



# Partnership kit

## YogaShield Yoga For First Responders

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[info@yogaforfirstresponders.org](mailto:info@yogaforfirstresponders.org)

# 2024

who we are

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We provide yoga training that is job specific and culturally informed.

## Meet Olivia:

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Hey there! I'm Olivia, the founder and CEO of Yoga For First Responders (YFFR).

I started teaching yoga to first responders over 10 years ago. Today, YFFR is a globally recognized organization and training protocol. Supported by research studies, testimonials, and abundant anecdotal evidence of success, YFFR is at the forefront of positively impacting first responders' lives.

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*Our Mission is to provide first responders and military personnel with traditional yoga and stress resilience training that is culturally informed and job specific for the purposes of effectively processing stress, building resilience, and enhancing performance.*

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### Mission Reach:

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12 k	37	8	796	127
first responders served	states	countries	trained instructors	active instructors

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## our stats

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Supported. Protected. Prepared.

23 k	14.3 k	358	10 k	56%
website views	social media followers	On Demand subscribers	email subscribers	interaction rate

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### demographics:

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35-44 years old	35%
based in the usa	91%
male	40%
female	60%

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### services offered:

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social media endorsement: \$150/post	endorsement of your brand on Facebook or Instagram
podcast endorsement: \$187	30-60 second ad spot on our podcast
blog post endorsement: \$300	article featuring mention and link to your brand
newsletter endorsement: \$560	one call to action and link of your brand in our newsletter
instructor school endorsement: \$250	brand logo on instructor school materials (shirt, manual, etc.)

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**Forge a strategic partnership with YFFR  
to amplify your brand's impact while connecting with a  
passionate community that actively seeks innovative solutions for  
stress relief, mental resilience, and overall well-being.**

where we've been

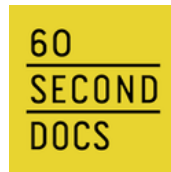
Process Stress. Build Resilience. Enhance Performance.

## Who we've worked with:

Chicago PD  
Memphis FD & PD  
Albuquerque FD  
Los Angeles FD& PD  
US Marshal Service  
FBI Victim's Services Unit  
.....and many more.

Crew 1st Culture Podcast  
Behind the Badge Podcast  
Tactical Resilience Training -  
Developing High-Performance  
Katrina Marsh

Featured On:



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All data is accurate as of January 1, 2024