FOUNDING SPONSOR PROPOSAL

IT'S JUST YOGA SUNDAYS AT LAKE EOLA

Move. Connect. Give Back.

Become a founding sponsor of It's Just Yoga Sundays at Lake Eola, a donation-based weekly yoga program produced by inPower Events in partnership with the City of Orlando.



Colette Ferrell
407-619-0651
Colette@inPowerEvents.com

IT'S JUST YOGA STATS

With a legacy of 12 years in Central Florida, It's Just Yoga is recognized as a premier regional wellness experience

5,000
Estimated Annual Attendance It Just Yoga Festival

5,700
Email List of Central Florida Yogis

1,700
FB Group of Central Florida Yogis



Event
VISION

Developed through a partnership between the City of Orlando and inPower Events, producer of the It's Just Yoga Health & Fitness Festival, It's Just Yoga Sundays at Lake Eola is designed as a welcoming weekly yoga experience for residents and visitors of all ages and abilities.

With no required participation fee, the class invites attendees to make a suggested donation benefiting Orlando Community & Youth Trust and its work to protect and enhance green spaces throughout Orlando. Our goal is to build a Sunday morning tradition that brings wellness and conservation together in the heart of Downtown Orlando.

PROGRAM OVERVIEW



- A weekly, donation-based class on Sunday mornings, beginning January 10, 2027, at 10 a.m.
- An inclusive class for all ability levels, bringing together people interested in wellness, healthy living, & community.
- Projected attendance of approximately 200 per class, based on attendance at previous It's Just Yoga classes.
- Promotion by inPower Events and participating local yoga studios through their social media and community networks.
- A recurring, in-person setting where sponsors can introduce relevant products or services, offer samples or gifts, and build brand familiarity through direct interaction.
- Early-arrival door prizes and limited swag bags create additional ways for sponsors to put their products into participants' hands.
- Promotion through the City of Orlando Downtown Development Board and inPower Events' email list and social media.

Why Become a

FOUNDING SPONSOR

Become a Founding Sponsor of It's Just Yoga Sundays and put your brand at the heart of a new Orlando community tradition. Set against the iconic backdrop of Lake Eola Park—one of downtown Orlando's signature gathering places—the weekly program is presented in partnership with the City of Orlando and welcomes wellness-minded residents and families.





Only four Founding Sponsor opportunities are available, giving each partner category exclusivity and recognition from the program's launch.

Every Sunday, vendor activations open at 9 a.m., ahead of the 10 a.m. yoga class, giving participants time to explore, participate in activities, enjoy giveaways, sample products, and connect with sponsors. Vendors can stay for up to 30 minutes after class, creating a longer window for meaningful interaction.

As a founding partner, your brand can build visibility week after week while helping bring this welcoming community experience to life.

WHY INPOWER EVENTS

inPower Events brings more than 25 years of event production experience in Central Florida. The organization has produced community events ranging from the Downtown Food & Wine Festival, the Leukemia Walk and the It's Just Yoga Health & Fitness Festival, which has served the community for the past 12 years.

inPower Events maintains strong relationships throughout the yoga, wellness, and fitness community, including a database of 5,700 Central Florida yoga enthusiasts, an established social media presence, and a reputation for producing high-quality, inclusive wellness experiences.

Be on the ground floor of a wellness tradition that resonates, empowers, and builds lasting connections in the heart of the community.

Sponsorship

BENEFITS



Sponsors will receive visibility and opportunities to connect with the Its Just Yoga Sundays community through:

- Founding Sponsor rate and all benefits remain in effect for as long as the sponsorship remains active.
- The option to host an activation booth at weekly classes.
- If a sponsor cannot attend, inPower Events staff may distribute approved promotional materials
- Logo recognition on event posters, the event webpage, and on-site signage.
- Sponsor Spotlight once a month in newsletter (currently 5,700 contacts)
- Weekly sponsor recognition in the newsletter, with a link to a sponsor-designated webpage
- Social media recognition on the It's Just Yoga Instagram page. (currently 2,500 followers)
- Verbal acknowledgment during classes. Opportunity for sponsor spokesperson to speak.
- Category exclusivity with opportunity to renew.
- A post-season summary of available program reach and engagement.

Investment - $750 per 4 week period with 3 period commitment
Total Investment for the 12 weeks - $2,250

Weekly classes - January 10 through March 28

Founding sponsors rate is locked in as community participation increase and grow.

