



**TEDxEmory**  
x = independently organized TED event

**PARTNERSHIPS 2018**



# ABOUT US

TED is a nonprofit organization devoted to sharing “Ideas Worth Spreading.” It strives to foster passionate and productive dialogue among people through Technology, Entertainment, and Design. It does so by hosting an annual TED conference as well as overseeing thousands of independently organized, community-based TEDx conferences. The TED conference and TEDx conferences have the same format. Each talk lasts for less than twenty minutes and many focus on how we as individuals and localities can better ourselves and the world in which we live. TED and TEDx talks reach millions around the world every day via [www.ted.com](http://www.ted.com).

TEDxEmory, wholly comprised of a staff of highly-motivated student volunteers, will host its eighth TEDxEmory conference on February 24th, 2018. Past conference speakers include:

**Dr. Frans de Waal**, legendary primatologist, member of Time Magazine’s *100 Most Influential People in 2007*, New York Times bestselling author of *Age of Empathy* and *Primates & Philosophers*, among other famous titles.

**Bernard Lafayette, Jr.**, former Civil Rights activist, founder of the Student Nonviolent Coordinating Committee (SNCC), leader of the 1960 Nashville Movement, the 1961 Freedom Rides, and the 1965 Selma Movement, appointed National Program Administrator of the Southern Christian Leadership Conference (SCLC) and National Coordinator of the 1968 Poor Peoples’ Campaign headed by Martin Luther King, Jr.

**Thad Starner**, founder and director of the Contextual Computing Group at Georgia Tech as well as a Technical Lead/Manager on Google’s *Project Glass*, named as one of Technology Review’s *top 100 remarkable innovators in 1999*, appeared on CBS’s *60 Minutes*, CNN, BBC, and The Wall Street Journal.

**Karen L. Owen**, Assistant Professor of political science and the Director of the Master of Public Administration program at Reinhardt University, author of *Women Officeholders and the Role Models Who Pioneered the Way*, recipient of the Jane England Teaching Excellence Award in 2016.

**Dr. Ernest V. Garcia**, Endowed Professor of Cardiac Imaging in the Department of Radiology at Emory University, former President of the American Society for Nuclear Cardiology, selected in 2006 as a Medical Imaging Industry *Top 10 Nuclear Medicine Researcher*, author of over 341 articles and 10 books in the field of medical imaging.

For a full list of speakers, please visit [www.tedxemory.org](http://www.tedxemory.org).

Since our first event in 2011, TEDxEmory has grown rapidly from two hundred attendees to upwards of four hundred attendees at the 2016 conference, not to mention the thousands of people who have watched the talks online during and after the conference. For TEDxEmory 2018, we are aiming to have over one thousand people in attendance. We aspire to draw locally and nationally renowned companies that are committed to innovation, groundbreaking solutions, and engaged thinking.

By becoming a TEDxEmory sponsor, you can facilitate conversation about learning, innovation, and wonder. Our vibrant group of attendees, speakers, student volunteers, and other members of the Emory community work in concert to shape the annual TEDxEmory event, but we could never do so without the help of our sponsors.

Our team values your financial and in-kind donations. Helping us support our venture presents a prime opportunity for you to advertise your organization or business to a new pool of potential customers.

# YOUR CONTRIBUTION

## Why Your Contribution is Important

TEDxEmory targets companies and organizations that share our vision of a world shaped by powerful ideas and dynamic discourse. We are committed to the success of the event and want to ensure that you can take full advantage of the opportunity to sponsor TEDxEmory.

## Sponsorship Levels

### \$3000+ - Platinum sponsorship

- Sponsorship acknowledgement during opening remarks
- Sponsorship mentioned and displayed at the end of all embeddable video segments
- 8 VIP passes \*
- Link to your organization/corporation on our Facebook™ page
- Logo (1st rank) on monitors during intermission
- Logo (1st rank) on website with corporate description
- Logo (1st rank) in conference booklet with corporate description

### \$1000 to \$2999 - Gold sponsorship

- Sponsorship acknowledgement during opening remarks
- Sponsorship mentioned and displayed at the end of all embeddable video segments
- 4 VIP passes \*
- Link to your organization/corporation on our Facebook™ page
- Logo (2nd rank) on monitors during intermissions
- Logo (2nd rank) on website
- Logo (2nd rank) in conference book

### \$500 to \$999 - Silver sponsorship

- 2 VIP passes \*
- Link on our Facebook™ page
- Logo (3rd rank) on website
- Logo (3rd rank) in conference book

### \$100 to \$499 - Bronze sponsorship

- Link on our Facebook™ page
- Logo (3rd rank) on website

\*A VIP pass will provided you with priority seating at the event, priority serving during the event luncheon, and a TEDxEmory t-shirt.



# LET'S WORK TOGETHER

## **Non-Monetary Contributions:**

We welcome all levels of involvement with TEDxEmory, and we very much encourage in-kind contributions. Supporting us presents a unique opportunity to advertise your organization or company to a new pool of potential customers. Non-monetary sponsorship levels are ranked in the same way as monetary sponsorship levels are (i.e. a \$500 donation of goods will make you a Silver sponsor). We are thrilled to offer you benefits based on the value of your donated products or services!

## **Below are some areas we have identified, but there is a wide-range of possibilities**

- Catering/Food Donations
- Beverages (non-alcoholic and alcoholic drinks)
- Photography & Videography
- Gift Bag Sponsorship
- Media Partners (live streaming of the event)
- Printing

Your contribution is greatly appreciated. As a TEDxEmory sponsor, you will be supporting a non-profit event that sparks creativity and groundbreaking innovation and helping bring distinguished speakers and thinkers to Emory and the greater Atlanta community.

Please contact Mackenzie Aime or Devon Thompson concerning sponsorships. Thank you for your support.

Mackenzie Aime

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Devon Thompson

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The image shows a dark, out-of-focus scene of an audience seated in a large hall or arena. In the background, a stage is visible with a podium and a large banner that includes the word "Emmy". The overall atmosphere is dimly lit, suggesting a formal event or ceremony.

**THANK  
YOU!**

