



Three And A Half Acres Yoga

CELEBRATE HARLEM

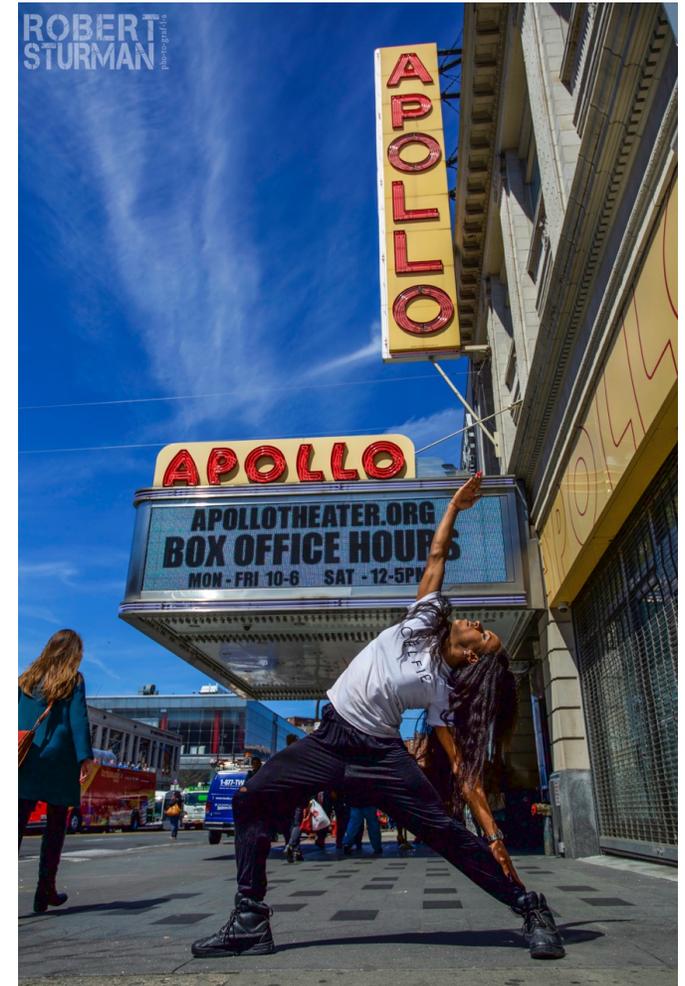
SIXTH ANNUAL GALA

EVENT INFORMATION + PARTNERSHIP OPPORTUNITIES

**TUESDAY, MAY 7TH
GINNY'S SUPPERCLUB AT
RED ROOSTER HARLEM
7-10 PM**

“Each human needs about three and a half acres of land to breathe properly ... and you create that needed space by giving back to our communities”

-R. Sharath Jois, Director of the Ashtanga Yoga Institute, Mysore India



WHO WE ARE

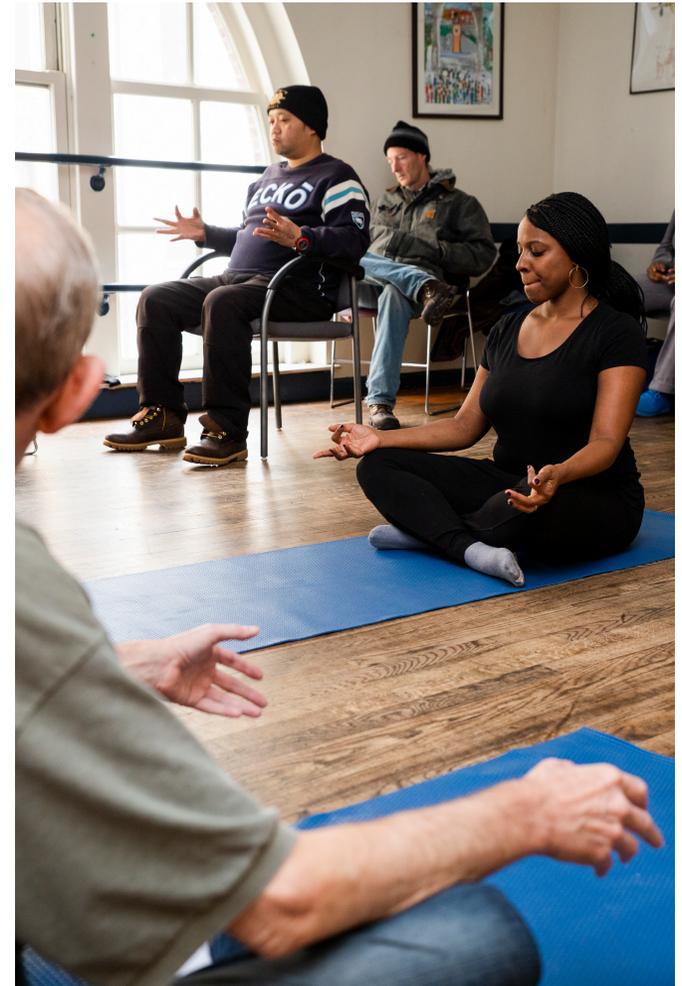
MISSION: Three and a Half Acres Yoga (THAY) provides yoga, breathing and mindfulness techniques to underserved communities. We use these tools to support individuals in recognizing their own power for positive change.

VISION: We envision a world where the benefits of yoga and mindfulness are available to all—regardless of age, race, gender, sexual orientation, ability or class.

AUDIENCE: THAY partners with community organizations within Harlem and Upper Manhattan that serve residents facing emotional, physical or social trauma. We provide yoga, breathing and mindfulness programs to nonprofits to support their existing missions and build bridges of understanding among neighbors. We also provide these same techniques to those who police our neighborhoods. We believe this work creates space and clarity in the day-to-day interactions between police and members of our community.

WHY SUPPORT THAY?

As our friends and supporters, we think it's important for you to know what Three and a Half Acres actually does! We would like to share some of our partnerships and programs that sustain and embody our mission.





THAY PARTNERS + PROGRAMS

- **THE BRIDGE:** An organization offering a comprehensive range of evidence-based rehabilitative services, including mental health and substance abuse treatment, housing, vocational training and job placement, healthcare, education and creative arts therapies.
- **CHILDREN'S AID SOCIETY:** East Harlem branch offering children, youth, and families comprehensive, community-based services and support.
- **FOOD BANK FOR NEW YORK CITY:** A Senior center within the organization that provides meals, sessions on living a healthy lifestyle, workshops with a community nutritionist, and more.
- **HARLEM HOUSE:** A mental health center at Harlem Hospital.
- **LGBT YOUTH OF HARLEM UNITED:** A nonprofit providing access to quality HIV/AIDS care for all, regardless of race, socioeconomic status or sexual orientation.





THAY PARTNERS + PROGRAMS

- **LAW ENFORCEMENT EXPLORERS PROGRAM:** An NYPD program connecting youth and law enforcement in positive community service.
- **NEW YORK HARM REDUCTION EDUCATORS (NYHRE):** A nonprofit organization promoting the health and safety of persons who use drugs and engage in prostitution.
- **NYPD:** THAY offers 'Yoga for Cops' in the central Harlem community.
- **SOUND BUSINESS, INC. (SBI):** A program designed to foster systemic socio-economic change through grass roots education initiatives, serving Harlem's A. Philip Randolph Campus High School.
- **SERVICES FOR THE UNDERSERVED (S:US):** A Harlem non-profit driving scalable solutions to transform the lives of people with disabilities, people in poverty, people facing homelessness, and veterans.





WHY SUPPORT THAY?

WE REACH THE HARLEM (AND BEYOND) COMMUNITY USING SOCIAL MEDIA:

20,000 - Email List

35,000 - Facebook

15,000 - Twitter

30,000 - Instagram

WE EXPERIENCE MEDIA PLACEMENT:

Huffington Post, Daily News, Fox 5, New York Magazine, WSJ, YogaCityNYC, Well & Good, Mantra Magazine and More

GALA ATTENDEES INCLUDE INFLUENCERS AND BUSINESSES OWNERS IN HARLEM

Most attendees are Gen X, 40's, above average income, active on social media, 14x more influential than average non-profit supporter



OUR IMPACT

Within the Harlem community we touch many lives. This visual shows our reach with programming throughout the neighborhood.





"YOGA CLASS INSPIRED ME TO QUIT SMOKING. I WANTED TO BREATHE BETTER AND HAVE MORE ENERGY." –*THAY participant from The Bridge*



"SINCE CLASS I NOTICED I'M MORE AWARE OF WHEN I'M DOING TOO MUCH." –*THAY participant from Sound Business, Inc. (SBI)*

"YOGA MAKES ME HAPPY. I HAVE MORE ENERGY AFTERWARDS." –*THAY participant from Food Bank for New York City*





"ANY DAY I AM FEELING STRESSED, I PRACTICE WHAT I LEARNED AND IT HELPS A LOT." *-THAY participant at Children's Aid Society*

"THIS WAS A CHALLENGING CLASS BUT IT WAS JUST WHAT I NEEDED." *-THAY participant from the NYPD*



"I USUALLY FEEL SO ANGRY BUT NOW I'M CALM. I WILL DEFINITELY BE BACK." *-THAY participant from Services for the Underserved (S:US)*

"YOGA CLASS IS THE BEST PART OF MY WEEK!" *-THAY participant from Harlem House*



2019 GALA HONOREES



VY HIGGINSEN, noted author, playwright, radio and TV personality, has garnered an excellent reputation and won many awards for providing high quality products and services to African-American audiences. After a decade of being behind the microphone and on major New York stations (WBLS-FM, WWRL-AM, WRKS-FM), Vy published and edited Unique NY, a lifestyles magazine designed for African-Americans and tourists.

In 1983, Vy co-wrote, produced and directed the classic black Gospel musical *Mama I Want To Sing!*, which ran for eight years and 2,200 performances at the Off-Broadway Heckscher Theater in East Harlem. In March 1986, *Mama* began a national tour of the USA, playing two consecutive years throughout major cities such as Atlanta, Chicago, Houston, Los Angeles/San Francisco, Philadelphia and Washington. International tours include Austria, Japan, Germany, Greece, Italy, Switzerland, and Yugoslavia. *Mama* also played for six months on the West End of London. In March 1988, Vy co-produced Joe Turner's *Come and Gone* by August Wilson on Broadway. In 2002, Vy was ordained as an Interfaith Minister. Led by her passion for the sounds and music she grew up hearing, Vy conceived and created *Alive!* which documents the sounds, music, and stories of our black American musical landscape.

Vy continues to write and produce original work as the Executive Director of the Emmy Award-winning Mama Foundation for the Arts in Harlem, New York.



2019 GALA HONOREES



IVO PHILBERT is Vice President, External Relations and Special Projects for the Jackie Robinson Foundation, where he oversees projects both in JRF's development department and related to the Jackie Robinson Museum. On the Development side, he is focused on building corporate partnerships to boost JRF's roster of corporate funders. Working on behalf of the upcoming Jackie Robinson Museum, he will initiate and manage JRF's partnerships with community, membership and non-profit organizations, educational institutions, and various conventions and conferences.

Mr. Philbert is an active mentor to many young professionals and volunteers his time with several organizations. He is a member of Mastermind Connect, Chair of the Board of The Harlem Eat Up! Foundation; Vice Chair of the Board of the CouncilHim Foundation; advisor to The US Virgin Islands Alliance and co-lead of the New York efforts for Operation Rebuild Virgin Islands (Hurricanes Irma & Maria relief efforts). Formerly, he was on the Board of Directors of Big Apple Basketball, the Atlanta Dogwood Festival and the Atlanta Caribbean Carnival. An avid food and dining enthusiast, he also manages an Instagram food page - [@diningwithvo](https://www.instagram.com/diningwithvo)



2019 GALA SUPER HERO AWARDEE



As a curvy woman, **ANGELA DAWN**, E-RYT200, RYT500, YACEP, often felt left out of the larger conversation about health and fitness, even after managing and improving multiple autoimmune conditions with a healthy lifestyle, mindfulness and over a decade of regular yoga asana practice. When she attended Yoga Teacher Training at Trimurti Yoga in Goa, India in 2016, she hoped it would help her find her place as well as steer that conversation towards others who often felt left out and left behind.

Now teaching full-time across New York City at Y7 Studio (WeFlowHard,) Harlem Yoga Studio (Full-figured Yoga,) and Revolutionary Fitness (Body Positive Flow) Angela offers challenging and dynamic yoga asana classes while keeping the practice as accessible as possible, encouraging her students to build strength and stability in the bodies they inhabit at the moment, rather than waiting for some future perfected version of themselves that may or may not come. Along with her group classes, she has been honored to offer yoga in city parks, women's shelters, and, thanks to her work with THAY, in many nonprofits across Harlem such as The Bridge and Harlem United.

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2019 GALA SUPER HERO AWARDEES



GARETH AND CAMARON FAGAN own Harlem Tavern and Row House, located in Central Harlem. With over 30 years of restaurant experience between them, the Fagans are seasoned restaurateurs. They are very dedicated and involved in the Harlem community where they live and are raising their two children.





**2019 TICKET
AND RAFFLE OPPORTUNITIES**

INDIVIDUAL TICKET PRICES

GENERAL ADMISSION TICKET: \$95

VIP TICKET + ACCESS TO VIP EXCLUSIVE RAFFLE: \$150



AUCTIONS + RAFFLE DONORS

ALL AUCTION AND RAFFLE DONORS WILL RECEIVE RECOGNITION ON:

- Menus (located on each table)
- Event Program
- Event Website





2019 SPONSORSHIP OPPORTUNITIES

PLATINUM [\$10,000]

*Sponsor receives the following for THAY's three (3) major events:
Women Who Wow, THAY End of the Year Happy Hour, and the Celebrate Harlem Gala*

- Logo on threeandahalfacresyoga.org during the 2019 calendar year
- Logo on all event-related collateral
- Signage at three (3) Signature Events
- Logo included in step and repeat
- Logo included Program
- Logo/name used in extensive media campaign
- A dedicated thank you email to our list
- Ten (10) tickets to the Celebrate Harlem Gala
- Full page program advertisement





GOLD [\$5,000]

- Logo included in step and repeat
- Logo and “thank you” in Gala program
- Signage throughout Gala event
- Logo on threeandahalfacresyoga.org prior to event
- Logo included in THAY social media campaign
- Five (5) VIP tickets to the Celebrate Harlem Gala
- Full page advertisement in Gala program (choice of back cover or any right side full page)



SILVER [\$2,500]

- Logo included in step and repeat
- Logo and “thank you” in Gala program
- Logo on threeandahalfacresyoga.org prior to event
- Full page advertisement in Gala program
- Two (2) VIP tickets to the Celebrate Harlem Gala





BRONZE [\$1,000]

- Logo included in step and repeat
- Half-page advertisement in Gala program
- Two (2) General Admissions Tickets to the Celebrate Harlem Gala



PAST GALAS

PREVIOUS ATTENDEES INCLUDE:

- Michaela Angela Davis (CNN), Amanda Seales (HBO), Constantine Maroulis (Broadway), and Marcus Samuelsson (celebrity chef)

ATTENDEES INCLUDE

- Influencers and businesses owners in Harlem
- Most attendees are Gen X, 40's, above average income, active on social media, 14x more influential than average, and non-profit supporter



CONTACT US

For more information on sponsorship opportunities for the Celebrate Harlem Gala or how to support THAY, please visit our website: <https://threeandahalfacres.org/>

