



# INTERNATIONAL DAY OF YOGA

— NASHVILLE, TN —

SUNDAY, JUNE 21, 2026



**VENDOR AND SPONSORSHIP  
OPPORTUNITIES**



**SMALL WORLD YOGA**  
Connecting People. Creating Community.

# 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 worldwide. Attendees are treated to a free yoga class and invited to take advantage of creating new connections and exploring the Vendor Marketplace for snacks and local goods.

## **YOGA**

IDY offers a free one-hour yoga class held in iconic 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.

## AUDIENCE

International Day of Yoga attendees are community-oriented and health-minded individuals from all over Tennessee. We anticipate over 600 attendees at IDY 2026.



ALL  
PROCEEDS  
GO TO  
OUTREACH  
PROGRAMS



## SPONSORSHIP

Sponsoring IDY gives your organization unique exposure and opportunity to connect with families and individuals from the Metro Nashville area in iconic Centennial Park. Proceeds will benefit our outreach mission.

ONE OF THE  
REGION'S  
LARGEST  
COMMUNITY  
EVENTS



ATTRACTS  
HEALTH-  
MINDED  
INDIVIDUALS

## OUTREACH

Sponsors help us support our team of 100 volunteer yoga instructors in 70 partner locations serving 3,500 students per month! We also have a donation-based community studio that serves approximately 1,000 students each week.



OUR  
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.**

"My first Small World Yoga session a year and a half ago began with a warm welcome from the instructor and warm greetings from other participants. Names were exchanged as we prepared for our hour-long session. We moved through a gentle flow, focusing on breath, movement, and presence. I had never thought about breath as such a powerful entity!"

— *Susan Hollyday, Small World Yoga participant*

"As a local real estate team, we believe in giving back to the community, and Small World Yoga's mission truly resonates with us. We're proud to support an organization that creates such a positive impact through connection and accessibility."

— *Katie Evans, Director of Operations and Marketing, Village Fund*

"We frankly cannot think of a partner that we are more happy to work with and more proud of the impact that we're having collectively than Small World Yoga."

— *Darrell Hawks, Executive Director, Friends of Mill Ridge Park*



# 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.

## LOTUS

**\$700**

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

## HERO

**\$1,200**

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

## WARRIOR

**\$2,700**

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

## PRESENTING

**\$5,200**

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

# VENDOR OPPORTUNITIES

The International Day of Yoga Vendor Marketplace offers a unique opportunity to support the amazing work Small World Yoga is doing in the Nashville community and to engage with hundreds of enthusiastic, new customers during this exciting and high energy celebration. A vendor space is included for sponsors at the \$1,000 level or above. Past sponsors have included:



**Gatorade**



**SMACKRecords**



**HCA | Healthcare**



**Nashville Fit Magazine**



**The Village Fund**



**Mix 92.9**



**Lolu Life**

*... and many more!*



# 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

**3,500**

PEOPLE SERVED  
EACH MONTH



**70**

COMMUNITY  
PARTNER LOCATIONS



**100+**

VOLUNTEER  
INSTRUCTORS



**250**

COMMUNITY CLASSES  
PER MONTH



**33K**

PEOPLE SERVED  
IN 2025



**11**

YEARS IN  
BUSINESS



**25**

WEEKLY  
STUDIO CLASSES



**2-95**

AGE OF STUDENTS  
WE SERVE

# 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*

Thank you for considering participating in the 11th Annual Music City’s International Day of Yoga (IDY).

Since its formation in 2016, IDY has gathered hundreds of participants each year for a fun outdoor yoga flow, live music, a marketplace of vendors, and more. This event is free to the public, family friendly, and suitable for all levels.

Small World Yoga is a local nonprofit organization dedicated to providing the practice of yoga to underserved populations across middle Tennessee. We serve 3,500 students per month at about 70 community partner locations including public schools, homeless shelters, libraries, and correctional facilities. We also have Nashville’s only nonprofit yoga studio, offering hot yoga classes 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. All proceeds benefit our outreach programming. We hope you will join us on Sunday, June 21!

With gratitude,

*Sabrina Cowden*

Sabrina Cowden  
Executive Director

*Meghan Midgett*

Meghan Midgett  
Development Coordinator





INTERNATIONAL DAY OF  
**YOGA**  
— NASHVILLE, TN —

**SUNDAY, JUNE 21, 2026**  
CENTENNIAL PARK

[SMALLWORLDYOGA.ORG](http://SMALLWORLDYOGA.ORG)  
[GIVING@SMALLWORLDYOGA.ORG](mailto:GIVING@SMALLWORLDYOGA.ORG)



**SMALL WORLD YOGA**  
*Connecting People. Creating Community.*