

MUSIC CITY'S INTERNATIONAL DAY OF YOGA

SATURDAY, JUNE 21, 2025

A MORNING EVENT

YOGA 9:30–10:30 AM



**VENDOR AND SPONSORSHIP
OPPORTUNITIES**

A MESSAGE FROM OUR EXECUTIVE DIRECTOR AND DEVELOPMENT COORDINATOR



"Yoga is a dance of dealing with what is, and allowing yourself to fully experience whatever you're experiencing right here, in the moment. In life, we so often resist what we don't like or don't want to do. Here, on your mat, is a safe opportunity to see what's on the other side of that."
—Baron Baptiste, *Perfectly Imperfect: The Art and Soul of Yoga Practice*

Greetings!

On behalf of the Small World Yoga team, we thank you for your time and consideration participating in the 11th Annual Music City's International Day of Yoga (IDY). Since its formation in 2016, IDY has brought together the diverse Nashville community for a day of celebrating yoga, community, and our city. With an average attendance of around 500 yogis per year, IDY is one of the largest family friendly events in the area.

All proceeds of International Day of Yoga benefit Small World Yoga, a Nashville nonprofit dedicated to providing the practice of yoga in Middle TN regardless of one's socioeconomic background. With over 100 volunteer teachers and 85 community partner locations, Small World Yoga serves 3,300 students per month with locations including public schools, homeless shelters, libraries, and correctional facilities. We also have a donation-based community studio located in Edgehill. It is Nashville's only nonprofit yoga studio and it offers hot yoga at a fraction of the market rate.

International Day of Yoga is a great way to support Small World Yoga's mission of increasing access to yoga while promoting your company to a large audience of wellness enthusiasts, community builders, and influencers. In addition to exposure at the event, your company will have the opportunity for additional branding, including pre-event marketing promotions. We hope you will consider joining us on Saturday, June 21 and helping us continue giving the gift of yoga to those who need it the most. Thank you for your support of Small World Yoga.

With gratitude,

Liz Veyhl

Liz Veyhl
Executive Director

Meghan Midgett

Meghan Midgett
Development Coordinator



ABOUT INTERNATIONAL DAY OF YOGA



Music City's International Day of Yoga (IDY) brings together the entire Nashville community in a celebration that occurs simultaneously world-wide. Attendees are treated to a free yoga class and invited to take advantage of creating new connections and exploring the Vendor Marketplace for a snacks and local goods.

YOGA

IDY offers a free one-hour yoga class held in beautiful Centennial Park. All ages and levels of experience are welcome. The yoga class is taught by favorite local yoga instructors that represent our core values of integrity, compassion, and living from love. This day is all about celebrating yoga and how it opens us up to connection and community. Attendees are encouraged to come before the class to socialize and stay after to celebrate with one another.

THE MARKETPLACE

In addition to festival programming, attendees can take advantage of exploring our Vendor Marketplace, featuring shopping and exhibits from a variety of retailers and wellness brands.

ATTENDANCE

International Day of Yoga attendees are community-oriented and health-minded individuals from all over Tennessee. We anticipate about 500 attendees at IDY 2025.

FUNDRAISING

International Day of Yoga is the second largest annual fundraiser for Small World Yoga. All the proceeds from this event are funneled back into the outreach portion of our organization. Our goal is to raise \$10,000 from IDY.

OUTREACH

Small World Yoga currently has over 100 volunteer teachers in our 85 partner locations serving 3,500 students per month! We also have a donation-based community studio that serves approx 1,000 students weekly.

**500 AVERAGE
ATTENDANCE**

**ALL
PROCEEDS
GO TO
OUTREACH
PROGRAMS**



**ONE OF THE
REGION'S
LARGEST
COMMUNITY
EVENTS**



**ATTRACTS
HEALTH-
MINDED
INDIVIDUALS**



**\$10,000
FUNDRAISING
GOAL**

**SECOND
LARGEST
ANNUAL
FUNDRAISER**

TESTIMONIALS

The mission of Music City's International Day of Yoga and Small World Yoga would not be possible without those who have helped us along the way with their time and talents. Here are just a few of many who have supported us.

"I am grateful each day to be a part of Small World Yoga. I love that this organization allows me to take yoga out into this Nashville community and see my littles (I teach yoga at Valor Middle School). Teaching at IDY filled me with so much joy! I was honored to be asked to teach and blown away to see hundreds of yogis on their mats creating community in support of all the work we do in our outreach locations."

- Leah Unger, Outreach Manager, Small World Yoga

"Standing on that stage and seeing all those beautiful people in the crowd . . . there's something so beautiful, sacred even to see men, women, and little children united because of yoga. I'll never forget the energy of that day, the power of that day, the pure happiness. Thank you Small World Yoga for the opportunity. I am forever grateful."

- Janaye Natasha Williams, Small World Yoga instructor

"The incredible energy of 600 yogis coming together from diverse ethnicities, experience levels, ages, and socioeconomic backgrounds to breathe and move together is just so powerful and emotional. For one hour all difference drifts away and we experience a rare sense of oneness. Being able to lead the participants from that stage and to see the smiling faces of every unique human there is an experience that I will never forget. I am also so grateful to be able to teach my weekly outreach group at Park Center South with people who have severe or persistent mental illness. They inspire me with the work they do in yoga and in their daily lives."

- David Swink, Small World Yoga instructor



SPONSORSHIP LEVELS

Small World Yoga provides multiple options for sponsorship of International Day of Yoga to meet individual business capacities. Below is an example of our current sponsorship levels. We are also happy to customize a sponsorship package upon request to maximize your company's return on investment. We also provide a free studio class for all vendors and sponsors.

PRESENTING

\$5,000

- Banner advertisement to be featured during the live event
- Mention in e-communications and print
- Customized posts on Small World Yoga social media
- Two onsite corporate yoga classes
- Large logo on e-communications and posters hung around Nashville
- Two custom PA announcements during International Day of Yoga
- Option to participate in the marketplace
- Option to speak at the live event

WARRIOR

\$2,500

- Advertisement displayed during at the event
- Mention in e-communications and print
- Customized post on Small World Yoga social media
- Two onsite corporate yoga classes
- Medium logo on e-communications and posters hung around Nashville
- Two custom PA announcements at International Day of Yoga
- Option to participate in the marketplace

HERO

\$1,000

- Advertisement displayed at the event
- Mention in e-communications and print
- Customized post on Small World Yoga social media
- One onsite corporate yoga class
- Small logo on e-communications and posters hung around Nashville
- One custom PA announcement at International Day of Yoga
- Option to participate in the marketplace

LOTUS

\$500

- Advertisement displayed at the event
- Mention in e-communications and print
- Customized social media post on Small World Yoga Instagram and Facebook
- Small logo representation on e-communications and posters hung around Nashville

VENDOR OPPORTUNITIES

International Day of Yoga offers an excellent opportunity for business exposure to and acquisition of new customers. The Vendor Marketplace provides event attendees with a chance to support locally owned businesses while generating community before and after the physical asana practice. Past vendors have included:

- Lululemon
- Thistle Farms
- Nashville Fit Magazine
- The Lotus Center
- Dani D Fitness
- InnerG Juice and Yoga
- Nashbowl's Açai
- Ahimsa Haircare

... and many more!

Vendor spaces are a *\$100 donation* to Small World Yoga. Vendors are welcome to bring their own tables, racks, and displays as desired.

The Vendor Marketplace offers a unique opportunity not only to support the amazing work Small World Yoga is doing in the Nashville community, but also to engage with hundreds of enthusiastic customers during this exciting and high energy day.



ABOUT SMALL WORLD YOGA

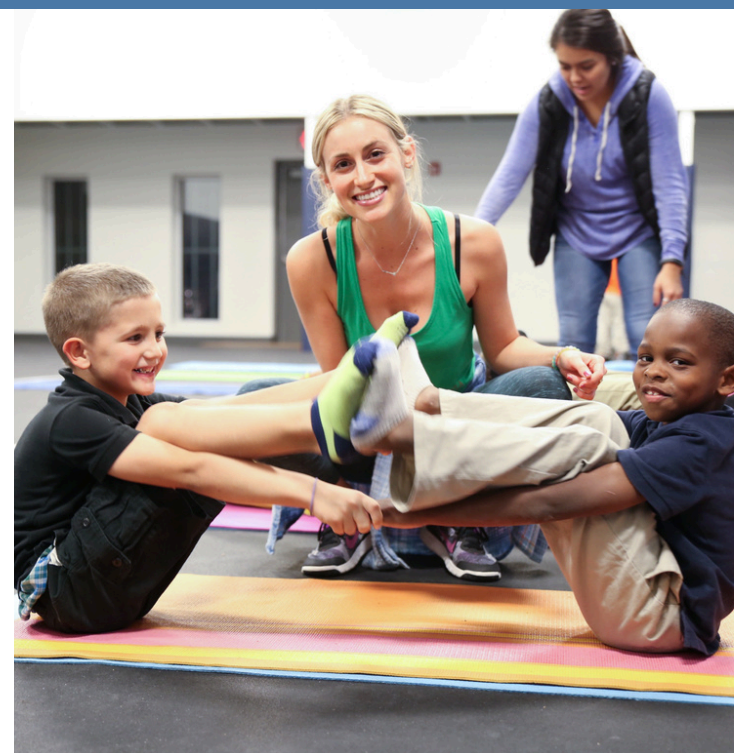
Since Small World Yoga's founding in 2014, we have provided free and discounted yoga and meditation classes to thousands of students in the Nashville community and the Middle Tennessee area. Small World Yoga works to connect people and create community by increasing access to yoga, particularly for underserved populations such as those working through addiction, children and adults living in high concentrations of poverty and those transitioning out of local jails and prisons.

OUR VISION

We believe in the power of yoga to transform individuals through healing and connection. We envision a world in which everyone has access to these benefits. By empowering people, we strengthen communities and ultimately make a big world feel small.

OUR VALUES

- **Inclusion:** We believe yoga is for every body.
- **Sustainability:** We value long-lasting relationships with our students, partners, and the communities we serve.
- **Connection:** In all that we do and with all whom we meet, we strive for authentic and meaningful connections.
- **Growth:** Ultimately, our goal is to empower those we serve to grow and to live more fulfilling lives through yoga.



SMALL WORLD YOGA

FACTS AND STATS

4,000

PEOPLE SERVED
EACH MONTH



85

COMMUNITY
PARTNER LOCATIONS



120

VOLUNTEER
INSTRUCTORS



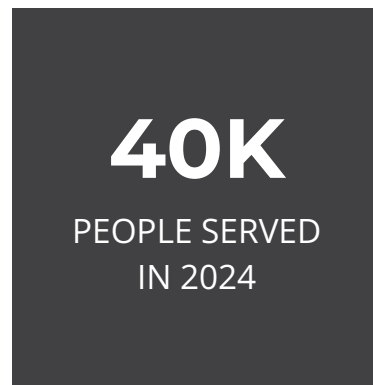
300

COMMUNITY CLASSES
PER MONTH



40K

PEOPLE SERVED
IN 2024



10

YEARS IN
BUSINESS



25

WEEKLY
STUDIO CLASSES



2-95

AGE OF STUDENTS
WE SERVE



SMALL WORLD YOGA

STAFF & BOARD



Liz Veyhl
Executive Director



Lou Alice Rogers
Studio Manager



Mikka Parrish
Outreach Manager



Ashley Haley
Outreach Manager



Meghan Midgett
Development Coordinator



Sarah Ellis
Marketing Coordinator



Nielah Burnett
Board Member



Weston Cowden
Board Member



Reggie Ford
Board Member



Cody Mitchell
Board Member



Anna Myint
Board Member



Tim Netsch
Board Member



Steve Ryan
Board Member



Dennis Skarvan
Board Member



Mitch Walker
Board Member



Deanna Wantz
Board Member



Michael Winter
Board Member



Regine Webster
Board President



INTERNATIONAL DAY OF
YOGA
— NASHVILLE, TN —

SATURDAY, JUNE 21, 2025

A MORNING EVENT

CENTENNIAL PARK

SMALLWORLDYOGA.ORG
GIVING@SMALLWORLDYOGA.ORG



SMALL WORLD YOGA
Connecting People. Creating Community.