

JULY 10-12, 2020

MAINE YOGAFEST

Local Yoga. Global Love.



Maine YogaFest

Mission

To create a premiere wellness experience for the Maine community to come together, celebrate the healing powers of yoga, and encourage a healthy, peaceful, and compassionate way of living.

Goals

- Raise awareness of the physical and mental benefits of yoga.
- Promote *Buy Local* – support local music, food, talent, sponsors, and vendors.
- Promote the yoga movement in Maine.
- Conscientious consumerism through recycling and discouraging wastefulness.
- Showcase the natural beauty of Maine and support Maine tourism.

MAINE YOGAFEST
55 WORKSHOPS. 45 INSTRUCTORS. 1 SOULFUL WEEKEND.

Photo by Kate Strait

June 28-30, 2019
East End School, Portland, ME
maineyogafest.com

maine YOGA FEST

sheJAMS **Spectrum** **Honda** **COASTAL** **TransFormit** **ASIA** **maine.** **MAMI**
Healthcare Partners DEALERS CLIFFSIDE CAMP **Bangor** **CLUB** **number** **WILLOWOOD**

Festival Details

Set overlooking Casco Bay in Portland, MYF is a two and a half day celebration led by our amazing Maine yoga talent.

The festival offers diverse workshops allowing participants to try a wide range of yoga styles and techniques by a variety of teachers. New in 2019, accredited Yoga Teacher Trainings were offered.

In addition to the workshops, MYF features Vendor Village filled with regional craftsman, artists, food vendors, body and energy workers selling merchandise and marketing their services.

At the heart of MYF is our outdoor stage featuring local musicians in a welcoming space to enjoy the music, food, and friends.



mYF by the Numbers

500+
Attendees

55
Workshops

45
Instructors

60
Volunteers

40
Vendors

25
Sponsors

50+
Partner
Studios



Digital Engagement

- All sponsors, vendors, studios, and teacher are featured on website and in posts across social media platforms
- 4,432 Facebook Followers (90% Women, 73% Ages 25-54)
- 6000+ Daily average reach over MYF weekend
- 2,171 Instagram Followers (85% Women, 72% Ages 25-44)
- 100+ Stories posted (original and shared) during 2019 MYF (150 average unique views per story)
- 54K+ Unique website visitors (June '18-June '19)
- 5+ Website pages viewed per session
- New monthly blog and additional eNewsletters to drive more website visits



Attendees Love MYF

"I loved the various class options and variety of style of classes. I loved the music, food, and vendors as well. And I especially loved the community feel and welcoming of all involved."

-MYF Survey

"So many wonderful things to choose from. even though our 3 days were filled with classes we could not get them all in. So we will simply go back next year. and can't wait."

-Wendy G.

"The festival was well organized, talented teachers, a wonderful, manageable venue by the sea in beautiful Portland, Maine. The vendors had gorgeous jewelry, lovely wears, and delicious healthy food. AND the weather was wonderful! Thank you MYF, I will be back next year."

-Patricia C.

It was my first time, but won't be my last! Such a welcoming and empowering environment to be a part of.

-Emily



sea CHANGE

YOGA



MYF Gives Back

Sea Change Yoga brings the healing power of trauma-informed yoga & meditation to people in residential treatment facilities, community recovery centers, transitional housing facilities and correctional institutions.

A portion of every ticket purchased is donated to SeaChange Yoga.



Awareness & Media

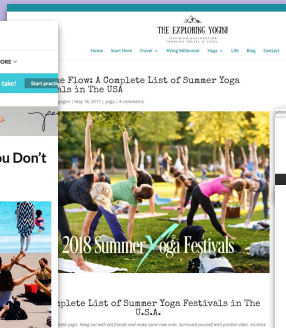
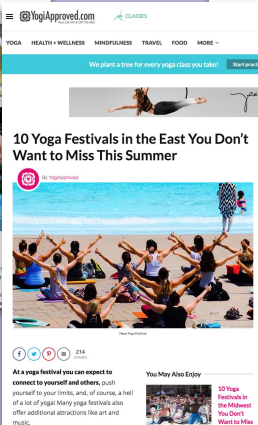
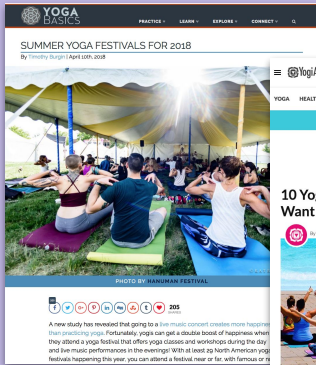
Each year awareness of the festival grows from organic earned and paid media. MYF continues to be listed by top industry publications and bloggers as a top yoga festival to attend. Local and regional media from Maine to Boston promote and cover the festival annually as well.

Media partners *Maine Magazine*, *Maine Women Magazine* and *Coast 93.1* support MYF with publicity as well.

Portland Press Herald

MWM
MAINE WOMEN MAGAZINE

MAINE'S
Coast 93.1



yoga JOURNAL



maine.
THE MAGAZINE

The Boston Globe

For a complete listing, visit our [press page](#).



2016 YOGA IN AMERICA STUDY

Highlights from a national survey of more than 3,700 people.

© 2016 Yoga in America Study conducted by Yoga Journal and Yoga Alliance

36.7 million

The number of yoga practitioners in 2016

(Up from 20.4 million in 2012!)

GENDER DIVISION



28%
10.3 MILLION



72%
26.4 MILLION

74

percent of yoga practitioners have been practicing for 5 years or less



The number of Americans likely to try yoga in 2016

80 MILLION

*1 PERSON EQUALS 10 MILLION AMERICANS

Americans believe that yoga...

- ❖ Is good for you
- ❖ Enhances athletic performance
- ❖ Increases flexibility and strength
- ❖ Relieves stress

79 percent of yogis



ENGAGE IN OTHER FORMS OF EXERCISE SUCH AS RUNNING, CYCLING, AND WEIGHT LIFTING

TOP 5 PLACES YOGIS PRACTICE



1 Home



2 Gym or health club



3 Yoga studio



4 Community center



5 Park

\$16.8 BILLION

Amount yogis spend on classes, yoga clothing, equipment, and accessories
(An increase of \$6.1 billion since 2012)

Industry

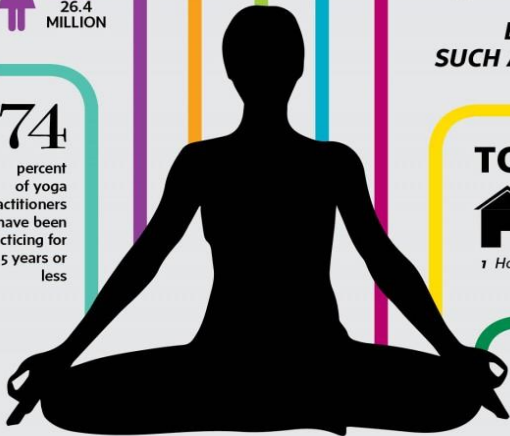
23% or **8.28 million** Americans who do yoga live in the Northeast and **1 million** in New England.

Over 60% of practitioners are interested in attending yoga events.

72% are college educated.

24% earn more than \$100k.

44% earn more than \$75k.





2020 Opportunity

Plans for 2020 Maine YogaFest, July 10-12, are underway and we are making this our **BEST** year yet with more vendors, giveaways, and promotions, unique new workshops, mixed in with our attendees favorite classes and teachers.

Let us customize a partnership to give you more chances to get in front of your target audience.

For more information on partnership opportunities connect with Andrea, Laura or Sheri!

Namaste

