

*Local Community Engagement and Brand Activation Campaign

ZEN *with* GOATS

* Alo Yoga Community Wellness Experience

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CAMPAIGN ELEMENTS

Goat Yoga Session

- Led by experienced yoga instructors, participants will enjoy a beginner-friendly yoga class infused with laughter and joy as friendly goats roam freely around the yoga mats. Interacting with the goats adds an element of playfulness and spontaneity to the practice, fostering a sense of connection with nature and each other.

Mindful Meditation

- After the yoga session, unwind and relax with a guided meditation surrounded by the calming presence of nature and the gentle sounds of the countryside. Allow yourself to let go of stress and tension as you connect with your breath and the present moment.

Community Connection

- Connect with fellow participants and members of the local community over post-yoga refreshments and healthy snacks provided by ALO Yoga. Share your experiences, make new friends, and discover the transformative power of yoga and community support. Don't forget to visit our ALO Yoga pop-up shop to explore our latest collections and wellness products!

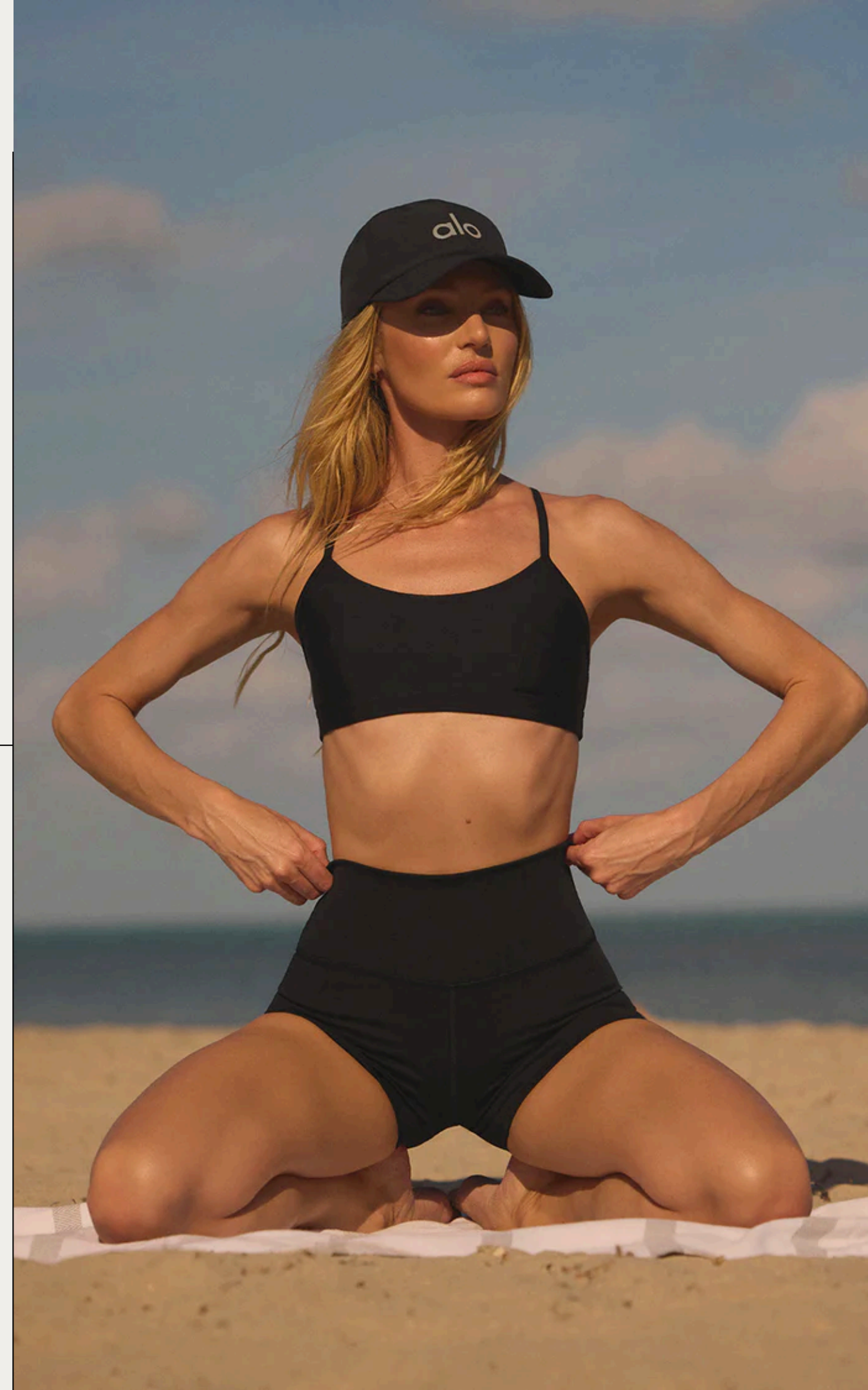


EVENT DETAILS

- **Date:** Saturday June 29th 2024
- **Time:** 10:00 AM - 12:00 PM
- **Location:** Harley Farms Goat Dairy
 - 205 North Street, PO Box 173, Pescadero, CA 94060
- **Ticket Price:** \$45 per person (includes goat yoga session, meditation, refreshments, and a special gift from ALO Yoga)

ABOUT EVENT

Join us for an unforgettable morning of yoga, laughter, and connection at "Zen With Goats," a special community wellness event presented by ALO Yoga. Set amidst the serene beauty of Harley Farms Goat Dairy, this event offers a one-of-a-kind opportunity to experience the joy of yoga in the company of adorable and playful goats.





FIND



Your

INNER

Peace

Playfully

Theme:

"Find Your Inner Peace, Playfully" encapsulates our approach to wellness.

At ALO Yoga, we believe that finding inner peace doesn't have to be serious business. Through

laughter, playfulness, and connection with nature, we aim to

make wellness accessible and enjoyable for

everyone. Join us in rediscovering the joy of movement, the tranquility of meditation, and the magic of community

HOW TO RESERVE YOUR SPOT



Space is limited, so reserve your spot today by visiting [Eventbrite Link] or contacting ALO Yoga at [Contact Information].

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Don't miss this opportunity to experience the magic of goat yoga and cultivate a sense of joy, connection, and well-being in the heart of your community.

Social Media Engagement

Total Event-Related Posts: 300

Total Reach: 50,000 impressions

Likes: 10,000

Shares: 450

Comments: 200

Hashtag Usage: #ZenWithGoats used in 100+ posts

Participant Feedback

Post-Event Surveys:

Satisfaction Rating: 4.8 out of 5

95% of participants rated their experience as highly enjoyable and impactful.

Attendance and Ticket Sales

Total Attendance: 100 participants

Ticket Sales: Sold out all 100 tickets, generating \$4,500 in revenue.

Community Impact Strengthened Community Bonds

Participants bonded over shared experiences, fostering a sense of camaraderie and connection. Local farmers appreciated the opportunity to showcase their venue and collaborate with ALO Yoga.

Brand Perception Pre and Post-Event Surveys

Pre-Event: 50% of participants were aware of ALO Yoga's commitment to holistic wellness.

Post-Event: Awareness increased to 80%, with participants associating ALO Yoga with unique and playful wellness experiences.

Testimonials

"A truly magical experience! Connecting with nature and practicing yoga with goats was both joyful and rejuvenating." - Sarah M.

"Thank you, ALO Yoga, for organizing such a unique event. I left feeling relaxed, inspired, and deeply connected to the community." - John D.