

SPONSORSHIP PROPOSAL

Empowering the Yoga Community
Through Strategic Partnerships



About IYA

The Indian Yoga Association (IYA) is a pioneering initiative to unite India's diverse and rich Yoga traditions under one umbrella, with the vision of protecting, preserving, and sharing the authentic tradition of Yoga as India's timeless gift for the health, harmony, and well-being of humanity.

To establish the Indian Yoga Association (IYA) as the central hub for authentic Yoga by uniting, protecting, preserving, and standardizing India's diverse Yoga traditions, promoting a Yogic lifestyle that honours ancient wisdom, embraces modern relevance, and makes Yoga accessible to all.

Global Family – IYA Members

The Indian Yoga Association (IYA) brings together a vast and diverse global family of members under the following categories:

- Associate Centeres
- International Centers
- Member Institutions
- Life Members
- Yoga Professional Members
- Yoga Volunteer Members
- Eminent Yoga Pro.
- Yoga Chikitsa Ratna
- Yoga Chikitsa Acharya
- Yoga Chikitsaka
- Yoga Chikitsa Sahayaka

Over 2.5 lakh yoga families connected through IYA's membership and digital platforms, forming a powerful nationwide community

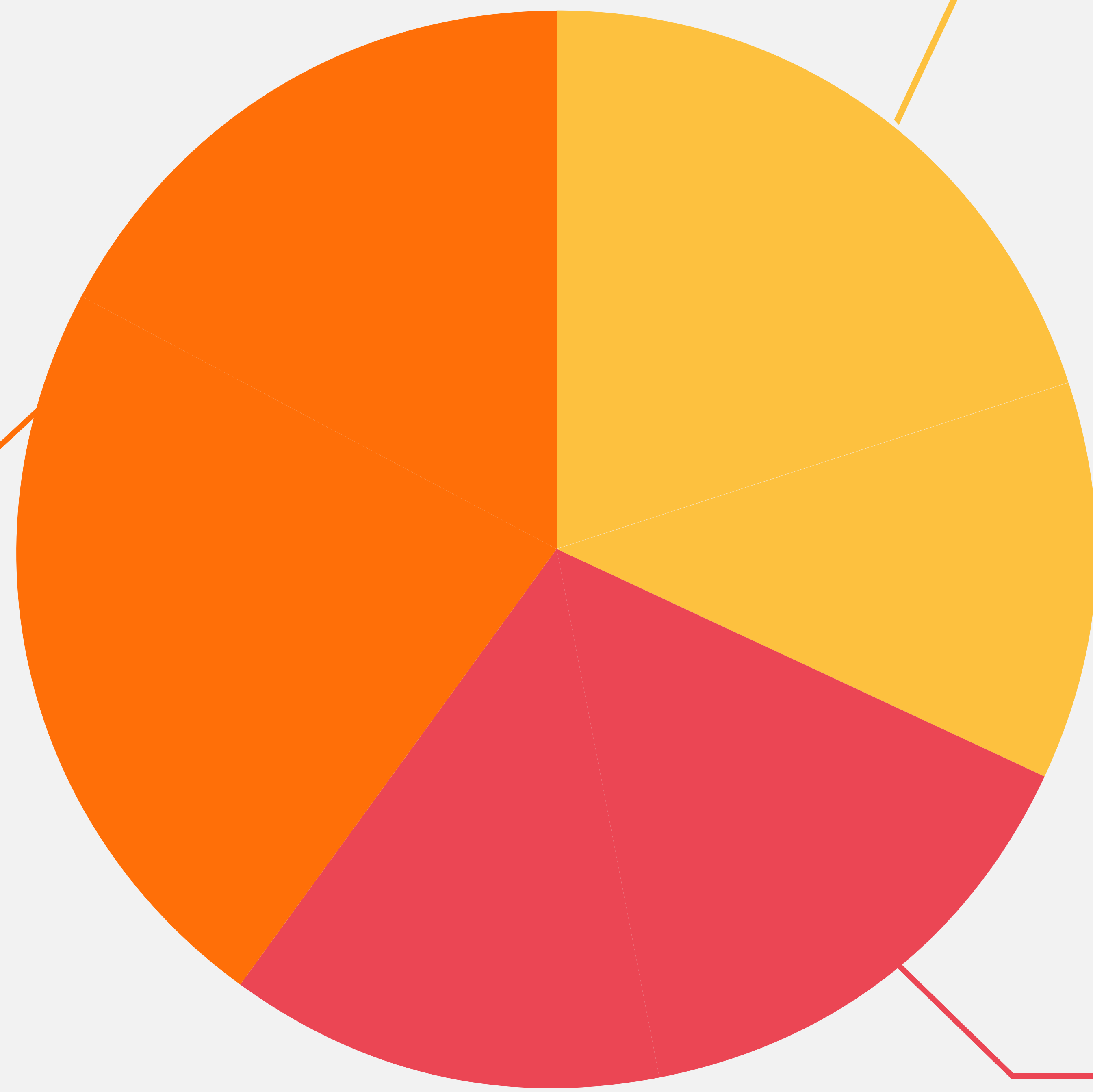


Why Advertise with IYA?

20,000
Individual Memberships

380

Institutional Memberships



27

State Chapters in India

World's Largest Yoga Family
Over 2.5 lakh yoga families

SOCIAL MEDIA FAMILY

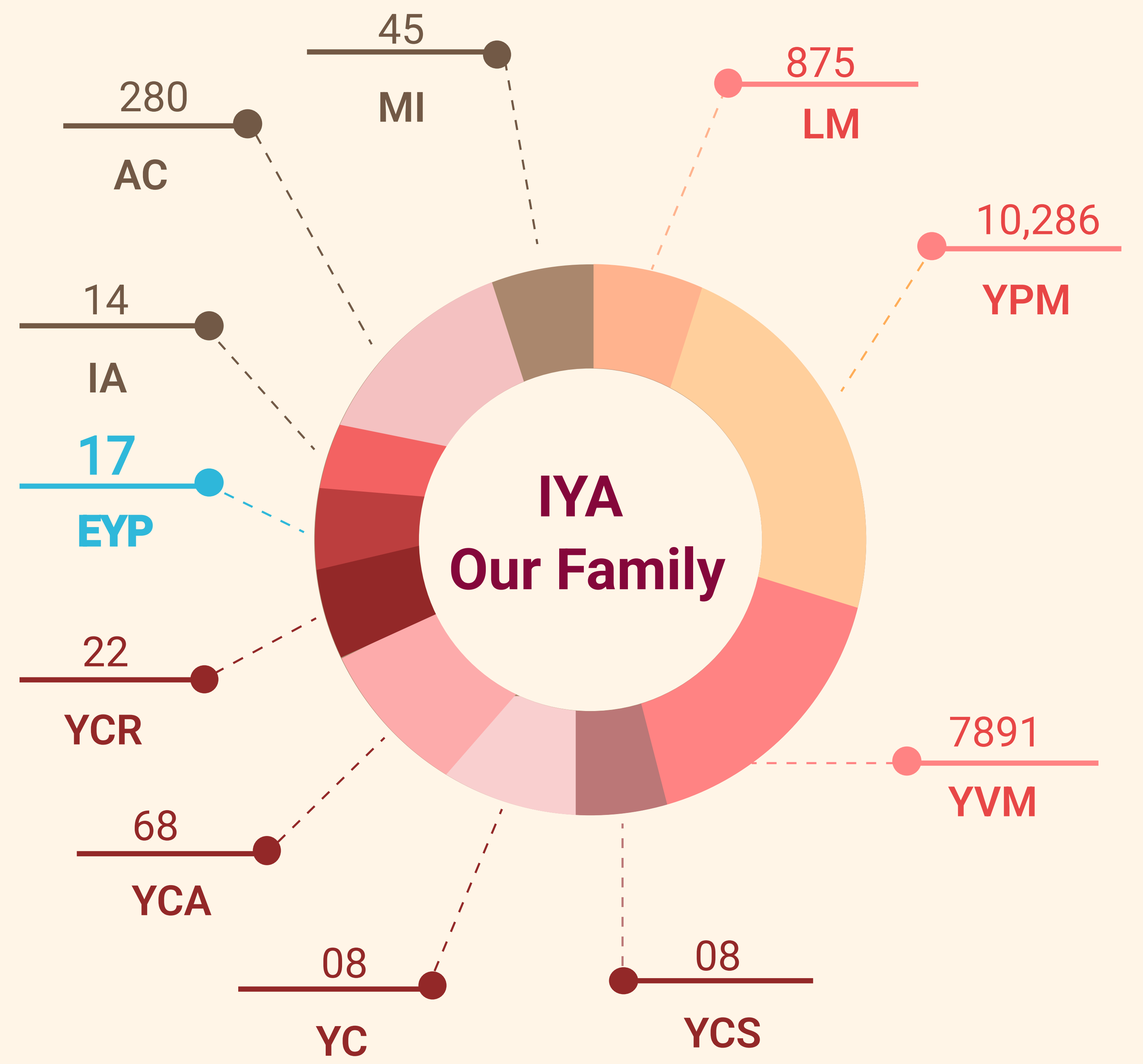


200,000
Followers across all
social media platforms.

WhatsApp Group: 40+

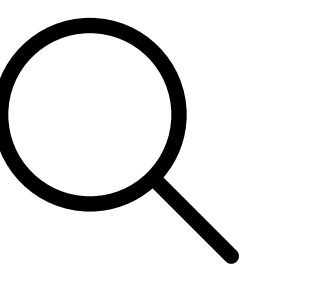
Membership Details

State Chapters	27
Yoga Professional	10,286
Yoga Volunteer	7891
Life Members	895
Associate Centres	280
Member Institutions	45
International Centers	18



Websites Traffic

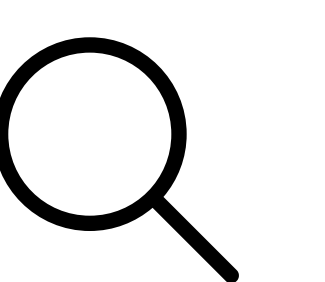
www.yogaiya.in



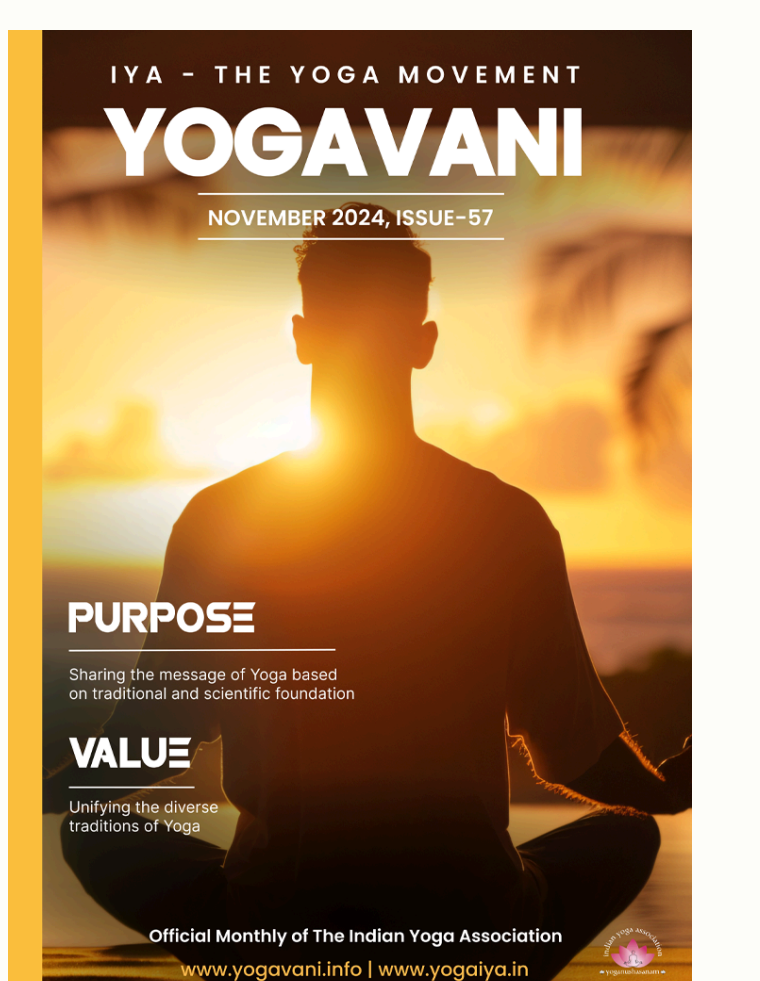
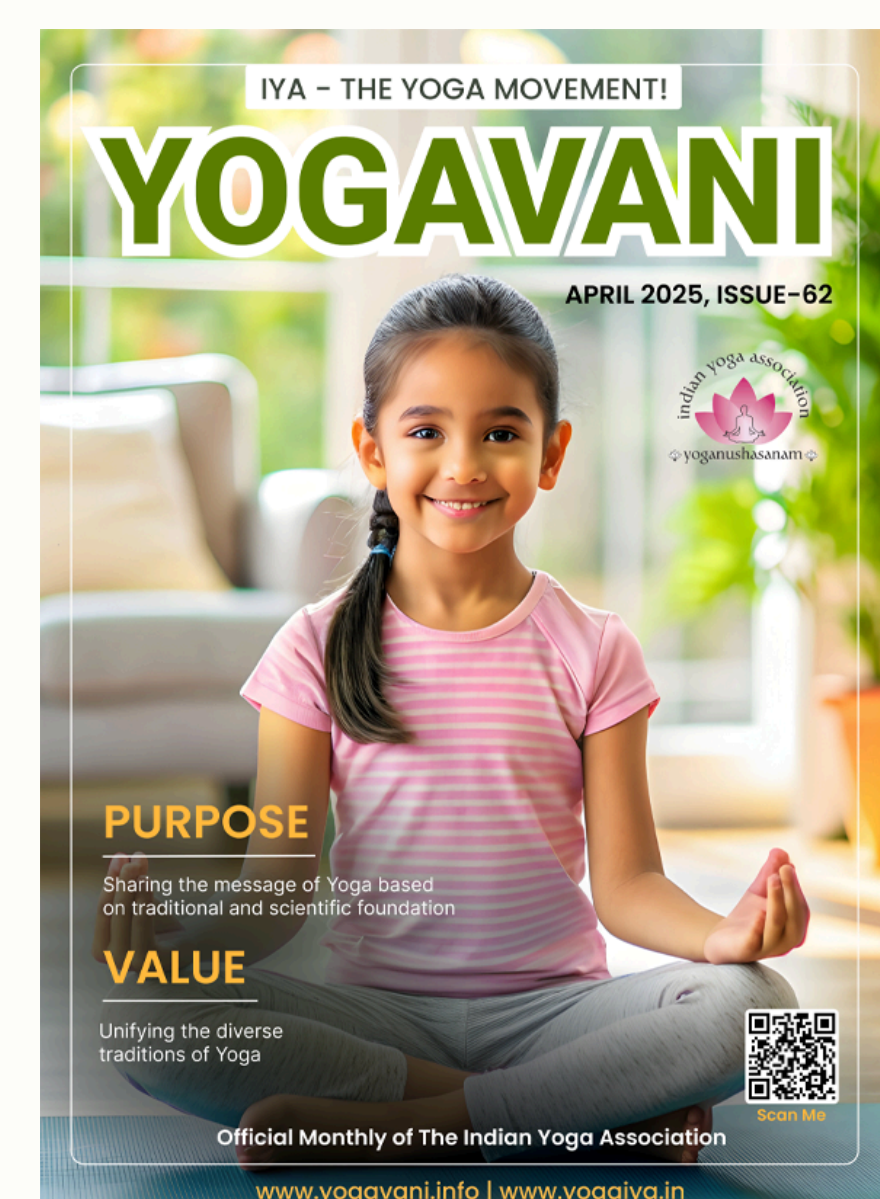
Our YogaIYA.in website attracts over **50,000** monthly visitors, with **80%** being new users. The majority of them are actively searching for yoga courses.



www.Yogavani.info



Yogavani.info is a yoga articles website where you can explore a wide variety of content on different topics. We receive over **6,000** monthly visitors.







749 px

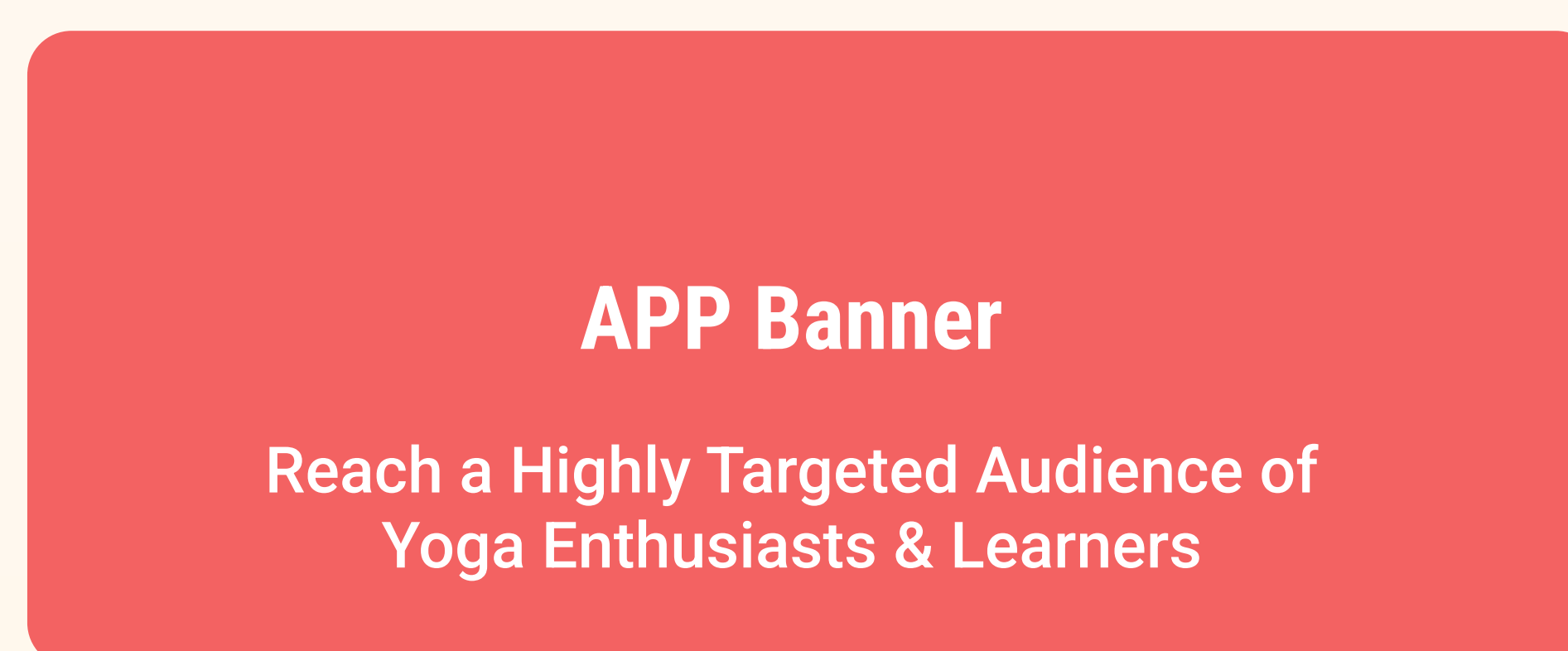
Website Banner (Slider)

Reach a highly targeted audience of yoga enthusiasts and learners!

1903 px

Why Advertise on www.Yogaiya.in?

-  50,000+ Monthly Visitors and growing steadily
-  80% New Visitors – fresh audience every month
-  Searching for Yoga Courses, YIC, and Advanced Level Courses
-  Niche-focused and highly engaged yoga community



APP Banner

Reach a Highly Targeted Audience of
Yoga Enthusiasts & Learners

1332 px

540 px



IYA Mobile App

All-in-one Wellness Solution

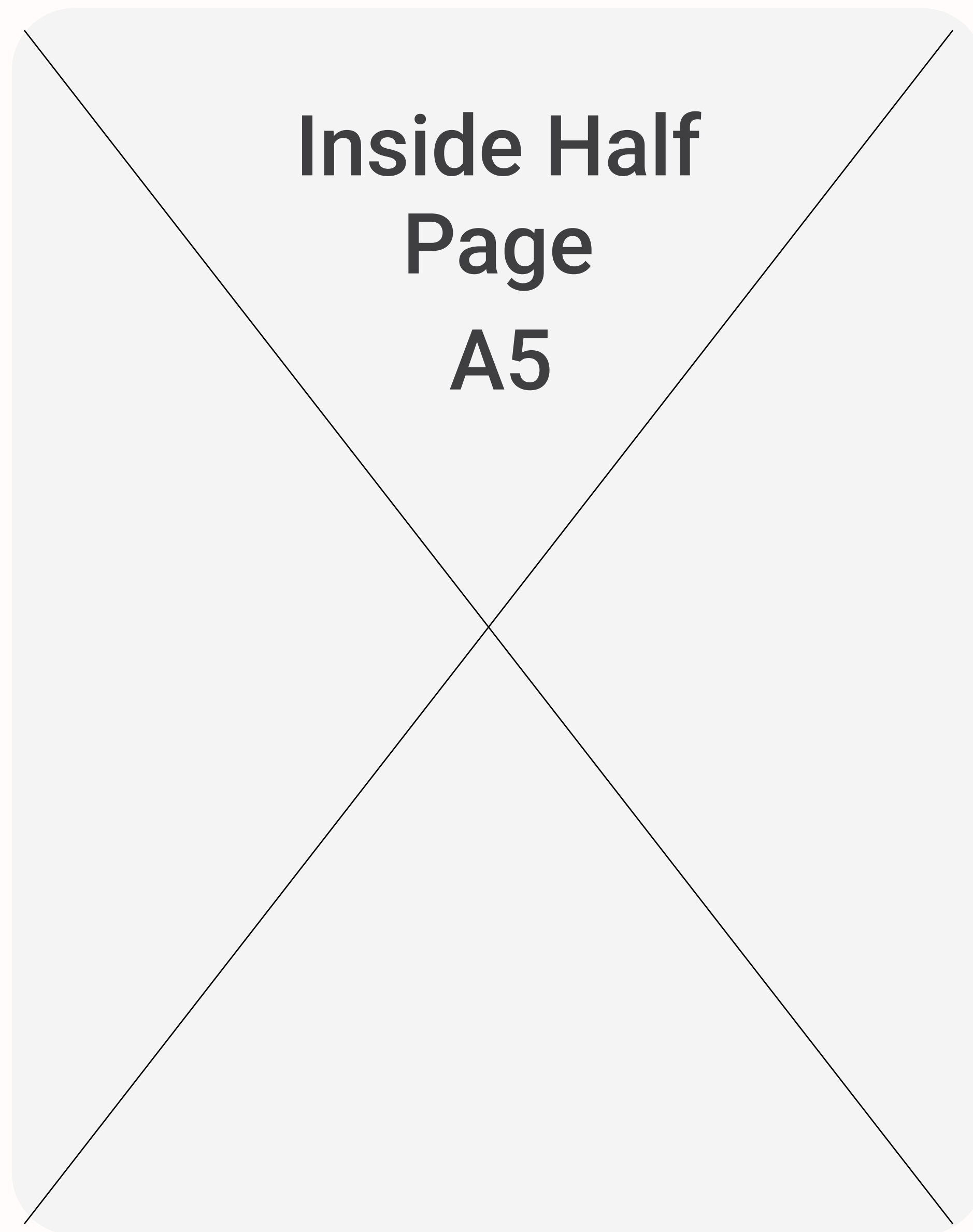
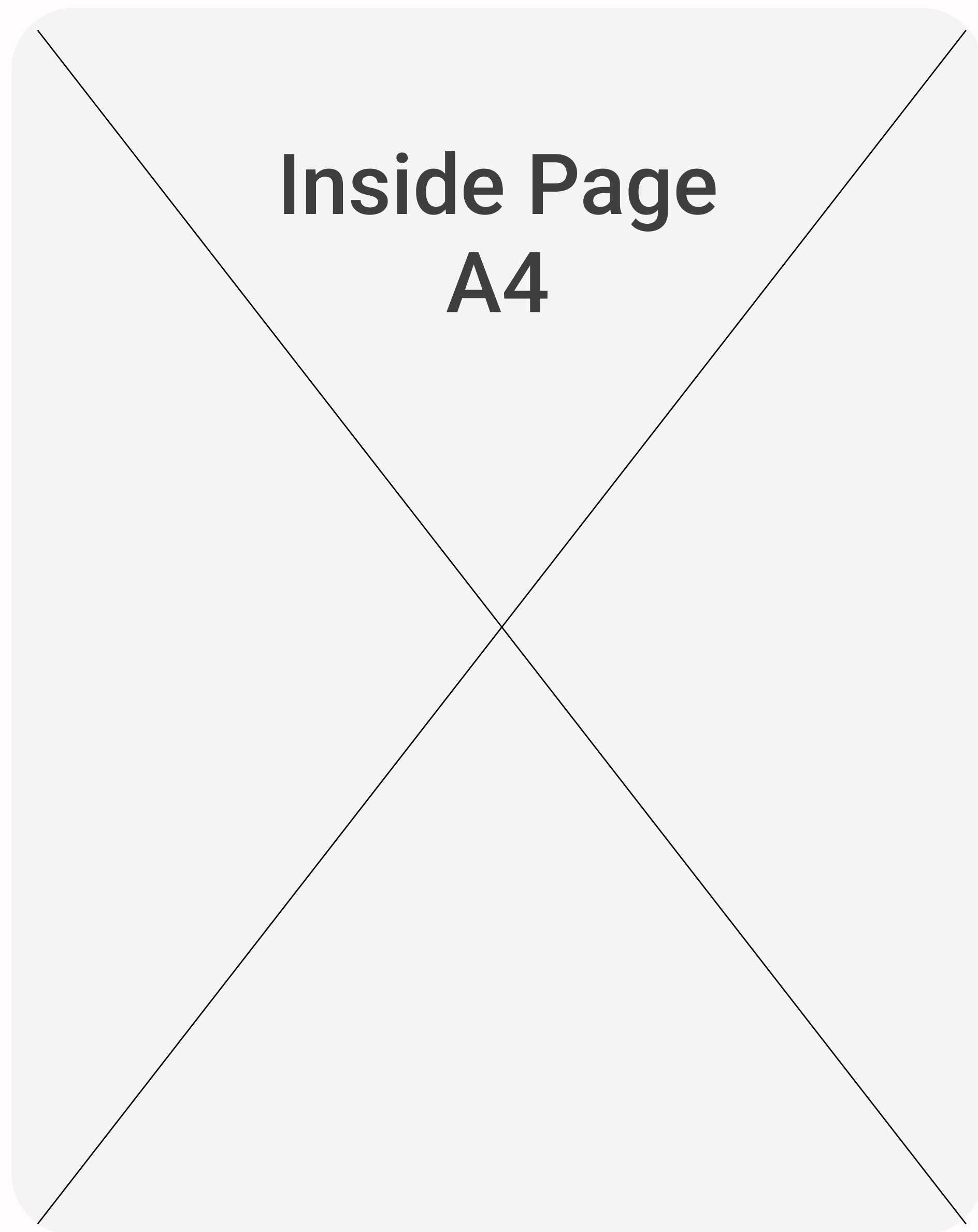
IYA mobile app is designed to promote health & fitness and more balanced lifestyle. It provides a one-stop platform related to holistic well-being.

With this app, you can:

IYA App – on iOS & Android!

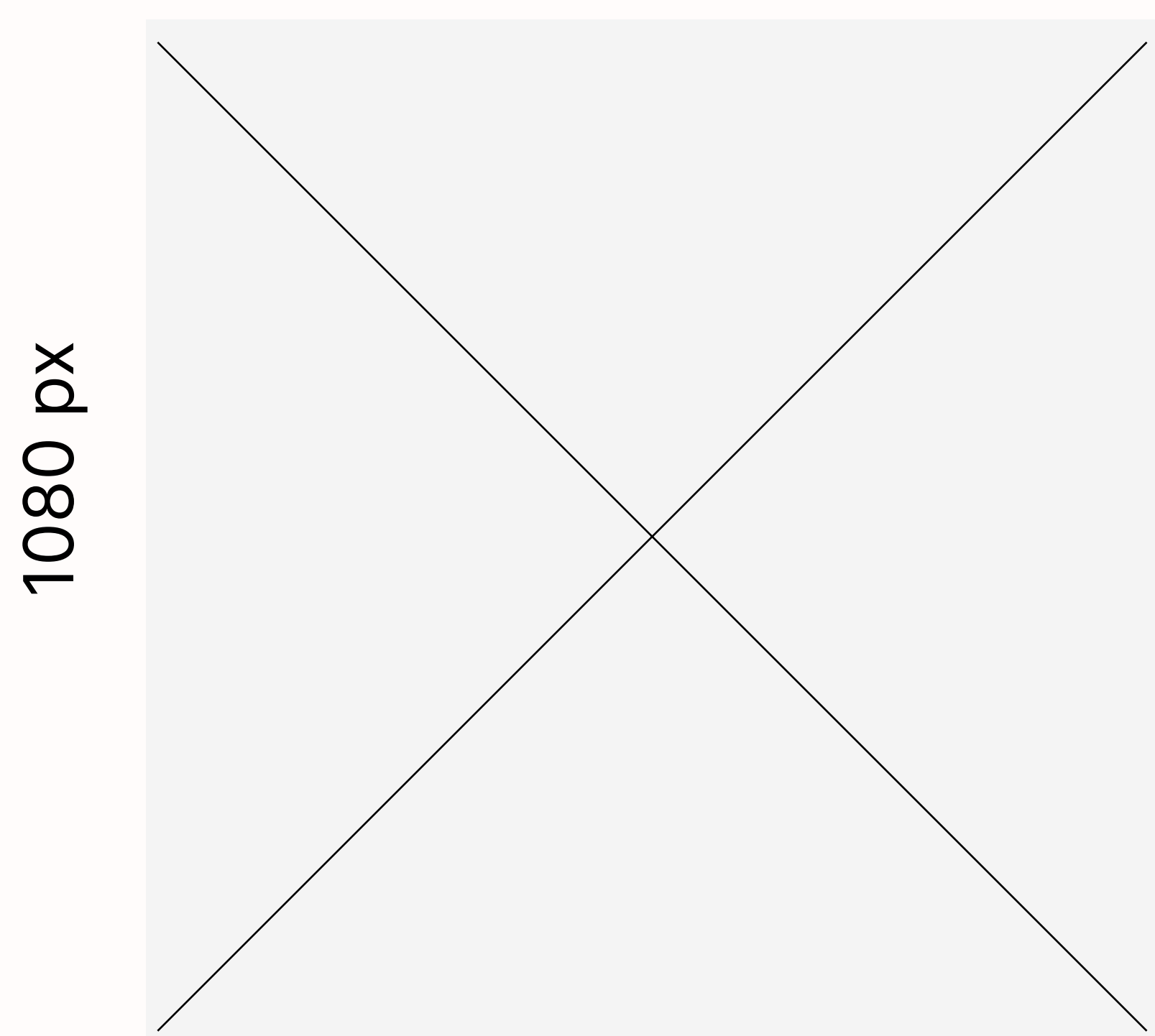
Advertise in Yogavani

Yogavani: The Official Monthly Magazine of the IYA, 70K+ Subscriptions

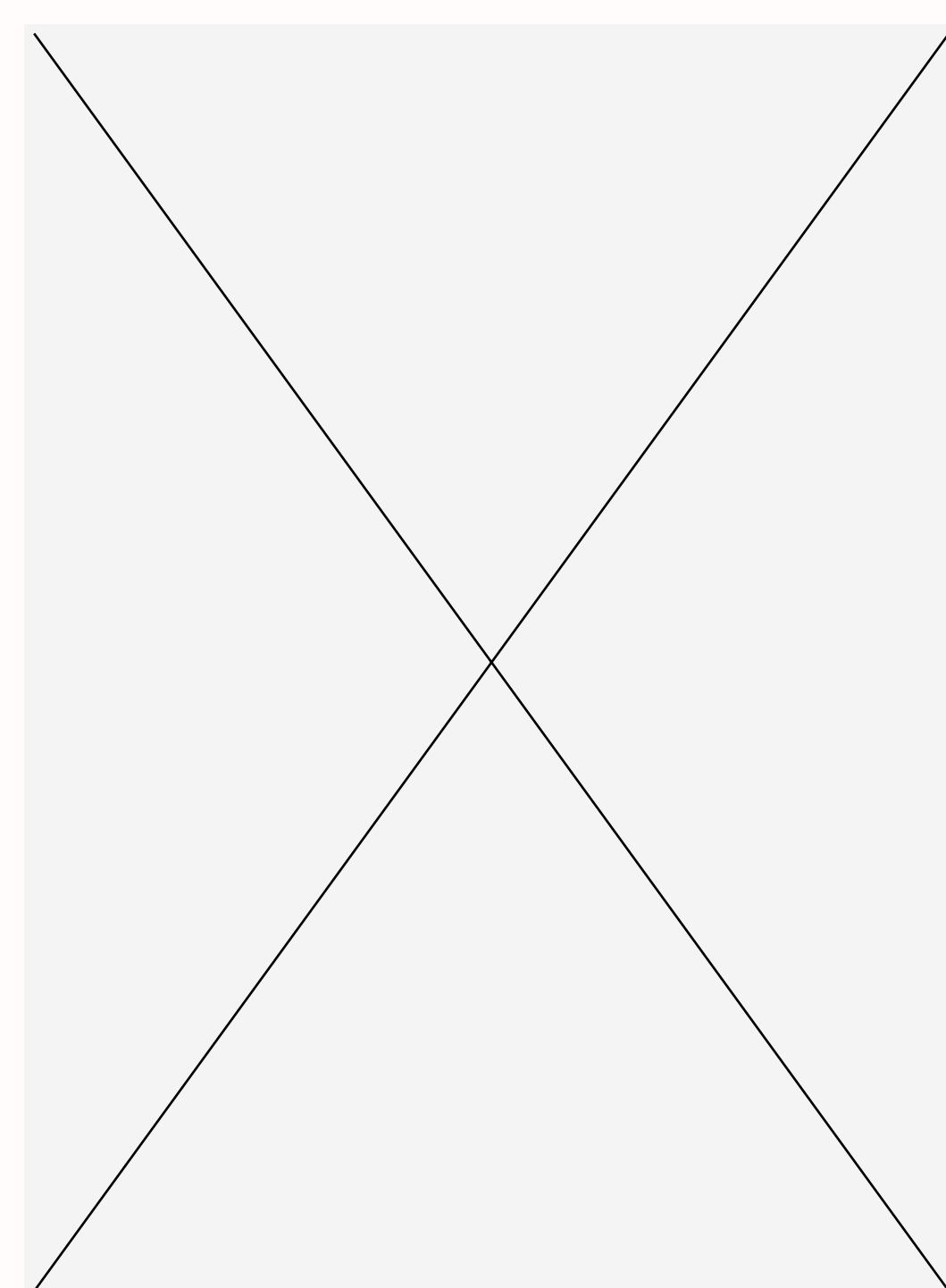


Advertise in Social media

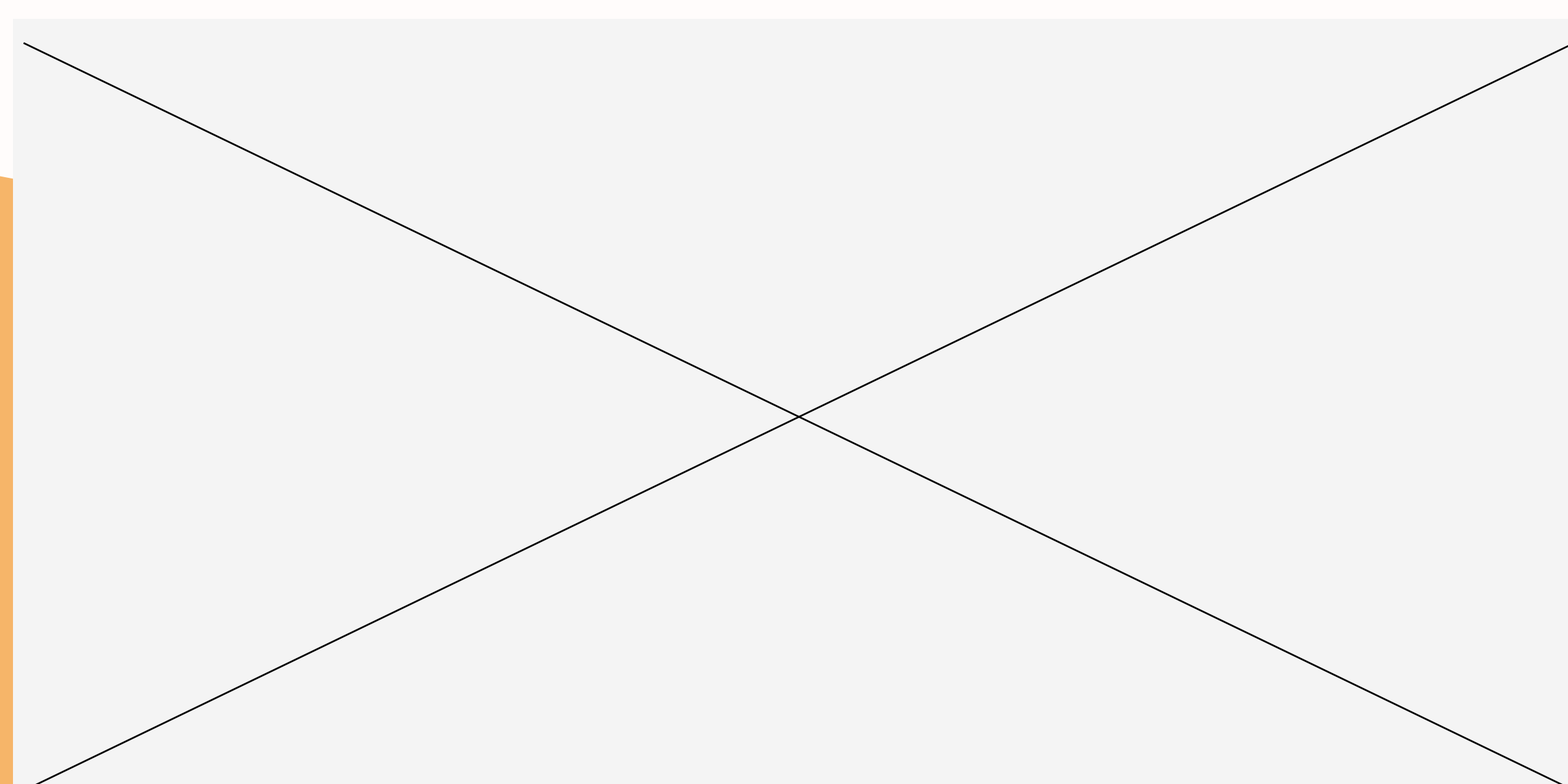
Let's Branding with us



1080 px



1080 px



1920 px

World's Best Yoga University!

100 YEARS

Diploma in YOGA THERAPY

Advanced Certificate Course in Yoga From IYA & Yoga Teacher & Evaluator from (YCB), Ministry of AYUSH, Govt. of India

- Globally Recognized Yoga University
- Where Science Meets Ancient Yoga
- **Kaivalyadhama**, Where Authenticity Meets Excellence

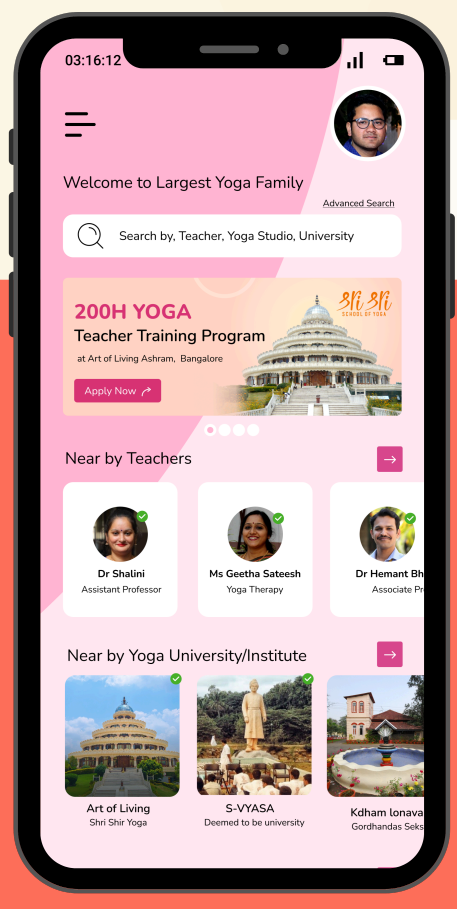
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Scan QR Code to Know More

APPLY NOW

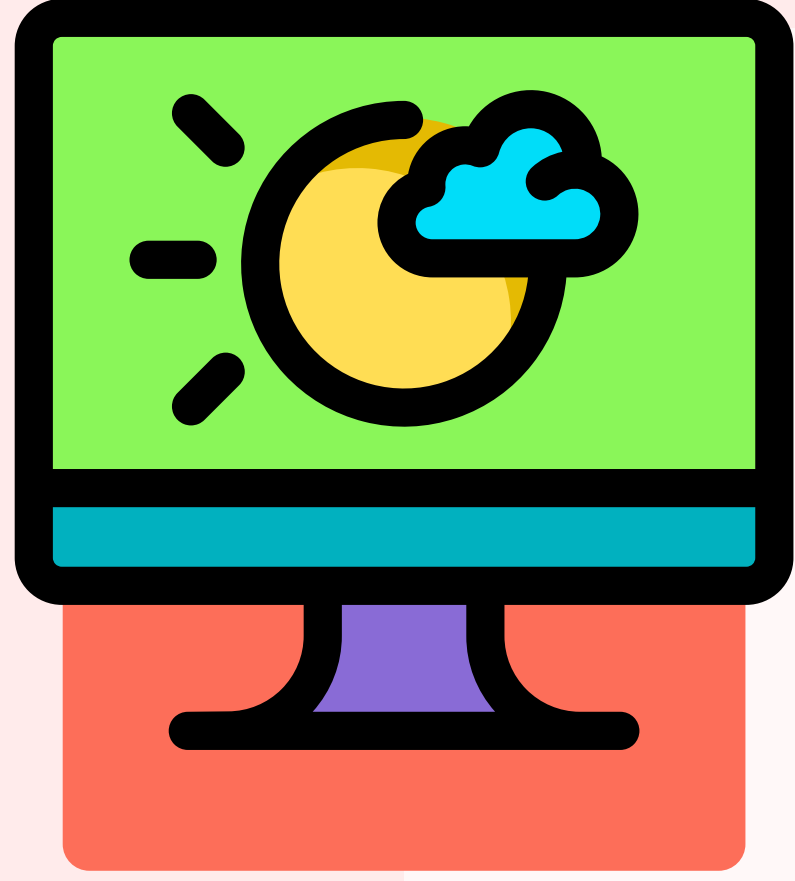
Quality & branding Creatives

Benefit For Sponsor



Benefit 1 - Unmatched Visibility Across Trusted Yoga Platforms

Your Courses will be prominently displayed through slider banners on the IYA Website and Mobile App (iOS & Android)—ensuring premium placement seen by thousands of yoga practitioners, students, and teachers every day.



Benefit 2 - Access to a Targeted & Engaged Yoga Audience

Tap into a niche audience that's actively searching for authentic yoga education. With over 50,000 monthly website visitors (80% new users) and a rapidly growing app user base, your courses get exposure to those who are ready to enroll, learn, and grow.



Benefit 3- Build Instant Credibility through IYA Association

Promoting your courses under the banner of the Indian Yoga Association lends national credibility, recognition, and trust. It affirms your institute's quality and commitment to authentic yogic traditions, helping you stand out in a competitive space.



Benefit 4 - 360° Multi-Platform Promotion for Maximum Impact

Your campaign goes beyond just one banner. Enjoy an integrated promotional package across: IYA Website & Mobile App, Yogavani – IYA's Official Magazine (Inside Page Ads), WhatsApp Broadcasts & Groups, Social Media Posts, Reels, and Stories (This holistic visibility boosts both awareness and conversions.)



Benefit 5 - Direct Community Access via WhatsApp Groups

Connect directly with IYA's vibrant yoga community through targeted WhatsApp groups. Share your course updates, upcoming events, enrollment links, and special offers directly with yoga practitioners and enthusiasts in real time.



Benefit 6 - Social Media Amplification Across Trusted Channels

Your courses will be highlighted through curated posts, stories, and campaign features on IYA's official social media platforms—including Facebook, Instagram, and X—reaching thousands of highly engaged followers who trust our voice and values.

IYA giving 70% Discount all the IYA Member Institutes

Promote Your Yoga Courses –
All-In-One Package for Just
₹16,000/Month!

Includes:

- Website: Banner (Slider)
- IYA Mobile App Banner (Slider)
iOS & Android
- Yogavani - Inside Page Ads
- WhatsApp groups: Marketing
- Social Media: Promoting

70%

DISCOUNT

₹16,000 M.

Yogavani – Magazine Advertising Rates (Original Pricing)

Categories	One Months	Three Months	Six Months	Annual
Front Inside Cover	₹ 15,000	₹ 42,000	₹ 78,000	₹ 1,44,000
Back Inside Cover	₹ 12,000	₹ 33,000	₹ 60,000	₹ 1,08,000
Back Cover	₹ 20,000	₹ 57,000	₹ 1,08,000	₹ 2,04,000
Inside Page	₹ 11,000	₹ 30,000	₹ 54,000	₹ 96,000
Inside Half Page	₹ 6,000	₹ 16,500	₹ 30,000	₹ 54,000
Inside Quarter Page	₹ 3,000	₹ 8,600	₹ 16,200	₹ 31,400

Website & Mobile App Advertising Rates (Original Pricing)

Categories	One Months	Three Months	Six Months	Annual
Web - Slider	₹ 10,000	₹ 25,000	₹ 50,000	₹ 1,00,000
App - Banner (iOS & android)	₹ 15,000	₹ 33,000	₹ 60,000	₹ 1,08,000
Social Media Ads	₹ 20,000	₹ 57,000	₹ 1,08,000	₹ 2,04,000

Call Now +91 966 7181 329



THANK
YOU

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