



2020 Studio Partner

**DIRTY
SOUTH
YOGA FEST**



What Is Dirty South Yoga Fest?

August 21-23 will be Dirty South Yoga Fest's 8th year as Atlanta's only yoga festival. Named Best of Atlanta by Atlanta Magazine.

Dirty South Yoga Fest is a homegrown community and yoga-inspired event featuring a diverse sampling of Atlanta's instructors for a weekend of yoga classes, workshops, community, and festivities. Dirty South Yoga Fest supports, spotlights and celebrates local yoga across the South.



Atlanta
MAGAZINE



ATLANTA

Mini - Event Details

We have expanded our fest this year to include a mini-fest in April featuring our Studio Partners.

Our mini fest will consist of two classes with 6 co-teachers per class. The intention of this class is to highlight and cultivate community in Atlanta.

Location:

Piedmont Park

Mini Festival:

Sunday, April 26th 9am-12pm

ATLANTA

Main Event Details

Location:

The Loudermilk Center
40 Courtland Street North East
Atlanta, Georgia 30303

Festival Hours:

Friday, Aug. 21, 9am-5pm

Saturday, Aug. 22, 9am-5pm

Sunday, Aug. 23, 10am-4:30

Kick-off Party: Friday, Aug. 21, 7-9:30pm

Location: Wild Heaven West End
Brewery.





Who attends the Festival?

Our 2019 event hosted 950 attendees with 2020 projected to draw ~ 1100 people.

84% Female

47% between the age of 25-34

29% between the ages of 35-44

- 50% of attendees live in Atlanta

The Dirty South Yoga guest is an active, engaged and community-inspired. She is a professional who uses her yoga practice to de-stress, keep healthy and to center herself for her highest potential. She is always interested in trying new experiences, like Dirty South Yoga Fest. She cares about health, social responsibility and leaving a positive impact on the world and she is a loyal customer of companies who share her values.

Studio Partnership: Tier 1

Studio Partnership Tier 1 (limited to 12 slots) \$550

- Guaranteed class offering at the festival named after your studio featuring a teacher and class style representative of your studio. (Teacher paid by us \$75 for class)
- Guaranteed co-class offering at our mini fest on April 26th in Piedmont Park (Teacher paid by us \$50 for co-teaching)
- 3 Weekend Passes (valued at \$200 each) for your designated teacher and a studio rep.
- Logo listing & link on website & email.
- Discount code for your community.
- Opportunity to takeover DSYF Instagram account for 24 hours (includes 1-3 posts & access to Instagram stories) -OR- DSYF can promote a studio event/class for you.
- (Optional) Pop Up In Studio Dirty South Yoga Class
- Option to run an in-studio promo offer to festival attendees via email offering in the festival follow up email
- Sponsored FB Ad run on DSYF account (this can be for a specific event or for general visibility)

Studio Partnership: Tier 2

Studio Partnership Tier 2 (limited)

- Special discount offering for your studio on ticket prices: Purchase 5 tickets or more and receive 25% off*

*Offer valid for 2 or 3 day passes only



Event Promotion

Event Website:

Website Page Views (90 days prior to event) - 28,288

Social Media:

IG Daily Views - 1.1k+

FB Avg. Daily Reach - 1064

Targeted Facebook Ads

Emails:

Emails distributed 1x/month

Bi-weekly 12 weeks prior to the event

Atlanta Event Calendars & Press release



3.7k



9.8k



Thank you.

Please let us know if you have any questions. We will be happy to answer any questions you have and look forward to the opportunity to partner with you. Feel free to reach out to jessica@dirtyouthyogafest.com with any questions!

<http://dirtyouthyogafest.com>