

We are looking for partners like you.



What is TEDxMcMasterU?

A TEDx event is a volunteer-led, fully non-profit endeavour organized by local communities. More than 27,000 TEDx events have been held around the world.

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.

Speakers at TED include nobel prize laureates, academic researchers, political leaders, CEOs and cultural leaders. TEDx events are similar, but locally run by community members.

Who are the speakers at your event?

This year, we will have **8 speakers** from various walks of life to share their experiences and lessons learned.

Our past speakers include:

Dr. Maureen MacDonald - Dean of science & Professor at McMaster University

Mr. Dylan Horvath - CEO and President of Cortex Design, XPRIZE Winner

Mr. Jeff Joslin – Former UFC Fighter

And more!

Who are the current sponsors?

the Hamilton Chamber of Commerce, McMaster Innovation Park, the City of Hamilton Economic Development, the Office of the Provost, McMaster University Library, Michael G. DeGroote Health Innovation, Commercialization & Entrepreneurship, McMaster Student's Union, The Forge, the Innovation Factory, PENDA Productions, Nickel Brook Brewing Co., and several catering companies & restaurants. Plus, we're in discussions with several others.

Event Location

In consideration of the current COVID-19 protocols and the safety of community members, **the 2021 TEDxMcMasterU Conference will be held virtually using the Hopin online platform.** More detailed information will be provided once we finalize the platform of choice.

Event Date

February 20th, 2021

Event Time

2:00 PM– 7:00 PM

How can I get involved?

There is an opportunity for you to support the event. We are seeking to raise financial and in-kind contributions in order to make the event happen.

How does getting involved benefit me?

In addition to the warm fuzzy feelings you'll get from giving back to your community, sponsoring partners receive branding opportunities at the event and through various online and live virtual marketing channels.

Want to learn more?

Visit: www.tedxmcmaster.ca

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[Turn over for partnership benefits >>](#)

The perks of partnering with us.

We are so grateful for your consideration to partner with TEDxMcMasterU. We accept both in-kind and financial contributions. All funds go directly to the event. None of the organizers or speakers are paid with your contribution.

Perks of partnering

Brand exposure through our digital marketing channels:

- TEDxMcMasterU website
- Twitter
- Instagram
- Facebook
- LinkedIn
- Online digital assets
- Feature in marketing materials & newsletters

Brand exposure on the day of the virtual event:

- Logo in the program guide
- Main channel slide recognition
- Larger financial donations allow partners to host their own virtual channel for promotions and direct engagement with event attendees.

Facilitated introductions between partners and/or speakers

What kind of financial donations are you looking for?

We would love to set up a virtual meeting and discuss what level of financial donation you might be willing to contribute. The larger the financial donation, the greater the branding benefits.

What kind of in-kind donations are you looking for?

We would be grateful for donations of product, services, or discounts for A/V services, printing, banking services, swag, help to promote the event, and more. You name it, and we're probably looking for it.

Examples of in-kind contributions:

Introductions to other potential partners, speakers & volunteers, promotion of TEDxMcMasterU through your newsletter & social media channels

Discounts and sponsorships for:

- Catering
- A/V services
- Printing of banners & collateral
- Marketing, PR & press
- Hair & make-up
- Swag donation
- Product samples & coupons
- Etc.

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