



## APPROVED BY BOARD OF DIRECTORS

June 13, 2022

### CONSIDERATIONS THAT INFORM THIS POLICY

1. This policy does not apply to teacher trainings, including 300-hour modules.
2. Events are an important way to increase Anusara Yoga's visibility in the wellness community and increase the number of Anusara practitioners and teachers worldwide.
3. The pandemic has negatively impacted yoga teachers financially.
4. The profit margin for Anusara yoga events is currently very small and rarely covers the time presenters at such events spend planning and traveling to events.
5. Teachers are already investing in Anusara's growth and in the School through:
  - a. Their Anusara membership (Standard and Assisted), which costs significantly more than a Yoga Alliance membership
  - b. 2.5% teacher training registration fee.
6. In addition to 5 a) and b), some teachers also have to pay to Yoga Alliance for workshops or advanced trainings.
7. Examples of events to which this policy will apply include the Northeast USA Gathering at the Kripalu Yoga Center (September 2022) and the Annual USA Gathering (September 2023).

### POLICY

1. The Board of Directors will **invest** in local, country-wide, or regional events by absorbing the cost of:
  - a. Marketing
    - i. Event logo development
    - ii. Notices in the School's newsletter (*Anusara News*)
    - iii. Posts on the School's social media channels
    - iv. A web page on the School's website
    - v. Outreach materials tailored to specific audiences
  - b. Liability insurance if such insurance is required due to the nature of the event.
2. Event organizers are expected to provide the School's Director of Operations with an **event marketing plan** that includes photos/images, text, and a desired schedule.

3. **If necessary, the School will advance funds *solely* to pay the deposit on the venue.**
  - a. The School will not require a go/no-go deadline.
  - b. The School will set a limit on the total amount of available funds to support events within a given calendar year.
  - c. The School will select events to support financially in the upcoming calendar year through a Request for Proposals (RFP) process.
  - d. In light of the School's current financial situation, the School must be reimbursed for this advance *following* the event. The Board of Directors hopes to one day be able to finance such deposits and other costs associated with event planning and production.
  
4. **This interim policy does not require that event organizers remit any profit to the School.** However, they are asked to consider donating some of the event profits to the School to help cover the costs associated with the event.
  
5. This interim policy does not apply to **Samavesha**, the School's annual international festival.
  
6. This policy will become **effective** upon approval by the Board of Directors. This policy would apply to Samudra Shakti 2023, which is already in the planning stages.
  
7. Given that this is an **interim policy**, the School's Board of Directors reserves the right to revisit and amend this policy.