



virtual  
**YOGA  
IN THE CITY**

DOWNTOWN  
**SAN DIEGO**  
PARTNERSHIP

## **SPONSORSHIP OPPORTUNITY**

### **OVERVIEW**

Yoga in the City is a free, weekly yoga series open to members of the community. This program was created to promote health and wellness in the San Diego region, by providing residents and visitors with the opportunity to relax, unwind, and exercise in our beautiful urban core\*.

### **BENEFITS OF PROGRAMMING**

- Increase brand awareness and visibility among Downtown audiences with an interest in health and wellness.
- Additional exposure in new Downtown markets and demographics through a trusted third party.
- Connect new audiences to Sponsor's preferred resources that highlight Sponsor's expertise and knowledge.

### **AUDIENCE & REACH**

The Downtown San Diego Partnership Yoga in the City following is comprised of Downtown residents and surrounding areas (Hillcrest, North Park, Old Town, Mission Valley). Audience ages range from 20-59 and all express interest in fitness, health, and wellness. The program draws attendance and participation through the following channels:

#### Email

- Weekly newsletter
  - 2,500+ contacts, 23% average open rate
- Digital event invitations
  - 2,700+ contacts, 35% average open rate

#### Social Media Following

- [Facebook](#): 11,300+
- [Twitter](#): 13,500+
- [Instagram](#): 10,200+
- [LinkedIn](#): 2,200+

#### Website

- [Homepage](#): 1,600 visitors (monthly average)
- [Upcoming events page](#): 1,300 visitors (monthly average)

#### Eventbrite

- [Downtown San Diego Partnership Organizer Profile](#), 300 average page views per class

#### Event Attendance

- Average of 40 per week, more than 1,100 over 12 months

## **BENEFITS & VALUE**

### Before the Class

- Promotion: company logo included on all Yoga in the City promotional materials
  - Email Announcement via Eventbrite: 1 per month, 2,500+ contacts
  - Newsletter: 2 newsletters per month, 2,500 contacts
  - Registration Page
- Website
  - [Homepage](#): sponsor name included in event listing
  - [Yoga in the City event page](#):
    - Sponsor name and logo listed on event page
    - Sponsor about and clickable link included on event page
- Social Media: company included on organic social media content
  - [Facebook](#): 1 post per month and 1 reoccurring event per month, 1,300+ average reach
  - [Twitter](#): 1 post per month, 13,500+ followers
  - [Instagram](#): 1 post and 2 stories per month, 10,200+ followers
  - [LinkedIn](#): 1 post per quarter, 2,200+ followers
  - Sponsorship includes \$50/month ad spend to promote program on social media

### During the Class

- Sponsor acknowledgement by instructor at the beginning of each class (opportunity to provide input or announcement)
- Opportunity to send resources or links to DSDP to be shared with attendees before or after class (as agreed upon)

### After the Class

- Demographic data report provided to sponsor (includes attendee name, email, date of birth, and zip)
- Video Posting: recording of class posted on YouTube once per month\*\*
  - Sponsor logo included on video cover image
  - Sponsor name and clickable link in video description
  - Sponsor keywords included in video tags for increased searchability

---

**Sponsorship Term: 1 year (August 2020 – July 2021)**

**Sponsorship Cost: \$6,000**

### Contact Information

Kaitlin Payne: [kphillips@downtownsandiego.org](mailto:kphillips@downtownsandiego.org)

*\* In accordance with Centers for Disease Control and Prevention (CDC) and California state guidelines relating to COVID-19, classes will be held virtually until further notice.*

*\*\*Only applies to classes held virtually*

D O W N T O W N  
**SAN DIEGO**  
P A R T N E R S H I P