

# YOGA EXPO™

Dear Friends,

We are delighted with your enthusiastic response to our Yoga Competition Judging Clinic in November. We're excited about how much interest this event will generate for your studios. We suggest you start planning now.

## **Generating Interest**

- We will have posters and brochures available within a couple of weeks. But as some of our local organizers have already done, you can make a poster yourself to hang up at your studio.
- We have already sent out a bulk email to all certified instructors about the Yoga Expo and Yoga Competition, directing them to the Yoga Expo website for contact information. You should start hearing from them soon.
- We ask that you use our online form to submit to us the email addresses of at least 5 yoga schools in your area so we can invite them all to Yoga Expo and the local events preceding.
- Send the press release to local newspapers and media outlets to generate interest about your local event.

## **Planning**

1. As soon as possible, please contact the other studio directors in your state to generate interest and help. Set a time to meet or have a conference call.
2. Set your event date for a weekend in May or June and let us know as soon as you have a date. Please send your date and a description of plans to [webmaster@bikramyoga.com](mailto:webmaster@bikramyoga.com). We will post your good ideas so as to inspire others who may be struggling with the question "how am I going to do this?".
3. Discuss and parse out the following responsibilities.
  - a. Advertising
  - b. Mailings
  - c. Putting up posters around town
  - d. Answering telephone inquiries
  - e. Collecting registration fees
  - f. Hosting the competition
  - g. Coaching (If you are determined to be a judge, please train your instructors to coach students who want to compete so there will be no conflict of interest.)
  - h. Judging
4. If you are contacted by people whose states have no judges, invite them to participate at your location. If there are enough students from that neighboring state, hold a separate competition for that state. Invite another judge or two to help you.

## **Registration Fees**

We suggest a \$25 registration fee to cover expenses for your event. Appoint one of your group to manage the funds. The funds can support the travel of the winners. Also, your students will happily contribute a dollar or two if needed to send the winners to Los Angeles. The fee for the Los Angeles Finals will be \$100.

## **Spirit**

One of the goals of this yoga competition is to allow the healing powers of yoga to bring us together as a community. Since we are yogis we can invite a spirit of unity among yogis in America through this event. Together we can show the world the transformative power of yoga.

If you have questions, ideas, suggestions, comments, please send them as soon as possible to [webmaster@bikramyoga.com](mailto:webmaster@bikramyoga.com).

Sincerely,

The Yoga Competition Committee