

# FLOYD

yoga jam



August 28-31, 2025 | Willis, VA

SPONSORSHIP DECK  
FLOYDYOGAJAM.COM

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photo by Elizabeth Giglio



*Karma Culture, Inc. is a volunteer-driven 501(c)(3) nonprofit organization dedicated to spreading the transformative power of yoga, music, and community. Through Floyd Yoga Jam, we create an accessible space for connection, creativity, and conscious living, bringing together artists, teachers, and seekers who embody the spirit of mindful expression. We are committed to fostering a world rooted in peace, sustainability, and collective joy—one breath, one beat, and one movement at a time.*



Welcome to Karma Culture Inc. & Floyd Yoga Jam! Your support helps to bring the community together for moving and memorable experiences.

Floyd Yoga Jam is a transformative annual event held in the heart of the Appalachian Mountains, blending the serenity of yoga, the vibrancy of live music, and the spirit of community. This one-of-a-kind festival has become a sanctuary for individuals seeking mindfulness, self-expression, and a connection to nature.

From sunrise to sunset, attendees can experience an array of activities, from yoga classes to meditation sessions, live music performances, workshops to wellness talks, and outdoor adventures—all set within the stunning backdrop of Floyd, Virginia.

Floyd Yoga Jam is dedicated to curating an inclusive and welcoming space for all. Our mission is to bring together people of all ages, backgrounds, and abilities to explore the healing powers of movement, music, and mindfulness. The event continues to grow in popularity year after year, attracting a diverse and passionate community of yoga enthusiasts, music lovers, and wellness seekers.

By supporting Karma Culture, Inc. & Floyd Yoga Jam, sponsors have the unique opportunity to connect with a conscientious, engaged audience while also supporting the local economy, sustainability initiatives, and the growth of the wellness community.

We look forward to collaborating with you and making this year's event the best one yet!

In love & light,  
Elaine & Katie  
Co-Owners, Karma Culture Inc. & Floyd Yoga Jam

*Karma Culture, Inc. is a registered 501-C(3) Non-Profit Organization.*

# AUDIENCE



## Attendance

~3,000 attendees over 4-days  
~35% Increase since 2019

## Webpage Stats

Over 53,000 views  
Over 17,700 visitors

## Social Media Stats

8.9K Facebook followers  
113,681 Impressions & Reach,  
2024

4.5K Instagram followers  
67,380 Impressions & Reach,  
2024



“The experience was absolutely beautiful. The entire time was lovingly enveloped in one of the warmest communities around. I left with...a renewed sense of joyous wonder.”

-Andrew P., Google Review

“Thank you...for putting together such a sweet, homegrown and lively festival. I am honored to teach and learn at it. Cheers to the continued inspiration and joy it brings.”

-Hannah L, FYJ Teacher and Patron

“It's a magical place for connections! Beautiful setting with the warmest, most openhearted people all around. Whether you're taking a yoga class, getting a massage, dancing around the big stage, or having a drink under the beer tent, there's something for everyone...even a playground for the littlest yogis with jugglers...and (a) bubbling brook. Great place for vegans and vegetarians...the food trucks have all types of delicious food!”

-Christopher D, Google Review

“Amazing experience. Great diversity in class offerings and teachers, great music, high vibes all around. Food and shopping vendors were all good. Big enough festival to always have something to do yet not overwhelming. Perfect amount of people so no huge crowds and the negatives that can come with them. Most importantly, the people create a beautiful community. I'll definitely be back”

-Rachel M, Google Review

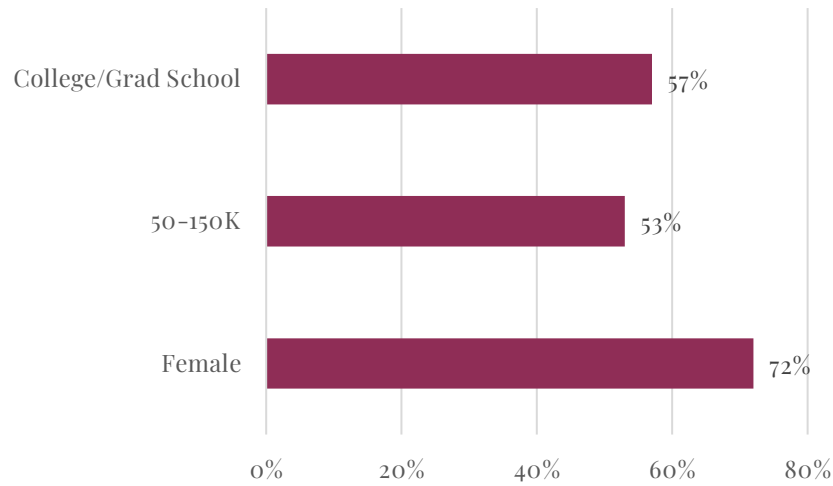
“The palpable feeling of love, gratitude and *shine* in my chest is a direct result of what all of you, once again, created over this past weekend. Floyd Yoga Jam is a constant reminder of why I chose to make the mountains my hOME and this commUnity my family (and *you* are the nexus).”

-Tara, FYJ Teacher



# SALES DEMOGRAPHICS

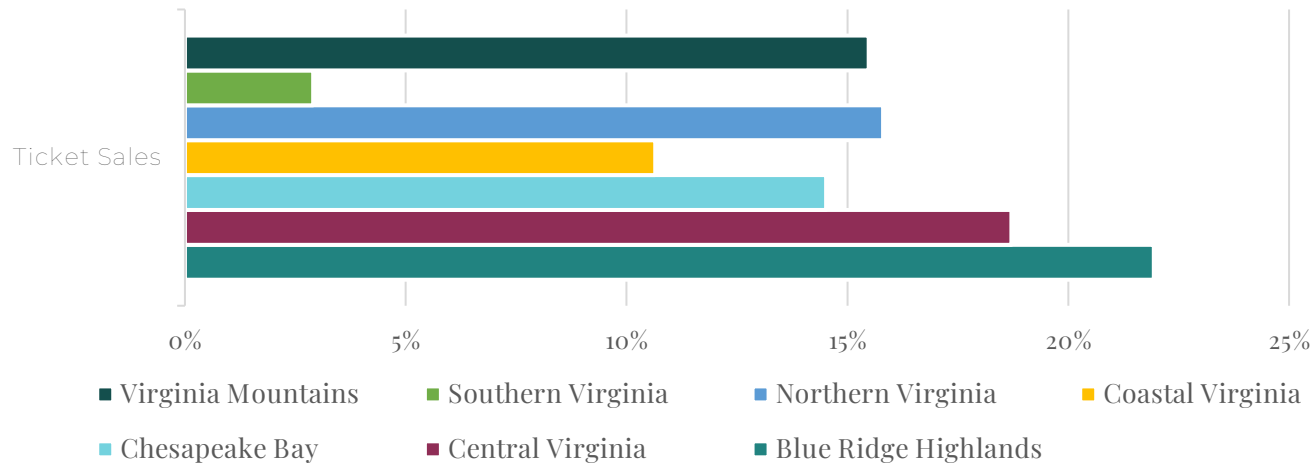
### Quick Demographics



### 2024 Tickets Sold by State



### Virginia Sales by Region





## SPONSORSHIP LEVELS



### SHAKTI SUSTAINER - Stage Sponsors (\$7,500+)

*Only three available!*

- Full page ad in festival program, premiere placement
- Six (6) 4-day passes with day parking at Lotus Lot
- Six (6) festival t-shirts
- Linked logo featured predominantly on Floyd Yoga Jam website
- Logo on staff and volunteer shirts
- Linked logo on e-newsletters
- Social media feature and mentions
- Daily stage mentions

*In-kind sponsorship opportunities are also available!*

### KARMA LEGEND (\$4,500+)

- Full page ad in festival program
- Three (3) 4-day passes with day parking at Lotus Lot
- Three (3) festival t-shirts
- Linked logo featured predominantly on Floyd Yoga Jam website
- Linked logo on e-newsletters
- Social media mentions
- Daily stage mentions

### PRANA POWERHOUSE (\$2,500+)

- Half page ad in festival program
- Two (2) 4-day passes with day parking at Lotus Lot
- Two (2) Festival t-shirts
- Linked logo on Floyd Yoga Jam website
- Linked logo on e-newsletters
- Social media mentions

### NAMASTE NEIGHBOR (\$1000+)

- Quarter-page ad in festival program
- Two (2) 4-day passes with day parking at Lotus Lot
- Two (2) Festival t-shirts
- Linked logo on Floyd Yoga Jam website
- Social media mention



photo by Elizabeth Giglio



Cloud Bobby Photography



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FLOYD YOGA JAM SPONSORSHIPS  
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