclipse yoga and 2 tickets to Soul Skate

\$1,500

Acknowledgment during the event, as well as in the event credits

Social media acknowledgments on YBB sites

Web acknowledgment on the event's page

2 tickets to eclipse yoga and 2 tickets to Soul Skate



Are you a yoga* teacher or studio?

Commit to donating the proceeds from a benefit class or fund in September or October to be honored as part of our community of yogis who give back to Yoga Behind Bars as part of their teaching.

- Acknowledgment during the event, as well as in the event credits
- Web acknowledgment on the event's page

Interested? Let's talk. Contact Zoe at zoe@yogabehindbars.org.

*Oh hey, this absolutely doesn't have to be yoga! Bake cookies, teach a flower arranging class. Donate the proceeds here and tell us about your project. We want to celebrate the joy and ingenuity of our community while providing a lower threshold to sponsorship.



Philosophy on Sponsorship

Each of us is different and each business is different. Yoga Behind Bars celebrates gifts of all sizes. We celebrate the gift of time given by our volunteer community in official and unofficial capacities.

If Yoga Behind Bars is a cause dear to your heart or with an impactful connection to your business, we ask that you consider what a meaningful gift is to your company and to pursue the highest, healthy amount possible for your business.

What this means in practice: if you are a small business, and you could truly benefit from a higher level than you can afford, we want to provide those benefits. If you work for a much larger business, nonprofit, or foundation; consider choosing a higher level so we can sustainably support people in our community with small businesses.

The Power of Community is our biggest fundraiser of the year.

The more we raise, the more we can do.

Questions? Reach out! zoe@yogabehindbars.org

2023 Sponsorship Confirmation Form

Yes, we would like to support the work and impact of Yoga Behind Bars during its 2023 Power of Community fundraising events. We would like to partner with a gift of:

\$1,500

\$2,500

\$5,000

\$10,000

Payment Options

We will make a one-time sponsorship payment and will:

send a check payable to Yoga Behind Bars

make our payment online at www.yogabehindbars.org/donate

Please charge our company's

Visa MasterCard

in _____ (month/year).

Name on card: _____

Credit card number: _____

Exp. Date: _____

Security Code on back of card: _____

Zip code of billing address: _____

Company Name: _____

Your Name: _____

Signature: _____

Today's Date: _____

*Note: Sponsorship amount is due no later than December 31 of each calendar year; exceptions based on monthly/quarterly payment plan may apply.

Please complete this form and mail to Yoga Behind Bars, PO Box 84494, Seattle, WA 98124 or email to Zoe at zoe@yogabehindbars.org.

