

TEDxMcMasterU

Theme: *Legacy*

SPONSORSHIP PACKAGE

DATE: SATURDAY, FEB 11, 2023

TIME: 9:00-4:30 PM WITH SOCIAL PROCEEDING

LOCATION: TBD

FOR MORE: WWW.TEDXMCMMASTER.CA



OVERVIEW

TEDxMcMasterU 2023 is back in-person for the first time since the pandemic!

TEDx events are volunteer-led, non-profit initiatives organized by academic institutions & local communities. More than 27,000 TEDx events have been held globally.

The purpose of TEDx is to spark conversation, connection, and community. It lacks any commercial, religious, or political agenda. TEDx provides a platform for inspiring stories & voices to be heard, to share ideas, to learn from each other, and to connect community members.

An annual TED (Technology, Entertainment, Design) event is organized by the official TED organization once a year. Speakers at TED include Nobel prize laureates, academic researchers, political leaders, CEOs, and cultural leaders. **TEDx** events are similar but are locally organized by community members. Talks may include scientific, cultural, technology, entertainment, design, and academic topics.

OUR OBJECTIVE IS TO SPARK CONVERSATION ACROSS MCMASTER AND HAMILTON.

**HOW WILL YOU...
BUILD, ADAPT, LEAVE
YOUR LEGACY?**



WE ARE LOOKING FOR PARTNERS

This event is not possible without the support and counsel of community leaders. By partnering with TEDxMcMasterU, you are also supporting the diffusion of ideas that our most innovative, passionate and resilient community members have to share. In return, we are happy to offer you with brand exposure and interactive experiences at our TEDx conference.

As an alternative to monetary support, we are also grateful for sponsorships or discounts on venues, printing, photography, videography, graphic design, website development, audio-visual lighting, catering services, banking services and swag!

BEING A TEDxMcMasterU PARTNER

We are grateful for your consideration in partnering with TEDxMcMasterU. We appreciate both in-kind and financial contributions in any amount. All funds go directly to the event and none of the organizers or speakers are paid with your contribution.

BENEFITS OF PARTNERING WITH US

In return for your support, we are able to offer the following:

Brand exposure through our digital marketing channels

- Twitter
- Instagram
- Facebook
- LinkedIn
- TEDxMcMasterU Website
- Online digital assets such as a PDF program guide download
- Feature in email newsletters

Brand exposure on the day of the event

- Advertising space in the program guide
- Slide recognition on the main stage
- Event Program
- Engagement table at the conference to showcase your business to attendees & speakers

EXAMPLES OF IN-KIND CONTRIBUTIONS*

Introduction to other potential partners, speakers, and volunteers

Promotion of TEDxMcMasterU through your newsletter and social media channels

Discount and sponsorships for:

- Venue
- Catering
- Photography / videography
- Web development
- Graphic design
- A/V services

*Recognition for in-kind contributions will be matched according to its value based on the sponsorship tier table (next page).

FINANCIAL CONTRIBUTORS

SPONSORSHIP TIERS

	PLATINUM \$3,000+	GOLD \$1,500+	SILVER \$1,000+	BRONZE \$500+
Event Tickets	4	2		
Recognition as platinum partner of TEDxMcMasterU	●			
Logo placement on slides between all speakers (3 seconds)	●			
Premium logo placement on all marketing materials	●			
On stage recognition during opening and closing remarks	●	●		
Engagement table at conference	●	●		
TEDxMcMasterU Gift Bag	●	●	●	
Recognition on our social media outlets and event signage*	●	●	●	
Hyperlinked logo on our website and recognition in event program*	●	●	●	●

*Logo size & placement is dependent on sponsorship tier.

TEDxMcMasterU

Interested in partnering with us?
Let's chat:

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