



Dear Friend,

Southern Bend Foundation is a new non-profit organization aimed at raising awareness and support for local children in need of organ transplants. The Southern Bend Festival helps us meet this goal by uniting the Chattanooga community in joyful celebration of healthy living through mindful movement. Last summer we kicked-off Chattanooga's first yoga festival; and we look forward to our second annual festival September 30, 2017.

Southern Bend Foundation is currently seeking sponsorship dollars to support a successful festival, last year we exceeded our expectations with nearly 600 participants, this year we are on track to double our attendance.

Southern Bend Foundation was created with the following beliefs and aspirations in mind:

REMEMBER THE LITTLE ONES

Children are our future. Southern Bend Foundation helps children and young adults who need a life saving transplant. Once the transplant is complete, families face significant transplant-related expenses, including medication; transportation; lodging; and expenses while parents are out of work and often living far from home with a hospitalized child. These out-of-pocket expenses add up to tens of thousands of dollars annually for transplant families with lifetime totals exceeding \$1,000,000.

Why the name?

We believe a bend in perspective can accumulate and build into a movement large enough to change the world we live in or direct enough to change the life of one precious child.

BE THE BEND

Let go of what is holding you back; find freedom and peace through community so you can cultivate strength to change what needs to be changed.

BEND IN UNITY

Igniting passions for positive change, mindful living, and the belief that great things are possible when people knit together - on and off the mat.

GET ON THE MAT

Find peace in the present moment, connect with a greater spirit, shape and heal the body, practice kindness through awareness of yourself and others.

TAKE IT OFF THE MAT

As mindful members of this world, inspire others by leading.
Find a need and be fearless. Go forward and be strong!

We are grateful for your support.

Yours,

THE SOUTHERN BEND FOUNDATION BOARD



SOUL - \$5000

- Co-branding of Event Space + 1st right of refusal for 2018 Festival Sponsorship
- Recognition in all available media (TV, Print, Radio)
- Logo on all outdoor billboards
- Company Logo on Southern Bend Yoga Festival website
- Logo on Flyers posted throughout the community
- Logo on T-Shirts
- Logo in Event brochures
- Day of Event signage and opportunity to display banner
- 8 Event tickets
- Be The Bend - Sponsor Appreciation Event

HEART - \$2500

- Logo on all outdoor billboards
- Company Logo on Southern Bend Yoga Festival website
- Logo on Flyers posted throughout the community
- Logo on T-Shirts
- Logo in Event brochures
- Day of Event signage and opportunity to display banner
- 6 Event tickets
- Be The Bend - Sponsor Appreciation Event

MIND \$1000

- Company Logo on Southern Bend Yoga Festival website
- Logo on T-shirts
- Logo in Event brochures
- Day of Event signage
- 4 Event tickets
- Be The Bend - Sponsor Appreciation Event

BODY - \$500

- Recognition on Southern Bend Yoga Festival website
- Logo on Event Brochures
- 2 Event tickets