

WHY BECOMING A PARTNER OR SPONSOR OF YOGA WITHOUT BORDERS

- Associate your brand with the values of Yoga Without Borders.
- Being a responsible and socially committed brand. Thanks to your collaboration we can continue to grow and you would be part of a non-profit project aimed at helping the most vulnerable people.
- Promote your brand or product among potential clients (80% of our audience are yoga teachers and practitioners).
- Be part of a community still young but with great expectations of growth.
- Have outstanding visibility on Yoga Without Borders website, as well as on their social media (Instagram, Facebook), internal communication tools (monthly newsletter) and organized events such as conferences, congresses or masterclasses.
- Have exclusive material and content according to your needs. (In the case of sponsoring a project, we will share photographs and audiovisual material of the project so that you could use it on your own platforms).
- You could include Yoga Without Borders logo on your company's website as well as on social networks, demonstrating that you are a conscious and participatory company.

OPTIONS:

1. Sponsor a national or international project as a main collaborator or sponsor.
2. Set aside a certain amount of money to the Yoga Without Borders project on a monthly basis to ensure the development and growth of the project itself.
3. Offer your products for free, to be able to distribute them among our new partners. (Possibility of creating a membership where two or three brands, at most and always with similar values, can collaborate in a YSF Welcoming pack). Ex- Pack for members- Includes Yoga Without Borders and Shambhala T-shirt, an Himalayan Ayurvedic toothpaste and a pair of Yogi Tea tea bags).

CODE OF ETHICS AND SELECTION CRITERIA OF YOGA WITHOUT BORDERS FOR PARTNERSHIP OR SPONSORS

Yoga Without Borders requests acceptance of the following criteria by companies interested in partnership or sponsor:

- Partner companies must respect human rights and children's rights.
- Partner companies must respect democratic values and not discriminate based on gender, race, religion, cultural identity and sexual choice.
- Partner companies must respect the occupational labor risk prevention as well as the labor agreement of their workplace.
- Companies must promote the hiring and labor integration of people belonging to groups at risk of social exclusion.
- It is essential that the activity of the partner company is not directly related to the manufacture or trade of weapons and war material.
- Partner companies must be ecologically responsible, complying with the environmental legislation in their country of origin and maintaining the same standards wherever they operate.
- Partner companies must respect public health both in their products and in their production processes, not produce or market products whose consumption harms health.
- Partner companies must be fiscally honest and responsible..



CONTACT US



Meri : (+34) 635691594
Adri: (+34) 649659433



info@yogasinfronteras.org



yogasinfronteras.org



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