



The Summer Bash
SPONSORSHIP
PACKAGE

THURSDAY, JUNE 13, 2024
6:00 - 8:30 PM
AT ANNAPOLIS SAILING SCHOOL



EVENT DETAILS

Attendees of the 7th Annual Summer Bash will come together on Thursday, June 13, from 6:00 - 8:30 pm at Annapolis Sailing School, a picturesque waterfront property. Tickets cost \$55 with BLYS members receiving a 20% discount. Included in the ticket price is a 45-minute outdoor yoga class, craft cocktails and mocktails, live music, heavy hors d'oeuvres, gift bags, and more!

This event draws upwards of 60 people who are passionate about health and wellness, live music, and the outdoors.

We have 14 spots for local businesses who are interested in promoting their services with a booth at this year's Summer Bash.

Our complete list of sponsorship opportunities can be found on the next page.



SPONSORSHIPS

DIAMOND LEVEL \$500

LIMIT 2

- 2 tickets to the event
- A booth at the event
- A sponsored video reel on BLYS's social media feeds and in stories
- A feature in BLYS's e-newsletter
- Logo on event signage
- Logo on the BLYS website with a link to your business's web page
- Verbal recognition at the event
- Premium parking spot at the event

GOLD LEVEL \$200

LIMIT 4

- A booth at the event
- Logo on event signage
- An ad in BLYS's social media stories
- Logo on the BLYS website with a link to your business's web page
- Verbal recognition at the event
- Premium parking spot at the event

BRONZE LEVEL \$40

NO LIMIT

- An ad in BLYS's social media stories
- Logo on event signage
- Logo on the BLYS website with a link to your business's web page

PLATINUM LEVEL \$300

LIMIT 4

- 1 ticket to the event
- A booth at the event
- A sponsored advertisement on BLYS's social media feeds and in stories
- Logo on event signage
- Logo on the BLYS website with a link to your business's web page
- Verbal recognition at the event
- Premium parking spot at the event

SILVER LEVEL \$100

LIMIT 4

- A booth at the event
- Logo on event signage
- Logo on the BLYS website with a link to your business's web page
- Verbal recognition at the event

**INTERESTED IN BECOMING A
SUMMER BASH SPONSOR?**

CONTACT:

**Julie Nogueira, 410-212-3552
julie@bluelotusannapolis.com**

HIGH RES ARTWORK DUE BY JUNE 1ST

OUR BUSINESS

Established in January of 2018, Blue Lotus Yoga Studio offers indoor and outdoor yoga and fitness classes to clients in Annapolis and beyond. From powerful vinyasa flows to barre classes to yin yoga, BLYS has something for everyone.

Voted "Best Yoga Studio" and/or "Best Barre Class" in 2019, 2020, and 2021 by *What's Up Media* voters, our team of over 20 talented instructors serve a passionate and growing clientele of health conscience individuals.

OUR CLIENTS

Our clientele is made up of approximately 75% women and 25% men with an average age range of 35 to 55. Currently our studio services a total of over 160 members and class pack holders. In the last 30 days we welcomed 68 new clients into the studio.

In addition to offering studio classes, we hold 7 weekly yoga classes on a floating platform at Annapolis Sailing School, May through September. The setting is simply unparalleled! Students can enjoy panoramic views of the Chesapeake Bay, while boaters and the occasional great blue heron glide on by. This has led to us seeing an uptick in membership purchases during the summer, which is extremely rare for yoga and fitness studios.



1200 MONTHLY CLIENT VISITS
3226 EMAIL SUBSCRIBERS
1660 FACEBOOK FOLLOWERS
2762 INSTAGRAM FOLLOWERS