

# TED<sup>x</sup>

## Help Impact the future.

Connect. Contribute. Collaborate.

# TED<sup>x</sup> Spokane

x = independently organized TED event



**Connect with thought leaders.  
Contribute to the vision.  
Collaborate with us.**

## **BE PART OF THE FUTURE OF TEDxSPOKANE.**

Welcome to TEDxSpokane. We invite you to collaborate with us in creating a community of idea sharing and inspiration. This is how we change the world—one idea at a time. This high-energy daylong event will feature shared ideas and entertaining presentations citizens of the Inland Empire and beyond.

This October marks our sixth live event and it will originate from the historic Bing Crosby Theater in downtown Spokane. Our 2016 event was sold out, attended by 400 people and videos have been viewed by over a quarter of a million people online.

We believe that sharing ideas can change attitudes, lives and ultimately our world. TEDxSpokane is part of a growing phenomenon known as TED. TED is a nonprofit organization devoted to sharing ideas. It started in 1984 as a conference of people seeking to share their knowledge in the worlds of technology, entertainment and design. TED now conducts live conferences featuring some of the world's most fascinating thinkers and doers. Videos from those conferences are available online and more than a billion people have viewed and grown intellectually as a result.

Those of us in the Pacific Northwest and Spokane have great ideas as well. That's why we created TEDxSpokane and all of the activities involved with the nonprofit organization. Each year our volunteer organizers seek to find and give a stage to people in our community and others with great ideas. And each year, we connect with the international TED community and host viewing events to give national and international ideas a chance to be seen and heard on our local stage. We invite you to be part of TEDxSpokane.

### **JAMIE TENDER**

TEDxSpokane, Founder and Licensee  
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[www.TEDxSpokane.com](http://www.TEDxSpokane.com)



### **WHY BECOME A TEDx PARTNER?**


Connect with thought leaders. Contribute to the vision. Collaborate with us. Becoming a TEDxSpokane partner means you share in our mission of spreading ideas that help change the world, join our community of thinkers, and benefit from an individually tailored partnership.

## TEDXSPOKANE BACKGROUND AND HISTORY.

In 2012, TEDxSpokane hosted a live event that featured 15 speakers. Our live audience and those who are viewing the videos online heard from professors, teachers, parents, students, administrators, artists and citizens as they shared their ideas under the banner theme “Creativity, Action and Service.” And, the audience continues to grow as people share links to the videos.

We’re excited to be licensed by TED and in 2017 we will once again provide an opportunity for a growing number of people to share and discuss ideas that help them grow and seek to improve our world. We’re reaching out to a select group of organizations that are committed to the power of ideas and asking them to partner to help make TEDxSpokane activities possible. TEDxSpokane is organized by people from Spokane and across the great Pacific Northwest.

**WE BELIEVE THAT SHARING IDEAS CAN CHANGE ATTITUDES, LIVES AND ULTIMATELY OUR WORLD.**



We’re reaching out to a select group of organizations that are committed to the power of ideas and asking them to partner to help make TEDxSpokane activities possible.

## BE PART OF SOMETHING MEANINGFUL.

We aren’t interested in selling ad space, our goal is to create lasting partnerships with organizations that want to be part of and add depth to the TEDxSpokane experience. Our presenters address some of humanity’s toughest challenges offering answers through innovation, enterprise and optimism.

We seek to highlight local and regional ideas that inspire people to change their lives, their communities, and their world. Your partnership will help make this great event possible.



**JOIN OUR COMMUNITY OF THINKERS, AND BENEFIT FROM AN INDIVIDUALLY TAILORED PARTNERSHIP.**

### PATRICK REAM

TEDxSpokane, Business Development  
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 [Facebook](#)  [Twitter](#)  [YouTube](#)

# Partnership Offerings.

TEDx partner offerings come in many forms and various levels. We offer three levels of offerings which will include premier recognition leading up to and during to TEDxSpokane 2017. These partnerships assist us with the speaker related travel, housing, and food expenses. The speakers are not paid to speak, but sometimes they incur travel and miscellaneous expenses for which we reimburse them. Additionally, partnerships assist with marketing, advertising, venue signage, and any additional electronic rentals associated with the production of TEDxSpokane. Our Visionary level is reserved for a collaborating partner with dedicated focus on the attendees, speakers and committed to develop the best TEDx conference for the Spokane community.

## VISIONARY PARTNER

- Exclusive partner logo included before ALL TEDxSpokane online videos.
- Premier logo placement in event program.
- Exclusive tickets and access to Speakers Reception.
- Premier logo on TEDxSpokane website, linked to company site.
- Partner booth or space at event.
- Product in gift bag (certain restrictions apply).
- Eight complimentary tickets to TEDxSpokane.
- Acknowledgement from stage during event.
- Full-page ad in event program.
- Right of first refusal for future partnership opportunities.
- Personalized social media created for partner's use.
- Use of event photos from TEDxSpokane.
- Individualized benefits to be discussed.

**ONE OFFERED | \$8,000**

## GROWTH PARTNER

- Logo placement in event program.
- Exclusive tickets and access to Speakers Reception.
- Logo on TEDxSpokane website, linked to company site.
- Partner booth or space at event.
- Product in gift bag (certain restrictions apply).
- Six complimentary tickets to TEDxSpokane.
- Acknowledgement from stage during event.
- Half-page ad in event program.
- Social media assets for partner's use.
- Use of event photos from TEDxSpokane.

**FIVE OFFERED | \$4,000**

## KNOWLEDGE PARTNER

- Logo placement in event program.
- Exclusive tickets to Speakers Reception.
- Logo on TEDxSpokane website, linked to company site.
- Partner booth or space at event.
- Product in gift bag (certain restrictions apply).
- Two complimentary tickets to TEDxSpokane.
- Acknowledgement from stage during event.
- Quarter-page ad in event program.
- Social media assets for partner's use.
- Knowledge Partnership will be utilized for the express need of speakers, see next page.

**FIFTEEN OFFERED | \$2,000**

# Partnership Offerings.

In addition to the three levels previously mentioned, we offer in name and in-kind partnership offerings. These critical partnerships offer unique opportunities to connect and create meaningful dialog with the TEDxSpokane community and presenters.

## Named Partnerships

Our Named Partners play a critical part of the excellence and operations of the TEDxSpokane event. Named Partners will enjoy similar benefits of the leveled partnerships with customized benefit packages based on the relative value of the contribution, recommended min \$1,000. You will be recognized with premium branding tied to the particular area you choose to sponsor.

[Airline](#) | [Lodging](#) | [Transportation](#) | [Attendee Lunch](#) | [Speaker Reception](#) | [Production](#)



## In-Kind Partnerships

In addition to the above partnerships, there are numerous ways you can participate through in-kind donations. Below are some areas we have identified but the range of possibilities is wide-open. We will customize benefits packages based on the relative value of the in-kind gift.

[Catering \(lunch and/or cocktail\)](#) | [Beverages \(alcoholic & non-alcoholic drinks\)](#) | [Printing](#) | [Photography & Videography](#) | [Media Partners](#) | [Goody Bag Items](#) | [Staff Shirts](#)

**BECOME A PARTNER WHO SUPPORTS IDEAS WORTH SHARING.**



# How to make the most of your TEDxSpokane Sponsorship

The TED organization has strict rules for how and when TEDx events are allowed to talk about their sponsors. While you will be able to enjoy the aforementioned logo placements and acknowledgements, there are steps *you* can take to make sure you get the most out of your TEDxSpokane sponsorship.

## Share Your Sponsorship with Your Network

Make sure to tell all your fans and followers on [social media](#) you are partnering with TEDxSpokane to promote ideas, innovations and conversations within the community. Feel free to tag and mention TEDxSpokane through any available social channels, and to post before or during the live event.

[Facebook](#) | [LinkedIn](#) | [Twitter](#) | [Instagram](#)

Use your marketing assets, like a company [newsletter](#) or a [blog](#) on your [website](#), to let your community know about the sponsorship as well.

## Share Your Sponsorship with the Press

Feel free to send out a company press release to local media outlets informing them of your new partnership with TEDxSpokane. This platform will allow you to express why supporting ideas in the Spokane community is important to your business specifically.

## Share the Fun

TEDxSpokane 2017 will be hosting a number of pre-TEDx event events to celebrate these talks within our community throughout the year leading up to October 2017. This includes several live audition events to be held in Downtown Spokane, a meet and greet with the speakers the night before the TEDx event, and more exciting events yet to be announced. Your company can get involved by attending these events, offering the opportunity for employees to attend these events, or even [offering ticket giveaways](#) to your loyal customers.

[We want you, our sponsors, to be satisfied with your sponsorship and will support all of your initiatives to the best of our ability. Thank you for choosing TEDxSpokane.](#)



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Skyline design by Lacey Johnston of Skyberry Studio and TEDxSpokane Supporter.