



2011 Texas Chapter Corporate Sponsorship Opportunities

Breathe Houston Event



Saturday, October 29, 2011
Rice University
Gibbs Recreation & Wellness Center

Contact

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Conference Website:
www.btccconference.com

Event Organizers:
Jennifer Buergermeister
Julie Byrd
Amy Garratt





BreatheCure

breathecure.org

Overview

Breathe the Cure, Inc. (Breath**h**ecure) is an event dedicated to finding cures for stress-related diseases using yoga and meditation to heal. Join us in the fall of 2011 as we yoke to raise dollars for programs helping the millions of people fighting stress-related diseases.

Bring the whole family and help us quality breathe across the nation at our first annual Breath**h**ecure Conference (BTC Conference). Together we can achieve a better quality of life for patients and those who participate in their care. Better therapies and prevention are only a few breaths away.

The Event



www.btccconference.com

at Rice University's Barbara and David Gibbs Recreation & Wellness Center- Saturday, October 29, 2011

Audience

Anyone can participate in BTC Conference, including people of all ages and fitness levels. Participants are encouraged to form teams of co-workers, friends and family to build a united front and raise funds. Thousands of yoga enthusiasts, teams and sponsors are encouraged to participate in healthy lifestyle choices.

Impact

- **The need is critical.** The majority of us are no stranger to stress and illness, since it's estimated that 75% of people in North America have one chronic degenerative disease and at least 50% have two or more chronic degenerative diseases. Most people who have these diseases don't even know about it yet, since these diseases take years to develop and once they are diagnosed, it is often too late. The list is long, unfortunately, and there are now more than 100 known chronic degenerative diseases that are all thought to be caused by oxidative stress. In today's day and age, of technological advances, you would hope there would be some drug or cure to deal with the problem, but the truth is that the chronic diseases of today are considered to be diseases of choice and the only way to fight them is through lifestyle change.

Funds raised by BreatheCure support the research, patient education, advocacy and public awareness activities of BreatheCure.

- **Research & Development:** Since its inception, BreatheCure has invested time and energy into the community such as MDACC in promotion of research. We have also provided yoga classes to the patients and caregivers of MDACC and other wellness centers. We have also created a training program to work with the cancer population called Pink Ribbon Recuperative Yoga. Our kid's program is called CuraKids FUNDamentals of Breathing.



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- **Patient education:** We have training materials and manuals, children’s books and board games for all ages to learn more about the art of breathing techniques and yoga.
- **Advocacy:** On the Texas Capitol Hill, Jennifer Buergermeister is the voice of people for yoga. We advocate public policy positions that accelerate progress toward the freedom to offer yoga classes and share the ancient knowledge without governmental regulation and unnecessary taxation that limit its availability.

Volunteer Information

- **Volunteers are encouraged to wear Breathe the Cure t shirts/hats/gear to create awareness about our program at the conference event.**
- **All volunteers will be invited to attend the VIP dinner party on night before the conference (1 day prior to event start). Party will include food and drink for volunteers only.**
- **Volunteers can and will receive credit (if applicable) for school purposes.**
- **Volunteer shifts begin an hour before registration begins and will end an hour after the event.**
- **Shifts include: check in/registration, t-shirts, Kids Corral, counting money, audio/video and much more!!**

Overview of Sponsorship Opportunities

	Samadhi \$2250	Awakened \$1500	Blissed Out \$750	Grasshopper \$250
Pre-Event Benefits	Nametag sponsor			
Name on press releases	X	X	X	
Breathecure website	Logo	Logo	Logo	Name
Kick-Off Event Invitations	Logo	Name	Name	Name
Verbal recognition at kickoff event	X	X	X	X
Recognition in Pre-event Email Blasts	X			
Event Benefits				
Table or booth space at event	X	X	X	X
Podium recognition	X	X	X	
Event T-shirts	Logo	Logo	Logo	Name
Banner or signage at walk (sponsor provided)	X	X	X	X
Post-Event Benefits				
Recognition in national annual report	X			
Chapter Website	X	X	X	X

...Continue below for more details



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Exhibitor and Advertising Opportunities

Web marketing
Logo/Brand Exposure
Radio marketing
Live interaction with attendants

Advertising, Exhibiting and Sponsorship Solutions for Everyone:

Year-round marketing solutions built in to your advertising package, PLUS the unbeatable benefit of personal connection with your leads, all built into one ethical, targeted marketing solution for you and your business. Whether you're starting a brand new business on a budget or you are looking to build a lasting brand by marketing with an established company, we have a marketing plan for you!

Our packages include pre-event, event and post-event marketing lasting up to one year! Feel free to browse our different marketing packages, put together with the intention to offer something for everyone.

Conference Booth Exhibit Space:

One 10x 10 space in the prestigious Rice University Gym for the full event is provided. Chairs are included, tables on request on first-come-first serve basis. All items are the exhibitor's responsibility. The event is indoors so good weather is guaranteed!

Set Up:

Setup is Friday evening 6pm-8pm, October 28, 2011.

Breakdown Saturday 8pm-9pm, Saturday, October 29, 2011.

Doors will be locked Friday night and the vendor area will be secured until the conference opens at 8:30 a.m. Saturday morning October, 29, 2011.

Types of Exhibitor Opportunities

- VIP Samadhi Sponsorship \$2250
- The Awakened Sponsorship \$1,500
- Blissed Out Sponsorship \$750
- Grasshopper Sponsorship \$250

Types of Advertising opportunities (no booth):

- Conference Guide
- Tote Bag Insert
- Event Break (restrictions apply, 4 spaces only)





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VIP Samadhi Sponsorship

\$2250

- Prominent booth space
- Radio interview
- Your logo on all conference attendant **nametags**, which will be worn by all attendants, presenters and exhibitors throughout the weekend.
- Full Page in the Conference Guide
- Includes full permission to place a coupon on the back side of every pass or other advertisement of your choice
- Your logo displayed on the front of the pass alongside the logos of our nonprofits for optimal brand association.
- Sponsor the VIP dinner that we are throwing for all our presenters, teachers, exhibitors and sponsors on Friday, October 28 evening. The event will be held at Café Moustache, and will be a fantastic way to connect with the yoga/wellness market community. Approximately 80 community leaders are expected. Sponsorship will include your logo on all table tent signage at the event
- Special thank you pitch for your company at the event's speech by Conference Director Jennifer Buergermeister
- Opportunity to leave 80 gifts, coupons or advertisements for the attendees.
- Includes listing on the marketplace page of BTC Conference.com for one full year.
- You receive 6 complimentary Conference passes to use in your own business's promotions, gift to clients, or use however you see fit! (\$900 value)

The Awakened Sponsorship:

\$1500

- Exhibit Booth Space in prime marketplace area
- Full Page in the Conference Guide
- Full Radio/Audio mention
- Logo on T-Shirts
- Name/Logo on press release, kickoff invitations, prevent email blast
- Full Web Media Advertising
- Tote Bag Insert
- Signage Sponsorship.
- Includes listing on the marketplace page of BTC Conference.com for one full year.
- You receive 6 complimentary Conference passes to use in your own business's promotions, gift to clients, or use however you see fit!
- VIP dinner and wine tasting for 2 on Friday night, October 28th, 2011 at Café Moustache





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Blissed Out Sponsorship:

\$750

- Prime booth space
- ½ page in the Conference Guide
- Logo on T-Shirts
- Name/Logo on press release, kickoff invitations, email blast
- Prime Full Web Media Advertising
- Tote Bag Insert
- Signage Sponsorship
- Includes listing on the marketplace page of BTC Conference.com for 6 months
- You receive 2 complimentary Conference passes to use in your own business's promotions, gift to clients, or use however you see fit! (\$350 value)

Grasshopper Sponsorship:

\$250

- Your conference exhibitor booth in the marketplace area
- Name/Logo on press release, kickoff invitations, prevent email blast
- Tote bag insert.
- Logo on T-Shirts

Conference Guide Advertising (not a sponsor/vendor, ad only)

Full page \$499

½ page \$300

¼ page \$150

Tote Bag Insert:

\$100

- Insert your company's ad or promotional item in 1000 tote bags, distributed to all festival attendants during the Breathe the Cure Conference. Any size insert between business card-size and full 8.5x11 is welcome. For promotional items, must not exceed 5"x5"x2".) We must receive the inserts on or before October 21st in order to get them in the tote bags for you.

Event Break (restrictions apply) (2 SPACES)

\$200

- Your company can host a beverage/snack break to be held at a designated time during the conference
- You receive 2 complimentary Conference passes to use in your own business's promotions, gift to clients, or use however you see fit! (\$350 value)





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Reach

Facebook exposure will reach a projected 1,000,000 impressions on Facebook users for each ad promotion.

Newsletter email links and ads will reach our entire BTC email list of over 50,000 subscribers each time we promote you.



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Sponsor Commitment Form

Company Information

Company or organization name (as you would like it to appear in print):

Contact person: _____

Address: _____

City: _____ State: _____ Zip code: _____

Phone: _____ Fax: _____

E-mail Address: _____

Signature: _____

Commitment Level

- Samadhi (\$2,250)
- Awakened (\$1,500)
- Blissed Out (\$750)
- Grasshopper (\$250)

In addition to sponsorship, our company would like to form a corporate team!

Team contact: _____

Phone: _____

Email: _____

Method of Payment

- Check enclosed (payable to the Breathe the Cure)
- Please invoice our company
- Charge the following credit card

Type of card: Visa MC AMEX Discover

Card number: _____

Expiration date: _____

Security code: _____ *(three digits on signature strip or four digits above card number)*

Name on card: _____

Signature: _____

Please return this commitment form to Breathe the Cure.

Attention: Jennifer Buergermeister, Breathecure Executive Director, Texas Chapter

3641 Westheimer Rd. Suite C | Houston, Texas | 77027

Phone: 713-839-9642, Fax: 713-839-9642, Email: jenny@breathecure.org

