EVENT SPONSORSHIP

PROPOSAL

Eat.Drink.Give! | Sunday, October 11th-Saturday October 17th | Virtual Week of Giving
The work of Yoga Behind Bars is about much more than yoga classes. Our programs rehabilitate, build safer communities, and contribute to the reform of the American corrections system.

Yoga Behind Bars is the only nonprofit in Washington State dedicated to bringing trauma-sensitive yoga to prisons, jails, and detention centers; we offer people inner tools and resources to break the cycle of repeated incarceration. The breadth and depth of our curriculum, along with our partnerships with like-minded organizations and the Department of Corrections, is revolutionizing prison culture and is a national model.

We believe mass incarceration is one of our country’s biggest social problems, costly in both fiscal and human terms. That is why we support people currently living behind bars with effective, compassionate programs to heal trauma, and advocate for a restorative criminal justice system that focuses on rehabilitation and healing on the individual and community level.

YBB is funded primarily by individual donors and powered by 65 volunteer instructors. Based in Seattle, we are a staff team of 5, with programs at 17 facilities across Washington State.

COVID-19 and the Black Lives Matter Movement

Despite the pause in normal programming, Yoga Behind Bars has been dedicated to supporting our students and community safely and meaningfully. We remain agile, innovative, and determined to remain accessible to our students who need us now, more than ever. Your contribution directly supports this important work:

- Since March, our Teachers Behind Bars have run 10 weekly group classes, serving approximately 180 students per week.
- Zoom classes are successfully running at WCCW and currently working to expand these offerings to other facilities, as well as offerings to formerly incarcerated people.
- As a Black-led restorative-justice organization, we are using anti-racism to guide our strategic plan, hosting race & social justice learning meetings, and using our platform to uplift the voices of people impacted by the criminal justice system.

Your support today will ensure Yoga Behind Bars has a strong, sustainable, and bright future.
EAT.DRINK.GIVE!

This special event will showcase our success and the impact our work has had on individuals throughout the community. We are a support from companies who share our commitment to social justice and are willing to help us expand our reach!

About EAT.DRINK.GIVE!

The event will bring together in virtual community, corporate leaders, philanthropists, yoga teachers, and social justice advocates from across the Northwest. Your investment helps bring trauma-informed yoga and meditation to thousands in prisons, jails and detention centers all over Washington State.

Support Yoga Behind Bars

Your partnership helps Yoga Behind Bars offer yoga and meditation to transform the criminal justice system.

An Eat.Drink.Give! sponsorship is an opportunity for your company to align itself with an organization that is a national leader in the social justice sphere engaged in innovative programming that is making a difference in the community. Your involvement will put you in the virtual company of progressive business leaders, local and state lawmakers, philanthropists, and a host of civic-minded supporters and volunteers.

Notable Accomplishments

- Yoga Behind Bars has had extensive media coverage, seen by many, and is widely lauded for its work. In 2017, NowThis News launched a video of our work seen by over 9 million people.
- We created a ground-breaking program to train 15 men and women to become yoga teachers behind bars. Leaders on the inside fuel real, lasting change.
- YBB won 1st place for an established non-profit at Social Venture Partners’ Fast Pitch competition

"Yoga reminds me of who I really am. Sometimes we forget and we slip, but in yoga class, I can get back on the path."

YBB MEDIA PRESENCE

Facebook: 8,360
Instagram: 4,080
Newsletter: 2,835
SPONSORSHIP OPPORTUNITIES

Benefitting Yoga Behind Bars, providing yoga and meditation to incarcerated people to promote rehabilitation, personal transformation, and a more just society for all

Premiere Sponsor $10,000
- Name and logo listed in premium spot on all digital collateral (digital invitation, website, video, etc.)
- Acknowledgment on event video with a brief description of your business
- Ad on event website dedicated to your message (sponsor provided)
- Five linked social media acknowledgments from YBB sites (Facebook, Instagram, Twitter)
- Shout-out on e-communications following event
- Ongoing website acknowledgment through 2020, as well as quarterly social media acknowledgment
- Branded Yoga Behind Bars gift for you to display in your retail or office space

Presenting Sponsor $5,000
- Name and logo listed on all Eat.Drink.Give! digital collateral (digital invitation, website, video, etc.)
- Acknowledgment on event video with a brief description of your business
- Ad on event website dedicated to your message (sponsor provided)
- Three linked social media acknowledgments on YBB sites (Facebook, Instagram, Twitter)
- Shout-out on e-communications following event
- Ongoing website acknowledgment through 2020, as well as quarterly social media acknowledgment
- Branded Yoga Behind Bars gift for you to display in your retail or office space

Partnership Sponsor $2,500
- Name and logo listed in premium spot on all digital collateral (digital invitation, website, video, etc.)
- Acknowledgment on event video with a brief description of your business
- Ad on event website dedicated to your message (sponsor provided)
- One linked social media acknowledgment on YBB sites (Facebook, Instagram, Twitter)
- Ongoing website acknowledgment through 2020, as well as quarterly social media acknowledgment
- Branded Yoga Behind Bars gift for you to display in your retail or office space

Supporting Sponsor $1,000
- Name and logo listed in premium spot on all digital collateral (digital invitation, website, video, etc.)
- Acknowledgment on event video with a brief description of your business
- One linked social media acknowledgment on YBB sites (Facebook, Instagram, Twitter)
- Ongoing website acknowledgment through 2020
Sponsorship Confirmation Form

Yes!

We are very proud to support Yoga Behind Bar’s keystone event

EAT.DRINK.GIVE!

We authorize YBB to include our name and/or logo consistent with our sponsorship package selected.

Contact Information

COMPANY NAME: ____________________________

CONTACT NAME: ____________________________

ADDRESS: ____________________________

CITY: ____________________________ STATE: ____________________________ ZIP: ____________________________

PHONE: ____________________________ WEBSITE: ____________________________

EMAIL ADDRESS: ____________________________

Payment Information

☐ CHECK ENCLOSED

Checks should be made payable to Yoga Behind Bars and mailed to:
Yoga Behind Bars, 3161 Elliott Ave, Seattle, WA 98121

☐ PLEASE CHARGE MY CREDIT CARD

ACCOUNT NUMBER: ____________________________

NAME ON CARD: ____________________________

CVV#: ___________ Expiration Date: ___________ Billing Zip Code: ___________

Please forward logo with brand standards to Anthony at anthony@yogabehindbars.org.

Yoga Behind Bars is a 501(c)(3) nonprofit. Donations are tax deductible.
The Tax ID Number is 20-8867242