

## Global Mala Project '08... **SAN DIEGO!!** Studio Owners, Teachers, Ambassadors and Affiliates: Roles and Opportunities

Fellow Teachers, Leaders and Sacred Activists,

We are so grateful for your help, and we are not exaggerating when we say **NONE of this would be possible without you.** Through the Global Mala Project 08, San Diego will join with 1008 yoga centers around the world on the UN International Day of Peace to cultivate community and raise awareness and funds for:

- Yoga-inspired Health Education for Children
- Lifting Women and Children in Uganda out of Poverty
- Microloans for Entrepreneurs in the Developing World
- The Production of Educational Documentaries for Conscious Evolution

The “Mala” is a 5-hour, carbon-neutral event, packed full of high energy, high vibration activities and workshops including:

- Yoga Workshops
- Collective Chanting; Prayer for Peace
- Cutting-edge Films
- Personal Development Sessions
- Fresh Organic Kettle Corn
- Kids Yoga Demonstrations
- World-renowned Guest Speakers and Authors
- Ecstatic Dance
- Live Music
- Acrobatic and *Hoopdance* Performances
- Meditation
- Organic Vegetarian Food for sale
- Eco- and Health-Conscious Vendors and Exhibitors
- Raffle... and more.

To show support for the yoga community as a whole, and to foster oneness, co-creation, and non-competition, we are partnering with another charity event in San Diego on 9/24, the **Yoga Health Festival**—part of a national health awareness campaign to heal the healthcare crisis threatening the lives of our youth. For more info, visit: [www.YogaMonth.org](http://www.YogaMonth.org).

## OUR FOCUS:

COMMUNITY • COLLABORATION • SHARED RESOURCES • GREATER VALUE

Our focus this year is to promote and support *both events*. While they are separate initiatives with separate budgets, our efforts and intentions are merged; we are leveraging the two in order to offer greater value, more education, a more diverse experience, and a stronger sense of community to San Diego.

Although we *will* sell Mala-only tickets at the door for \$40, the emphasis is going towards the promotion of our 2-event VIP Passes (priced at \$108), and they are the only tickets that will be available in advance via our website:

[www.GlobalMalaSD.org](http://www.GlobalMalaSD.org).

**The Yoga Health Festival *alone*—with a full day of workshops, events and concert—is regularly priced at \$125.**

Plus, the first 200 to register for a VIP Pass will get a private invitation to the Trikaya Rooftop After-party overlooking the city skyline Saturday night after the Global Mala. Here, they'll receive a valuable gift bag with loads of yoga, health, and green products and coupons (\$500 value).

**Those who sponsor themselves for a VIP Pass will enjoy all the above listed activities at the Mala as well as:**

- Workshops with Seane Corn, Hemalayaa, Hala Khouri, Luke Ketterhagen, Kris Ward, Mara Harris, Laura Downing, and many other yoga and health experts.
- Evening benefit concert featuring Donna de Lory
- Over 35 yoga, health, and green exhibitors
- Yoga for kids area and experiences

## OUR GOAL:

Our capacity at the **World Beat Center**, our venue in Balboa Park, is 300. We sold out last year, and fully expect to sell out AGAIN. With your help we can pack the house and create a massive impact for these blessedly deserving people and organizations that comprise our beneficiaries.

## OUR INTENTIONS:

We want this to be an opportunity to move beyond the superficial into the deeper experience of *yoga as life*, yoga as union, yoga as service; a gateway to connected community, self-awareness and absolute personal responsibility. We see this event as bridging the gap between all the different schools and styles of yoga and aligning us with something much bigger than ourselves alone.

As we are also yoga teachers and small business owners, we acknowledge that your time is valuable, your student database is your greatest asset, and while you are engaged in service and charity, you should also be well compensated so that your needs are met and you may continue your *natural* and *necessary* cycle of GIVING and RECEIVING.

## WHAT YOU WILL RECEIVE:

As an Affiliate promoting the Global Mala-San Diego (9/20) in conjunction with Yoga Health Festival (9/24), you will receive, in gratitude:

- 15% Commissions on all \$108 2-event VIP Passes you help to sell
- 2 Free VIP Passes (valued at \$216) to both events after you have helped sell 20 or more \$108 VIP Passes.
- Free listing on both Websites ([www.GlobalMalaSD.org](http://www.GlobalMalaSD.org) and [www.YogaMonth.org](http://www.YogaMonth.org)) after you have helped to sell 50 or more VIP Passes.
- Free exhibitor/vendor table at *either* festival—your choice.
- (Optional, but recommended for *your* promotional benefit) Include any valuable coupon, free class pass, or product samples in our VIP gift bags (of which there are 200). Regular advertising inclusion fee is waived *completely*.

## SIGN UP TO PARTICIPATE:

- [http://www.yogamonth.org/fwfiles/yoga\\_register\\_associates.php](http://www.yogamonth.org/fwfiles/yoga_register_associates.php)  
After you register, you'll receive an email with instructions and your ASSOCIATE ID (to be used for VIP PASS resale program).

## HOW TO QUALIFY (WHAT YOU WILL GIVE):

- Display Global Mala/Yoga Health Festival posters in your studio or place of business
- Find a minimum of one other conducive (“LOHAS”—Lifestyles of Health and Sustainability) place of business; get permission, and display GMYHF poster there
- Hand out / make available to your students and clients GMYHF postcards
- Actively offer VIP PASS tickets to students; keep other instructors and staff members in the loop so that everyone is sharing the message and promoting together
- Send out a minimum of 2 email blasts (which we provide) to your student / client database (2 weeks and 1 week prior to 9/20 event)
- (Optional) Include a free 5-class pass, private lesson, or product/service valued at or above \$35 into the Global Mala Raffle.

## WHAT ELSE BESIDES PROMOTING WILL HELP THE MOST?

### **Leadership. Show up at the events!**

And come in a space of sharing, of noting and giving attention to similarities, not differences. Come full of hugs and offer them unsparingly, playing the role of natural leader and inspiration. By your example, you'll set the intention for the entire evening. So take your vitamins and drink your greens that day because we're counting on you to really lead the way and keep the energy up.

- This is an opportunity to **promote your studio or business via raffle donations and the website**, and at the same time, give, serve, and set an example of non-competition, oneness and abundance.
- Collectively all ambassadors will be **recognized, on stage**, as the leaders and who made this event possible, and as the teachers who share their talents and passions so generously.

## THE NITTY GRITTY (BUT *SUPER IMPORTANT*) DETAILS:

**On Monday, September 8<sup>th</sup> and again on Monday, September 15<sup>th</sup>, send our Post-card e-mailer out to your entire database. YES, send it *twice*.** It is important that these don't slip through the cracks. It's a psychologically proven fact that people need to be reminded 3 times before they will take action to participate in an event.

**If we don't get people to this event, we're not serving anyone or bringing any resources to these charitable organizations.**

The virtual post cards are clean, stylish, modern, and illustrative of how proud we are of our choice to come together. They will look just like the hard copy postcards. *Add your own personal message as an introduction* and call to action, then just attach the post card.

**IMPORTANT: To get credit for your email correspondence, copy [lauradowning@yahoo.com](mailto:lauradowning@yahoo.com) on the emails** you send out, and let us know if you have any questions.

- **Posters:** Depending on the size of your studio, you'll need anywhere from **1-3 posters on display**, plus, as mentioned above, we're asking for your participation and commitment to **place 1 additional poster in a conducive place of business**—preferably in an area of high traffic, such as a tea house, café, coffee shop, anywhere that shares the same audience and intentions we do. You'll need to hang them front and center if possible, preferably on the front door; and if you have more than 1 poster, on the front of the bathroom doors.

- **Postcards:** estimate how many unique bodies will come through your studio in the next 2½ weeks. That's how many post cards you need. We're suggesting a minimum of 100, maximum of 500. But you can call if you need more or want to distribute more throughout the community, so long as we're not just littering and they're ending up in the hands of people who want to attend the event. They are available for pick-up at several locations. Email [lauradowning@yahoo.com](mailto:lauradowning@yahoo.com) for arrangements. Those that can help us deliver them to local studios, PLEASE VOLUNTEER to do so, also via Laura's email.
- **Leadership:** make it a priority for your teachers to promote the event at the end of each class, have them point out the flyers and mention that registration is on the web; that we sold out last year, so they should get tickets early. You can even **make your computer available for them to purchase tickets right there on the spot, and walk them through it. This kind of service and group energy makes a difference!**
- **Staying in Contact:** More than likely, we'll need to touch base collectively via conference calls (that will take place 2 months and 1 month before the event). As long as you've registered as an Ambassador using the following, link, you'll be kept in the loop:  
[http://www.yogamonth.org/fwfiles/yoga\\_register\\_associates.php](http://www.yogamonth.org/fwfiles/yoga_register_associates.php)
- **Next Volunteer Meeting:** Please join us for our next Volunteer Meeting on Saturday, July 26<sup>th</sup> at 2pm on the rooftop lounge at Smart Corner Residence (Kris Ward's loft) in downtown SD:
  - **1080 Park Blvd. #1615 • San Diego, CA 92101. Click here for map and directions:**  
  
<http://maps.google.com/maps?f=q&hl=en&geocode=&q=1080+Park+Blvd,+San+Diego,+CA+92101&sll=32.716599,-117.153766&sspn=0.009893,0.019484&ie=UTF8&ll=32.717454,-117.153761&spn=0.009893,0.019484&z=16&iwloc=addr>

We look forward to working with you, and we thank you for your generous support and your beautiful work in the community.

In Gratitude, Namaste.

Kris Ward, Mara Harris & Volunteers  
Global Mala Project '08 - **SAN DIEGO!**

p.s. If you are interested in Sponsoring or Exhibiting at the event(s), download the info packet HERE: <http://globalmalasd.org/pdf/sponsor-exhibitor-info-pack.pdf>. For details, contact Riza Garcia at [riza.garcia@gmail.com](mailto:riza.garcia@gmail.com).