

## SPONSORSHIP

Sponsoring a TEDx event isn't just providing support. Rather, it's about creating a unique partnership. Here's what you need to know about what it means to partner with **TEDxMSVU Women**.

Are you a company or organization that believes in supporting positive change within Canada and beyond and providing a platform for great influencers to share their experiences and innovative ideas? Connect with **TEDxMSVU Women** and join our community of thought leaders.

Our partners, whether financial or in-kind, are integral to helping us create a high quality, inspiring event. There are several benefits to becoming a **TEDxMSVU Women** sponsor, including:

- direct contact with enthusiastic, forward-thinking, action-oriented people
- exposure to new, current ideas and perspectives that could impact your strategic path and motivate and inspire employees
- ability to showcase your unique brand before, during and after the event
- support groundbreaking ideas
- prominent listing, link and logo displayed on **TEDxMSVU Women** website
- opportunity to experience TED talks in a new and different way

***Interested in becoming a partner/sponsor? If you'd like to discuss sponsorship opportunities, please contact us at [tedxwomen@msvu.ca](mailto:tedxwomen@msvu.ca)***

## SPONSORSHIP

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## ABOUT TEDX PARTNERSHIPS

TEDx is an open source community of events that inspire innovation, thought leadership, and visionary insights. Each TEDx event is independently organized by an extraordinary individual. These individuals are not hosting TEDx events for political reasons, monetary reward or personal gain.

They are doing this because they truly believe in the power of ideas to change the world.

## Why Become a TEDxMSVU Women Sponsor?

As a **TEDxMSVU Women** 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. You'll have an opportunity to test your ideas for the future, and you'll be challenged to positively impact your community in new ways.

Becoming a **TEDxMSVU Women** sponsor means you share in our vision of spreading ideas that are intended to change the world for the better. It means you'll be joining our global community of thought leaders while benefiting from an individually tailored TEDx partnership.

Do you want your brand associated with the organization that is the world leader in innovation? Our **TEDxMSVU Women** videos, featured on the TED.com website and YouTube, are seen and shared across a community of innovators worldwide.

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## How can I become a sponsor of TEDxMSVU Women?

There are several sponsorship opportunities available – you can learn more about being a sponsor below. Depending on the sponsorship package, the benefits of being a TEDxMSVU Women sponsor include:

- complimentary event tickets
- logo/name placement on video screen at event
- live, on-stage mentions by emcee
- logo/name placement on promotional materials related to **TEDxMSVU Women** (including event program)
- display table on event day (if requested)
- prominent listing, link and logo displayed on **TEDxMSVU Women** Sponsorship webpage
- recognition on **TEDxMSVU Women** social media channels (within Ted guidelines)
- recognition in communication emails
- name/logo recognition on event signage
- branded contribution of gift bags/prizes for audience

### **Gold Sponsor - \$10,000+**

10 Tickets or 5 VIP tickets

Company representative conducts welcoming remarks

Logo featured on all marketing material as the second highest tier

Company banner may be featured in main lobby

Company/logo featured on **TEDxMSVU Women** website.

Company thanked during closing remarks

Promote your business/products via swag bag

Potential for Company booth or sponsored space at the event.

### **Silver Sponsor - \$5,000+**

8 Tickets or 4 VIP tickets

Company mentioned during opening and closing remarks

Logo featured on all marketing material as the third highest tier

Company banner may be featured in main lobby

Company/logo featured on **TEDxMSVU Women** website.

Promote your business/products via swag bag

Potential for Company booth or sponsored space at the event.

### **Bronze Sponsor- \$2,500+**

4 Tickets or 2 VIP tickets

Company thanked during opening and closing remarks

Logo featured on all marketing material,

Company banner may be featured in main lobby

Company/logo featured on **TEDxMSVU Women** website.

Promote your business/products via swag bag  
Potential for Company booth or sponsored space at the event.

## **Affiliate Sponsor - \$1,000+**

2 Tickets  
Company mentioned during opening and closing remarks  
Logo featured on all marketing material  
Company/logo featured on [TEDxMSVU Women](#) website  
Promote your business/products via swag bag

**TEDxMSVU Women is also looking for sponsors with in-kind services.**

## **About TED**

The annual TED conferences brings together the world's most fascinating thinkers and doers. TED is a non-profit devoted to spreading ideas, usually in the form of short, powerful talks (18 minutes or less). TED began in 1984 as a conference where Technology, Entertainment and Design converged, and today covers almost all topics — from science to business to global issues — in more than 100 languages. Meanwhile, independently run TEDx events help share ideas in communities around the world.

On TED.com, we make the best talks and performances from TED and partners available to the world, for free. All of the talks are subtitled in English, and many are subtitled in various languages.

These videos are released under a Creative Commons license, so they can be freely shared and reposted.

## **OUR MISSION: SPREADING IDEAS.**

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.

In fact, everything we do — from our [Conferences](#) to our [TED Talks](#) to the projects sparked by [The Audacious Project](#), from the global [TEDx](#) and [TED Translators](#) communities to the [TED-Ed](#) lesson series — is driven by this goal: How can we best spread great ideas?

**About TEDx, x=independently organized TED event**

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 the local level.

At TEDx events, a screening of TEDTalks videos, or a combination of live presenters and TEDTalks videos sparks deep conversation and connections. TEDx events are fully planned and coordinated independently, on a community-by-community basis.

The springtime TED Conference held annually is at the heart of TED. More than a thousand people now attend. The event sells out a year in advance and the content has expanded to include science, business, the arts and the global issues facing our world. Over four days, 50 speakers each take an 18-minute slot, and there are many shorter presentations, including music, performance and comedy. There are no breakout groups. Everyone shares the same experience.

**It shouldn't work, but it does.**