



12TH ANNUAL

Soul Yoga Fest®

**CELEBRATING OUR LEGACY OF YOUTH
DEVELOPMENT**

Presented by:

Institute of Kemetic Yoga®

4507 S. Michigan Ave
Chicago IL 60653

Issued :

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About Us



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12th Annual Soul Yoga Fest®

**More Than 20,000 Have
Experienced Soul Yoga Fest®**

Introduction

Soul Yoga Fest® (SYF®) is an annual event held in Chicago and sponsored by The Institute of Kemetic Yoga® (IKY®) in partnership with Kemetic YogaSkills® (KYS®) and the Chicago Park District.

Soul Yoga Fest® is the brainchild of Master Yoga Instructor, Yirser Ra Hotep (Elvrid Lawrence) of Chicago who is the founder of IKY®, an Illinois registered not for profit organization, and owner of KYS®, a Chicago based business that operates around the world offering Yoga Teacher Training, transformational classes, workshops, and local and international immersive tours.

Vision & Mission



Mission

Soul Yoga Fest's® mission is to offer free yoga, meditation, dance, martial arts, nutrition, and other wholistic and self-development workshops to underserved communities, the general public, and health-oriented individuals. For over eleven (11) years, SYF® has been held in Fuller Park Chicago, as well as in other cities across the globe, including Kansas City MO, Atlanta GA, Las Vegas NV, Kingston Jamaica, Johannesburg South Africa, Paris France, and London England.

Vision

Soul Yoga Fest® is dedicated to promoting wholistic wellness and self-development through the practice of yoga and other related disciplines. Our vision is to create a space where people of all ages, backgrounds, and abilities can come together to experience the transformative power of these practices.

Soul Yoga Fest® always features an evening gala and award ceremony, where we honor those who have made a significant contribution to the well-being of our community. Past awardees include esteemed figures such as Dr. Runoko Rashidi, Wynona Redmond, Caroline Shola Arewa, Useni Eugene Perkins, Yaounde Olu, Dr. Clovis E. Semmes, Darlene Blackburn, Kelan Phil Cohran, and many others. We are committed to continuing this tradition and to growing our community of like-minded individuals who are dedicated to creating positive change in the world.



Package

\$50K

Platinum

- Soul Yoga Fest® Underwriter
- Prominent Press Release Recognition
- Prominent Brand Placement Printed Event Materials
- Prominent Brand Placement Digital Event Materials
- Prominent Brand Placement SYF® 2023 Volunteer T-Shirts
- Four (4) VIP Awards Dinner Reservations
- Award Dinner Presentation
- VIP Tent Access for Ten (10)
- Fest Program Book Ad: Back outside Cover
- Soul Yoga Fest® Vendor
- Soul Yoga Fest® Partner Wall
- Soul Yoga Fest® Speaker
- KYS PR & Marketing
- Interviews & Appearances
- Blog Posts & Newsletters
- Marketing Promotional Opportunity
- Live Company Recognition

Start from \$10k

Gold

- Soul Yoga Fest® Partner
- Press Release Recognition:
- Brand Placement Printed Event Materials
- Brand Placement Digital Event Materials
- Brand Placement SYF® 2023 Volunteer T-Shirts
- Two (2) VIP Awards Dinner Reservations
- Award Dinner: Standing Recognition
- VIP Tent Access for Five (5)
- Fest Program Book Ad: Full
- Soul Yoga Fest® Vendor
- Soul Yoga Fest® Partner Wall
- Soul Yoga Fest® Speaker
- KYS PR & Marketing
- Marketing Promotional Opportunity
- Live Company Recognition

Start from \$5k

Silver

- Soul Yoga Fest® Supporter
- Press Release Recognition
- Brand Placement Printed Event Materials
- Brand Placement Digital Event Materials
- Brand Placement SYF® 2023 Volunteer T-Shirts
- Two (2) Awards Dinner Reservations
- Award Dinner: Standing Recognition
- VIP Tent: Access for Five (5)
- Fest Program Book Ad: Full
- Soul Yoga Fest® Vendor
- Soul Yoga Fest® Partner Wall
- Soul Yoga Fest® Speaker
- KYS PR & Marketing
- Marketing Promotional Opportunity
- Live Company Recognition

Start from \$2.5k

Bronze

- Soul Yoga Fest® Partner
- Press Release Recognition:
- Brand Placement Printed Event Materials
- Brand Placement Digital Event Materials
- Brand Placement SYF® 2023 Volunteer T-Shirts
- Two (2) VIP Awards Dinner Reservations
- Award Dinner: Standing Recognition
- VIP Tent: Access for Five (5)
- Fest Program Book Ad: Full
- Soul Yoga Fest® Vendor
- Soul Yoga Fest® Partner Wall
- Soul Yoga Fest® Speaker
- KYS PR & Marketing
- Marketing Promotional Opportunity
- Live Company Recognition

Why Choose Us?

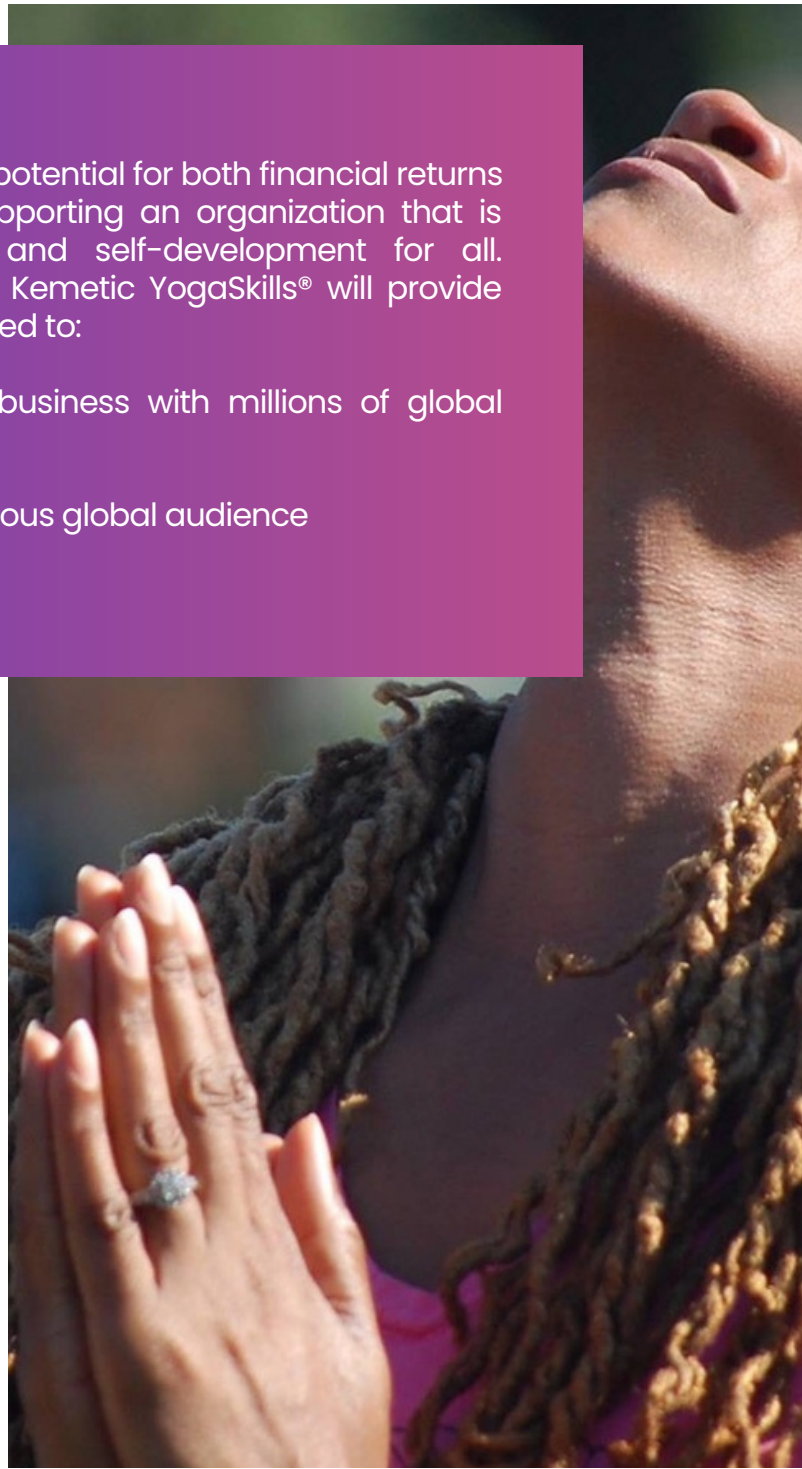


The Benefits

Investing in Soul Yoga Fest® offers the potential for both financial returns and positive social impact, while supporting an organization that is dedicated to promoting wellness and self-development for all. Investing in the Soul Yoga Fest® and Kemetic YogaSkills® will provide several benefits. Including but not limited to:

- Partnering with a 40+ year old business with millions of global watchers
- International reach
- Diverse health and wellness conscious global audience
- Programing for all yogis
- Great potential for growth

Kemetic YogaSkills® has a growing community of certified instructors and practitioners around the world, with active affiliates in countries such as Ghana, Jamaica, London, and Brazil.



Organization & Management

Kemetic YogaSkills® is managed by a team of dedicated individuals who are committed to promoting the principles and practices of the Kemetic system of yoga. The organization is led by Master Instructor Yirser Ra Hotep, who is the founding CEO and a primary developer of the modern version of Kemetic Yoga. The team includes certified Kemetic Yoga instructors who work together to develop and deliver training programs, workshops, and classes to individuals and groups around the world.



Yirser Ra Hotep

Founder
CEO



Amawi Wilkerson

Event Director
Sales Manager



Michael Brown

Chief Operating
Officer



Antoinette Simmons

Event Coordinator
Producer
Media Specialist



Get in touch with us!

info@soulyogafest.com

www.kemeticyogaskills.com

1-312-774-7557



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