

TEDx Greenville // 2012: Breakthrough

x = independently organized TED event



Sponsorship Opportunities

www.TEDxGreenville.org

Hello,

We are hosting an independently organized TEDx event in Greenville on March 30, 2012, at the new, state-of-the-art Kroc Center in downtown Greenville.

We want you to be part of it.

TED is an annual event devoted to *Ideas Worth Spreading*. It brings together the world's leading thinkers and doers to share ideas that matter in a variety of disciplines – technology, entertainment, science, humanities, business, art, design. Short talks, demonstrations, and performances are given by hand-picked beacons of inspiration, and all volunteer their time and expertise for no money. They do it for the experience, for the TED name, and for the chance to be heard and share their passion.

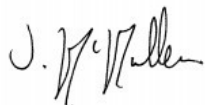
In the spirit of “ideas worth spreading,” TED has created TEDx, a program of local, self-organized events that bring people together to share a TED-like experience.

The mission of TEDxGreenville is to gather local, like-minded thinkers to focus on the power of ideas as tools for change. We aim to stimulate thought and conversation – and ultimately action – resulting in real problem solving in our community and our lives.

TEDxGreenville is operated under a license from TED, obtained by our team of organizers. We had to clearly establish why we believed our event could uniquely serve our community, and why we felt so passionate about doing so. We're excited to be a TEDx licensee and are reaching out to others who we feel are committed to the power of ideas to lend support to this incredible experience.

We look forward to further discussion.

Sincerely yours,



Josephine McMullen
Sponsorship Team, Chair



Brenda Laakso
Core Leadership Team

About TEDxGreenville

Dedicated to “ideas worth spreading,” TEDxGreenville is a local, non-profit, self-organized event that brings people together to share a TED-like experience. At TEDxGreenville, TEDTalks video and live speakers combine to spark deep discussion and connection.

TEDxGreenville is the first independently organized TEDx event in South Carolina. Now, after two hugely successful sold-out events, we’re looking to take the TEDxGreenville movement to a whole new level, culminating with our third annual event:

TEDxGreenville 2012: Breakthrough

8:00 am – 5:00 pm, March 30, 2012

The Kroc Center in downtown Greenville

As a TEDxGreenville sponsor, you will be joining us on a journey during which you will enter into a collaborative relationship with a community of TEDxGreenville enthusiasts who are passionate about innovation, creativity, and community awareness.

Why Become a Sponsor?

As a TEDxGreenville sponsor, you will have the opportunity to:

- ▶ Engage in an authentic dialogue with an elusive yet valuable audience: passionate, open-minded people in your community.
- ▶ Test your ideas for the future, and be challenged to positively impact your community and the planet in new ways.
- ▶ Share in our vision of spreading ideas that are intended to change the world for the better.

Our sponsors become a part of the global TEDx community: TEDx is more than a set of events – it’s a global community comprised of individuals from many nations, cultures, and backgrounds.

Benefits of Sponsorship

As a TEDxGreenville sponsor, you will enjoy recognition on screen and from the stage at the live event, through our live webstream, on our website, and in our electronic and printed media. (See our Sponsorship Opportunities on the next page for more details about our sponsor benefits.)

You will also be able to connect with fans and attendees of TEDxGreenville who include senior government leaders, business leaders, educators, innovative thinkers, influencers, trend-setters, and decision-makers. They are people who come together with like-minded people to either share their ideas or be inspired by ideas that they incorporate in their lives.

SPONSORSHIP OPPORTUNITIES

Sponsorships are ideal for businesses, non-profits, or foundations looking for a unique opportunity to improve our community and build relationships with thinkers and doers who are building the future of the Upstate and beyond. Please take a moment to review the list of unique sponsor benefits listed below. A simple comparison chart is also included on the last page of this document for your review.

PREMIERE SPONSOR - \$10,000

- ▶ Personalized DVD containing complete set of talks
- ▶ Exclusive sponsor in specific industry
- ▶ Exclusive presentation of your logo at the beginning and end of each of several TED videos
- ▶ Participation in our testimonial archive on website
- ▶ Recognition for scholarship program support (special acknowledgement from the podium, in the program, and on the website)
- ▶ Exhibition station
- ▶ Top billing of company logo on signage at event
- ▶ Top billing of company logo in conference program
- ▶ Sponsor recognized on main stage at the beginning of event, and announced from the podium
- ▶ Top billing of your individual page on our website with your logo, mission statement, contact information, and website links
- ▶ Invitation for 6 to our VIP pre-event reception with event presenters and organizers
- ▶ 6 complimentary registrations as well as VIP seating

PLATINUM SPONSOR - \$5,000

- ▶ Exclusive sponsor in specific industry
- ▶ Exclusive presentation of your logo at the beginning and end of one local TEDx talk
- ▶ Participation in testimonial archive on website
- ▶ Recognition for scholarship program support (special acknowledgement from the podium, in the program, and on the website)
- ▶ Exhibition station
- ▶ High-profile billing of your company logo on signage at event
- ▶ High-profile billing of your company logo in conference program
- ▶ Sponsor recognized with other Platinum Sponsors on main stage at the beginning of event, and announced from the podium
- ▶ High-profile billing of your individual page on our website with your logo, mission statement, contact information, and website links
- ▶ Invitation for 4 to our VIP pre-event reception with event presenters and organizers
- ▶ 4 complimentary registrations as well as VIP seating

GOLD SPONSOR - \$2,500

- ▶ Presentation of your literature, along with other Gold Sponsors, on table at event
- ▶ Company logo listed on signage at event
- ▶ Company logo listed in conference program
- ▶ Sponsor recognized with other Gold Sponsors on main stage at the beginning of event

continue →

- ▶ Recognition, with your logo, on our website
- ▶ Invitation for 2 to our VIP pre-event reception with event presenters and organizers
- ▶ 2 complimentary registrations as well as VIP seating

SILVER SPONSOR - \$1,000

- ▶ Company logo on signage at event
- ▶ Company logo in conference program
- ▶ Sponsor recognized with other Silver Sponsors on main stage at the beginning of event
- ▶ Recognition, with your logo, on our website
- ▶ 2 complimentary registrations as well as VIP seating

BRONZE SPONSOR - \$500

- ▶ Company listed on signage at event
- ▶ Company listed in conference program
- ▶ Sponsor recognized with other Bronze Sponsors on main stage at the beginning of event
- ▶ Listed on our website
- ▶ 1 complimentary registration as well as VIP seating

We welcome many types of involvement with TEDxGreenville. We aren't just selling ad space—**our goal is to create lasting partnerships with visionary corporations and innovative enterprises.** Each sponsorship opportunity is uniquely crafted to meet your goals as well as the needs of our audience. We work with our sponsors to ensure that they are participating in the aspect of TEDxGreenville that is right for them, in a way that reflects the character of both our organizations.

Like to see a side-by-side comparison of TEDxGreenville sponsor assets?

Please take a look at the TEDxGreenville 2012 Sponsorship Comparison Chart on the next page of this document.

IN-KIND SPONSORS - We encourage in-kind contributions. Supporting TEDxGreenville in this way is an excellent opportunity to advertise your organization and your products to a new pool of potential customers. We are happy to offer you the same benefits based on the value of your donated products or services!

How To Become a Sponsor

To discuss sponsorship opportunities, please contact:

Josephine McMullen

phone: 864-561-7979

email: sponsorships@tedxgreenville.com

Type of Benefit	Premiere (\$10,000)	Platinum (\$5,000)	Gold (\$2,500)	Silver (\$1,000)	Bronze (\$500)
Complimentary Registrations	6	4	2	2	1
Invitations to VIP Reception with Presenters and Organizers	6	4	2	0	0
Recognition on Website	Top Billing of Individual Page on Website	High-Profile Billing of Individual Page on Website	Logo on Website	Logo on Website	Listed on Website
Recognition from Main Stage at Beginning of Event	Listed on Own Slide AND MC Announces Recognition from Podium	Listed with Platinum Sponsors on Slide AND MC Recognition from Podium	Listed with Other Gold Sponsors on Slide	Listed with Other Silver Sponsors on Slide	Listed with Other Bronze Sponsors on Slide
Recognition in Conference Program	Top Billing of Company Logo in Program	High-Profile Billing of Company Logo in Program	Logo Listed in Program	Logo Listed in Program	Listed in Program
Recognition in Signage at Event	Top Billing of Company Logo on Signage	High-Profile Billing of Company Logo on Signage	Logo Listed on Signage	Logo Listed on Signage	Listed on Signage
Exhibit Space	Exhibit Station	Exhibit Station	Literature Presented, Along with Other Gold Sponsors, on Table at Event	—	—
Scholarship Program Support Recognition	Acknowledgement from Podium, in Program, and on Website	Acknowledgement from Podium, in Program, and on Website	—	—	—
Participation in Testimonial Archive on our Website	Yes	Yes	—	—	—
Presentation of Logo During Event	Exclusive Presentation of Logo at the Beginning & End of Certain TED Videos	Exclusive Presentation of Logo at the Beginning and End of <u>One</u> Local TEDx Talk	—	—	—
Exclusivity	Exclusive Sponsor in a Specific Industry	Exclusive Sponsor in a Specific Industry	—	—	—
Personalized DVD of Complete Set of Talks	Yes	—	—	—	—