



YOGAUTSAV 2026

ENGAGEMENT OPPORTUNITIES

Celebrating Diversity in Yoga

6th National Conclave – Indian Yoga Association

Kaivalyadhama, Lonavala | 29–30 May 2026





Event Overview

The 6th National Conclave of the Indian Yoga Association brings together India's foremost yoga practitioners, researchers, and wellness leaders at the historic Kaivalyadhama, Lonavala. This landmark gathering celebrates the rich diversity of yoga traditions while fostering meaningful dialogue between ancient wisdom and modern practice.

Kaivalyadhama, Lonavala
29–30 May 2026



Partner with India's Apex Yoga Platform

YOGAUTSAV 2026 offers a unique opportunity to position your brand at the intersection of:



**Wellness &
Healthcare**



**Policy &
Institutions**



**Tradition & Modern
Science**



**National & Global
Audience**

This is not just sponsorship – it is strategic brand alignment.

Audience & Reach



500–800

Premium Delegates

**Presence of
Policymakers, Ministries
& Institutions**

30+

**Eminent Speakers &
Yoga Gurus**

**National + International
Representation**



Who You Reach

- **Decision-makers in wellness & healthcare**
- **Influential yoga institutions**
- **Researchers, educators & global practitioners**



Celebrating Diversity in Yoga 29-30 May 2026

Direct Business Value

- High-value audience with strong influence
- Association with credibility & heritage (IYA)
- Strong recall through immersive environment
- Opportunity for direct engagement (not passive visibility)



Brand Visibility – How You Benefit

Your brand will be integrated across multiple high-impact touchpoints:

Physical Visibility

- Main stage backdrop branding
- Venue signage & standees
- Dining areas, experiential zones

Collateral Visibility

- Delegate kits, badges & certificates
- Souvenir (printed + long shelf life)
- Event creatives & backdrops

Verbal & Experiential

- Stage acknowledgements
- Speaking opportunities (Title Sponsor)
- Direct interaction with delegates

Result: High recall + premium positioning



Sponsorship Categories Overview

Choose the partnership level that aligns with your brand goals. Each tier offers strategic visibility and engagement opportunities at India's premier yoga conclave.



Sponsorship Categories Overview

Title / Principal Partner – ₹7,50,000

Gold Sponsor – ₹5,00,000

Silver Sponsor – ₹3,00,000

Functional Sponsorships

- Food & Beverage – ₹3,00,000
- Kits Sponsor – ₹2,00,000
- Print & Souvenir – ₹1,50,000
- Cultural Program – ₹1,50,000
- Hi-Tea Partner – ₹50,000



Title Partner

Title / Principal Partner – ₹7,50,000

(Supports Venue, Branding & Overall Execution)

- Recognition as Title Partner
- Logo on main stage backdrop & all creatives
- Speaking opportunity during the event
- Full-page advertisement in Yogavani- Mouth piece of Indian Yoga Association
- 5 complimentary delegate passes
- Logo on certificates (with insignia)

Business Impact

- Category leadership positioning
- Maximum brand recall
- Direct association with the entire event



Gold Sponsor

Gold Sponsor – ₹5,00,000

(Supports Catering, Hospitality & Key Branding)

- Prime logo placement at conference
- Session Branding
- Stage felicitation & acknowledgement
- Full-page Yogavani advertisement
- 4 delegate passes

Business Impact

- Strong visibility across key sessions
- Association with premium audience engagement moments

Silver Sponsor

Silver Sponsor – ₹3,00,000

(Supports Event Activities)

- Logo display at venue
- Half-page advertisement in Yogavani- Mouth piece of Indian Yoga Association
- 3 delegate passes
- Session acknowledgements

Business Impact

- Consistent brand presence
- Cost-effective visibility among decision-makers





Functional Sponsorship Opportunities

Food & Beverage Partner – ₹3,00,000

- Branding at dining areas & food counters
- Logo display during meal sessions
- Announcement acknowledgements

High footfall visibility (all delegates pass through)



Kits Sponsor – ₹2,00,000

- Branding on delegate kits & merchandise
- Logo on bags (high post-event visibility)
- Half-page advertisement in Yogavani- Mouthpiece of Indian Yoga Association

Long-term brand recall beyond the event



Print & Souvenir Partner – ₹1,50,000

- Logo on certificates (with insignia)
- Branding in printed materials
- Quarter-page advertisement in Yogavani - Mouth piece of Indian Yoga Association

Extended visibility through official documentation



Cultural Program Partner – ₹1,50,000

- Branding during cultural evening
- Stage acknowledgement
- Quarter-page advertisement in Yogavani-
Mouth piece of Indian Yoga Association

High engagement + emotional connect



Hi-Tea Partner – ₹50,000

- Branding at tea areas
- Standee placement
- Acknowledgement during breaks

Repeated exposure during networking breaks



Coffee Table Book – Premium Sponsorship

A High-Value Legacy Asset

- Distributed to dignitaries, ministries, embassies & global leaders
- 1000 curated copies
- Long shelf life (not disposable branding)
- Premium positioning for thought leadership



Coffee Table Sponsorship Options

- Back Cover – ₹2,00,000
- Inside Front Cover – ₹1,50,000
- Inside Back Cover – ₹1,25,000
- Double Spread – ₹1,25,000 (Limited slots)
- Full Page – ₹75,000



Business Impact

- Long-term visibility beyond event duration
- Premium brand placement in a collectible publication
- Association with knowledge, legacy & leadership



ROI – What You Gain Tangible Returns

- Multi-point branding exposure
- Direct access to niche audience
- Lead generation & partnerships

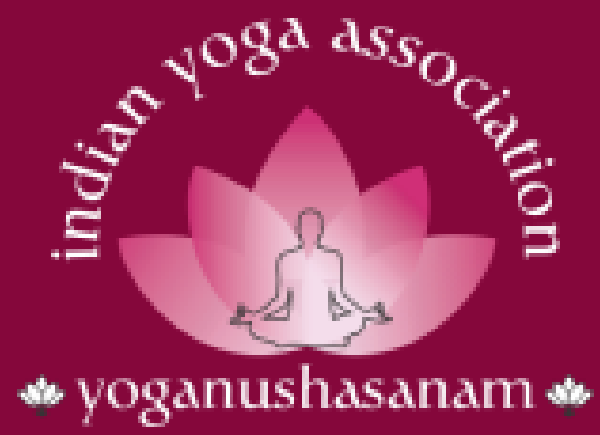
Intangible Returns

- Brand credibility in wellness sector
- Institutional & policy visibility
- Thought leadership positioning



Why Partner with Us

- High visibility among elite wellness audience
- Networking with experts & decision-makers
- Association with a prestigious national platform
- Strong brand positioning in wellness & healthcare



Let's Partner

Indian Yoga Association (IYA)

Kaivalyadhama, Lonavala | 29–30 May 2026

IYA Office

9667181329

secretariat@yogaiya.in

www.yogaiya.in



Bank Detail:

Bank Name :- Punjab National Bank

A/c Name :- Indian Yoga Association App

IFSC Code :- PUNB0015300

Bank Address :- 5, Sansad Marg, Delhi -110001

Bank Account Number :- 0153000110110795

SWIFT Code :- PUNBINBBISB

