



International Yoga Committee-IYC
www.iyc-yoga.org

Office of the President of IYC

May 04, 2017

Dear His Excellency/Hon'ble Sir/Chairman/Director, Friends and Supporters of Yoga and Yoga became a Sport,

It is indeed an honor to be a part of the historic celebration of the **International Yoga Day & Yoga became a Sport of Non-Olympic (Celebrating Golden Year 2017)**. We want to extend a heart-felt thank you for your commitment to making this project so successful.

The International Yoga Committee-IYC is the 1st International "Yoga" Sport Governing Body in the World (www.iyc-yoga.org), based in India, which has adopted and recognised by **International Non-Olympic Committee** and supported by **International Nobel Peace Prize Recommendation Forum (INPPRF)**. which has begin on 21st June 2016 day of International Yoga Day declared by United Nations General Assembly on 11 December 2014 proposed by our Hon'ble **Prime Minister of India Shri Narendra Modi** and Swami Baba Ramdev (World Yoga Guru) has given real shape of "YOGA" and its popularity Internationally and International Yoga Committee-IYC

As a special part of this year's **Celebration of Golden Year 2017**, we are publishing a Souvenir/Publication on the occasion of the **International Yoga Day & Yoga became a Sport of Non-Olympic of INOC**. Advertising in our **Souvenir/Publication** is an excellent opportunity to promote your govt. departments, company or organization and show support for the Yoga & Yoga as Sport too, and would be distributed amongst H.E. President of India, H.E. Vice President of India, H.E. Prime Ministers, and all Hon'ble Central Ministers, H.E. Governors, Chief Ministers, State Sports Ministers, United Nations, UN Ambassadors, dignitaries, and private sectors of the India & other World.

The IYC have already received many dozens of **Congratulating/Best Wishes Messages** from H.E. Prime Ministers, Hon'ble Central Ministers, H.E. Governors, Chief Ministers, State Sports Ministers, United Nations, UN Ambassadors, Pratanjali Yogapeeth Trust, & dignitaries of the India & other World. The IYC is expecting the release of Souvenir/Publication of IYC can be H.E. President of India, H.E. Vice president of India, Hon'ble Prime Minister of India or equalent dignitary of the our Country.

Please support Yoga and Yoga became a Sport of Non-Olympic by becoming a sponsor and/or purchasing a special congratulatory ad in the souvenir/publication. Funds raised by sponsorship and advertisement support the Yoga as Sport Worldwide, which originated in ancient India.

We have enclosed information regarding sponsorship, souvenir/publication advertisement chart and information as below. If you have any questions, contact may directly to Souvenir/Publication Director – Shoaib ANSARI (iyc-yoga@non-olympic.org or call +91-9696214117). All ads can be submitted electronically to info@isecard.asia no later than June 10, 2017.

We look forward to your support!

Sincerely Yours,

(Dr. Thiyagu Nagaraj)

General Secretary -IYC

E-mail : info@iyc-yoga.org cell : +91-9994941352



Enclosure : IYCSouvenirPublicationGuidelines2017

Mother Organizations



Sister Organizations /Organs



Sister Organizations/
Organ's Website

www.nobelpeaceforum.org
www.inou-edu.org
www.wcrde-edu.org
www.wske.org
www.iscc-super-cricket.org
www.nationalbrandawards.org
www.indo-oic-icci.org
www.oim-islamicworld.org

International Yoga Committee-IYC

IYC HQ OFFICE:
Unit No. - Office 512, Parsvnath Planet Plaza,
TCG - 8/8 & 9/9 Vibhuti Khand, Gomti Nagar,
Lucknow-226010, (U.P.) INDIA
Tel : +91-522-2303664, 2303663
Fax : +91-522-2397710
E-mail : info@iyc-yoga.org



International Yoga Committee-IYC

Recognized by :

International Non-Olympic Committee-INOC

and Supported by :

International Nobel Peace Prize Recommendation Forum-INPPRF

2017 Souvenir/Publication Guidelines Packet



Great Hon'ble Prime Minister of India
Shri Narendra Modi



The idea for establishment of an International Day of Yoga at the United Nations was initiated by the Hon'ble Prime Minister of India Shri Narendra Modi, during his maiden address to the 69th UNGA on 27 September 2014, when he said :

"We need to change our lifestyles. Energy not consumed is the cleanest energy. We can achieve the same level of development, prosperity and well being without necessarily going down the path of reckless consumption. It doesn't mean that economies will suffer. It will mean that our economies will take on a different character. For us in India, respect for nature is an integral part of spiritualism. We treat nature's bounties as sacred. Yoga is an invaluable gift of our ancient tradition. Yoga embodies unity of mind and body; thought and action; restraint and fulfillment; harmony between man and nature; a holistic approach to health and well being. It is not about exercise but to discover the sense of oneness with yourself, the world and the nature. By changing our lifestyle and creating consciousness, it can help us deal with climate change. Let us work towards adopting an International Yoga Day."

The Prime Minister had indicated that 21st June, one of the two solstices, has special significance in many parts of the world, being the longest day in the northern hemisphere, and that it be considered for adoption as the International Day of Yoga by the United Nations General Assembly.

Included in this packet are:

- Guidelines
- Ad Form for Govt. Deptt./ Corporate Sponsors
- Ad Size Form

IYC-Yoga is recognized as
Sport by INOC



International
Non-Olympic Committee

IYC-Yoga is supported as
Sport by INPPRF





International Yoga Committee-IYC

Recognized by :

International Non-Olympic Committee-INOC

and Supported by :

International Nobel Peace Prize Recommendation Forum-INPPRF

2017 Souvenir/Publication Guidelines Packet

Submissions

We are pleased to announce the submission guidelines for the 2017 **International Yoga Day & Yoga Became Sport of Non-Olympic Souvenir/Publication (Celebrating Golden Year 2017)**. **All forms must be sent to : info@isecard.asia subject : Souvenir Ads.** Remember, Government Departments, Corporate Sectors and individuals still need to mail their payment and order form to the Treasurer-IYC at info@iyc-yoga.org and info@isecard.asia

2017 International Yoga Day & Yoga Became Sport of Non-Olympic Souvenir/Publication Guidelines

The ads design can be sent via e-mail until midnight **June 10, 2017**. All payments must also be received by the Treasurer-IYC by May 10, 2017 (copy of payment submittal must be sent to General Secretary). We will not be able to accept submissions (forms, photos) by mail/courier, only by email. Additionally, we will not accept changes to text or photos once we have received your materials (this includes missing and corrupted files), so please review all submissions before uploading/sending them!) Files will be sent to the printer immediately after the deadline for final printing of the Souvenir/Publication.

Text Specifications

- All text must be submitted as a Microsoft Word document.
- All text should be submitted in Times New Roman size 12 font, single-spaced with sections clearly labeled. Please run spell/grammar check before submitting any materials. Limit your use of bold, italicized, or underlined text.
- Please abide by the following maximum word count allotment.

Photo Specifications

- All photos must be submitted in a .tiff or .jpg, gif format (no .pdf files). No scanned reproductions of an image from another publication can be used. Do not send photos in a Word document. All images must be uploaded individually!
- All photos/design must be landscape style (horizontal, NOT vertical).
- It is recommended that all photos are high-resolution (hi-res). Please do not send thumbnails (very small, low resolution photos). As a general rule, the larger the image file the better it will print.

Director
International Yoga Committee-IYC
www.iyc-yoga.org



**2017 International Yoga Day & Yoga Became Sport of Non-Olympic Souvenir/Publication
Govt. Deptt./Corporate Sponsors/Individual AD Form
DEADLINE: June 10, 2017**

All ads should be sent via upload to **International Yoga Day & Yoga Became Sport of Non-Olympic Souvenir/Publication Ads**. Ads should be CAMERA READY Artwork/Copy and saved in a PDF format. A hard copy of your Souvenir/Publication ad should be included with your payment submission.

This form can be used for all type of Ads.

Chapter Name _____

Advertiser Name _____

Contact Name _____

Address _____

	Type of AD	Cost INR	Quantity	Total
<input type="checkbox"/>	Inside Front Cover (Color)	2,00,000		
<input type="checkbox"/>	Inside Back Cover (Color)	1,75,000		
<input type="checkbox"/>	Back Cover (Color)	2,50,000		
<input type="checkbox"/>	Full Page 7”X9” (Color)	1,72,000		
<input type="checkbox"/>	Full Page 7”X9” (B&W)	75,000		
<input type="checkbox"/>	Half Page 7”X4.5” (B&W)	35,000		
<input type="checkbox"/>	Quarter Page 4.5”X3” (B&W)	15,000		
TOTAL AMOUNT ENCLOSED				INR _____

- Black & white or color photographs accepted (black & white preferred). Ads will appear in black & white.
- You may wish to use one of the following fonts for your ad copy Bookman, Arial, or Times Roman.
- Electronic Submissions of your ad should be sent to info@isecard.asia Subject : Souvenir Ads.
- **NO** personal checks will be accepted.
- Payment for all ads must be submitted no later than **June 10, 2017** by wire transfer or demand draft payable to: International/National Banking -PNB : Name of Account: **International Yoga Committee**, Account Number : 2408000150178934, IFSC CODE : PUNB0240800), Swift Code: Swift Code: PUNBINBBLHG , Name of Bank: Punjab National Bank, Name of Branch: Lalbagh, Lucknow-226001, India , Tel 91-522-2610342 and must accompany the ad form.
- One copy of ad form along with payment must be mailed to Treasurer-IYC Mr. Mohammad Meraj, B- 2/4, Vinay Khand, Gomti Nagar, Lucknow-226010 (U.P.) INDIA Fax : +91-522-2397710 e-mail: info@iyca-yoga.org. **A copy of the d.d. and the ad form must be emailed to : info@isecard.asia**
- Questions may directly to Souvenir/Publication Director – Shoaib ANSARI (iyc-yoga@non-olympic.org or call +91-9696214117).

FOR REGIONAL USE ONLY:

Form of Payment:	Date Received:	AD Individual	Signature
Amount Received:	Ad Size: Full, Half, Quarter	Photo: Yes or No	Type: B/W or Color



Fourth Page Ad – 15,000

Fourth Page Ad - 15,000

Full Page Ad - 75,000

Half Page Ad - 35,000