

2017 Corporate Sponsorship

About TEDxErie, x = independently organized TED event

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TED Talks video and live speakers combine to spark deep discussion and connection. These local, self-organized events are branded TEDx, where x = independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized. (Subject to certain rules and regulations.)

Why participate?

- You will be investing in a community who believe in the power of "ideas worth spreading"...and are working to turn those ideas into realities.
- You will help bring together corporations and individual change agents whose combined brain power, passion, and commitment to purpose can spark new opportunities for Northwest Pennsylvania.
- You want to leverage innovative ideas, technologies, design, and education to help create a better future.

How can you get involved?

- **Sponsor TEDxErie.** It takes a lot of resources to pull off an event of this caliber and scope. We could not create this event without your financial support and in-kind donations.
- **Spread the word.** If you are as enlightened and inspired by all-things-TED as much as we are, please share TEDxErie news and events with your family and friends!
- **Attend the events.** We plan on hosting a number of events over the coming year. Subscribe to our email list, follow us on Facebook, and check out our website, for updates: <http://www.tedxerie.com>.

Sponsorship Opportunities

Key Elements

- Sponsor logos and names will be sized and placed in order of priority according to sponsorship level. Higher levels of sponsorship will have more prominent exposure.
- A captive audience of hundreds of audience members, volunteers, and speakers at the live show at the Little Theater at McDowell Intermediate High School (seating capacity 975).
- In addition to the live event, we will be broadcasting the event through Livestream (www.livestream.com) for a web-based audience throughout the world. Sponsor logos will be imbedded in the feed as well.

- Our new venue offers us the ability to permit our sponsors to engage directly with our audience. Our sponsors have the option to have a display, store, or other direct engagement in the lobby space at the Warner Theater (some limitations apply).
- Each of our speakers and performers will have their presentations filmed, edited, and broadcast on YouTube on the official TEDx Channel. Sponsors at \$2,500 and above have the opportunity to have their logos embedded in some or all of these videos. Higher levels of sponsorship will have more prominent exposure.
- All sponsors will be listed on our official Sponsors page on our TEDxErie web page www.tedxerie.com. Higher levels of sponsorship will have more prominent exposure.
- We will thank each of our sponsors on the TEDxErie Facebook and Twitter feeds.

Sponsorships come in many forms and various levels. Sponsor benefits are tailored to your goals and our audience, including brand activation at the event and through broadcasts worldwide. All sponsors will have the following at a minimum:

- Logo inclusion on the TEDxErie website and in all print and web promotional materials.
- On-site display and sampling opportunities.
- Display of company logo on-screen during transitions at TEDxErie events.
- Access to our followers through interactive (email and social media) marketing.
- Captive audience of thought leaders and influential individuals at TEDxErie events.

Sponsorship levels:

- **Keystone Sponsor \$10,000**
 - Only 1 sponsorship available at this level
 - 100 event badges (tickets)
 - Logo placement at the start of all TEDxErie speaker videos
 - Premiere sponsor recognition, including the center two-page advertisement in TEDxErie programs
 - Logo printed on the back side of the attendee badges that every attendee gets (up to 975 badges)
 - Premier access to venue space for on-site display, store, or other attendee interaction (subject to restrictions)
 - Special acknowledgement on stage at the main event (up to 975 people plus the livestream audience) and logo displayed on stage during event transitions
- **Foundation Sponsor \$5,000**
 - Only 1 sponsorship available at this level
 - 75 event badges (tickets)
 - Logo placement at the start of all TEDxErie speaker videos
 - Premiere sponsor recognition, including the one full page back-outside cover advertisement in TEDxErie programs
 - Access to venue space for on-site display, store, or other attendee interaction (subject to restrictions)
 - Special acknowledgement on stage at the main event (up to 975 people plus the livestream audience) and logo displayed on stage during event transitions
- **Visionary Sponsor \$2,500**

- Only 4 sponsorship available at this level
- 50 event badges (tickets)
- Logo placement at the start of all TEDxErie speaker videos
- Premiere sponsor recognition, including one full-page advertisement in TEDxErie programs
- Access to venue space for on-site display, store, or other attendee interaction (subject to restrictions)
- Special acknowledgement on stage at the main event (up to 975 people plus the livestream audience) and logo displayed on stage during event transitions
- **Knowledge Sponsor \$1,000**
 - Only 8 sponsorships available at this level
 - 25 event badges (tickets)
 - Logo placement at the start of 2 TEDxErie speaker videos
 - Premiere sponsor recognition, including one half-page advertisement in TEDxErie programs
 - Access to venue space for on-site display, store, or other attendee interaction (subject to restrictions)
 - Acknowledgement on stage at the main event (up to 975 people plus the livestream audience) and logo displayed on stage during event transitions
- **Growth Sponsor \$500**
 - 10 event badges (tickets)
 - Logo placement at the start of 1 TEDxErie speaker video
 - One quarter-page advertisement in TEDxErie programs
 - Logo displayed on stage during event transitions
 - Access to venue space for on-site display, store, or other attendee interaction (subject to restrictions)
- **Concept Sponsor \$100**
 - 4 event badges (tickets)
 - One eighth-page advertisement in TEDxErie programs
 - Logo displayed on stage during event transitions
 - Access to venue space for on-site display, store, or other attendee interaction (subject to restrictions)

Other ways to get involved

- **Vendor Sponsor \$50**
 - Limited budget? Got something to sell or share with our TEDxErie audience? For a \$50 donation you can still reach thought leaders in the community. Set up a product display, a store, sampling station, or other creative feature in the lobby of the Little Theater. We would ask for a 10% commission for any sales made during the TEDxErie event. (Subject to size and space limitations. Contact TEDxErie for more details.)
- **Awareness Sponsor (in-kind sponsorship)**
 - We need services to make this event happen. This is a win-win for small companies looking to showcase what they can do. Bartering will be accepted as a means for

- local companies to grow their businesses. TEDxErie enters into this type of partnership with the hope that the partner will one day grow up to be a "local hero"!
- Contact TEDxErie to see how you can contribute.
 - TEDxErie will work on a case-by-case basis to provide recognition for Awareness Sponsors. In general, in-kind contributions are valued 2:1 as compared to cash donations.

Please contact Jonathan D'Silva, for more information about corporate sponsorship opportunities at 814-459-6056 or jdsilva@tedxerie.com.