



TEDxGeorgiaTech

x = independently organized TED event



SPONSORSHIP PACKAGE

TED

Technology | Entertainment | Design

OUR ORGANIZATION

TED is a nonprofit devoted to spreading ideas, usually in the form of short, powerful talks. TED began in 1984 as a conference where Technology, Entertainment, and Design converged. Today, TED covers almost all topics – from science to business to global issues – in more than 100 languages.

OUR MISSION

TED is a global community, welcoming people from every discipline and culture who seek a deeper understanding of the world. We believe passionately in the power of ideas to change attitudes, lives, and, ultimately, the world. On TED.com, we're building a clearinghouse of free knowledge from the world's most inspired thinkers — and a community of curious souls to engage with ideas and each other, both online and at TED and TEDx events around the world, all year long.

“Don't ask yourself what the world needs; ask yourself what makes you come alive. And then go and do that. Because what the world needs is people who have come alive.”

— Howard Thurman



A Letter from the Directors

Dear Potential Partner,

Our names are Sana and Yamini, and we are organizing an independent TEDx event in Atlanta on April 8, 2017.

TED is an annual event that brings together the world's leading thinkers and doers to share ideas that matter in any discipline — technology, entertainment, design, science, humanities, business, development. The talks at the conference, called TED Talks, are then made available to watch for free on TED.com.

In the spirit of "ideas worth spreading," TED has created TEDx, 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 connections. Our TEDx event is not organized by TED Conferences, but is operated under a license from TED.

We're excited to be a TEDx licensee and are reaching out to a select group of companies that are committed to the power of ideas to support our TEDx event. We felt you would add to the unique atmosphere. We are looking forward to discussing ways in which you could help underwrite and add to this incredible new experience.

For more information, please take a look at:

www.ted.com

www.ted.com/tedx

We have created the following document to guide you through our sponsorship process. We look forward to discussing further.

Sincerely,

Sana Ajani and Yamini Nambiar

Co-Directors TEDxGeorgiaTech 2016-2017



About **TEDx**GeorgiaTech

What is TEDxGeorgiaTech?

TEDx was created in the spirit of TED's mission, *Ideas Worth Spreading*. The program is designed to give communities, organizations, and individuals the opportunity to stimulate dialogue through TED-like experiences at a local level.

At TEDxGeorgiaTech, we believe passionately in the power of ideas to change attitudes, lives and, ultimately, the world. Our mission is twofold: First, to build a clearinghouse of free knowledge from the Georgia Tech and Atlanta's most inspired thinkers; Second, to provide a platform to discuss these ideas worth spreading thereby fostering a community of change makers.

Who do we reach?

The TEDxGeorgiaTech 2017 attendees will include 100 students, alumni, staff, and faculty from Georgia Tech, as well as artists, business professionals, and activists from the Atlanta community.

Why Become a **TEDx** Sponsor

As a TEDx Sponsor, you will have the opportunity to engage in authentic dialogue with your community. At TED, we view our sponsors as partners who are joining us on a journey. TED is a project we are investing in together.

TED encourages **you** to join in a collaborative relationship with TEDxGeorgia Tech to support the people of the Georgia Tech and Greater Atlanta communities.

As a TEDx Sponsor, you join the global TED community, and benefit from TEDxGeorgiaTech's individually tailored, local flavor. Becoming a TEDxGeorgiaTech partner means you are committed to our vision of spreading ideas to change the world for the better.

Payment and Contact Information

If you would like to sponsor, we accept the following forms of payment

- PayPal
- Check (preferred)
- Wire Transfer

Please email tedxgeorgiatech@gmail.com for more information.



Sponsorship Tiers

	Platinum	Gold	Silver	Bronze
Tickets to event	3	2	1	1
Logo on the Website	✓	✓	✓	✓
Logo on the t-shirt	✓	✓	✓	✓
Swag at event	✓	✓	✓	
Logo on the program	✓	✓	✓	
Name and logo on all marketing materials	✓	✓		
Company booth at all major events	✓			
Exclusive dinner with TEDx speakers	✓			

PLATINUM **\$5000**

Includes 3 tickets

- Company booth at all major events
- Company name and logo on all marketing materials
- Company's swag distributed amongst TEDx event attendees
- Logo will appear on TEDx t-shirts
- Logo on website
- An exclusive dinner with TEDx speakers

GOLD **\$2500**

Includes 2 tickets

- Company name and logo on all marketing materials
- Company's swag distributed amongst TEDx event attendees
- Logo will appear on TEDx t-shirts
- Logo on website

SILVER **\$1000**

Includes 1 ticket

- Company's swag distributed amongst TEDx event attendees
- Logo will appear on TEDx t-shirts
- Logo on website

BRONZE **\$500**

Includes 1 ticket

- Logo on website
- Company's swag distributed amongst TEDx event attendees

* In addition to cash sponsorships, there are numerous ways you can participate through in-kind donations, such as: printing, food donations, lunch, break or reception co-host, speaker travel, audio-visual equipment, event production, gift bag items, transportation and more!

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TEDxGeorgiaTech.com