



TEDx MEC
x = independently organized TED event

2024 Partnership Prospectus



We believe in the power of **ideas**

Our community has people with great ideas, incredible experiences, and inspiring stories.

TEDxMEC provides a premier platform for the nation's greatest thinkers and doers to reach a large, influential, local community, and have their ideas presented freely online to an international audience.

About **TED**

TED is a leading gateway of freely available knowledge from the world's leading thinkers.

TED is a leading gateway of freely available knowledge from the world's leading thinkers. TED believes passionately in the power of ideas to change attitudes, lives and, ultimately, the world. TED is a global community that welcomes people from every discipline and culture who seek a deeper understanding. A community of curious souls engaging with ideas and each other.

What is TEDx?

x = independently organised TED event.

Imagine a day filled with brilliant speakers, thought-provoking film, and mind-blowing conversation. TEDx events are licensed by TED to create unique gatherings, in communities around the globe, unleashing new ideas that energise, inspire, and inform.

We are an independently organised TED event committed to ensuring the people diverse communities can participate in, and benefit from the internationally recognised platform created by TED.

About TEDxMEC

TEDxMEC is a representation of all that is remarkable, challenging and thought provoking in Kochi, and both celebrates and raises the intellectual ambition and culture of South India.

We seek to spread the best ideas in our community to the widest possible audience.

TEDxMEC talks are professionally filmed, edited, and presented online, for free. Our talks have been viewed over 13 million times.

TEDxMEC is a not-for-profit organisation run by a team of skilled, dedicated professionals, all of whom are volunteers.

For more information, please visit TED.com and tedxmec.in

Celebrating 15 Years

Established in 2008, TEDxMEC is the leading ideas platform in South India.

What started as one of the first-ever TED talks in South India, the students of MEC continue to work hard to keep up the legacy. The fifteenth edition of TEDxMEC will take place on 17th March 2024.

At TEDxMEC, our community will hear from several speakers sharing ideas on a diverse range of subjects. TEDxMEC 2024 is all set to foster learning, get inspired and spark conversations that matter.

We welcome the brightest and best organisations and brands to partner with us, share our vision and engage with our community.



Partnership

Why partner with TEDxMEC?

For the Alignment

Partnering with TEDxMEC is a unique, immersive, and meaningful opportunity to build and widen your organisation's network with the worldwide TED and TEDx community. You will have the chance to leverage ideas, technologies, and invest in your local community to support education, innovation and the power of ideas to help create a better future.



For the Community Impact

Your partnership with TEDxMEC demonstrates that your organisation is committed to investing in the local community to support and create a better future. Furthermore, your customers, staff and other stakeholders will see that you are empowering TEDxMEC to fulfil a shared purpose - to spread ideas that can change the world.

For the Exposure

Our goal is to create lasting partnerships with organisations who share our vision and seek meaningful engagement with our community. We will work closely with you to ensure that your partnership is tailored to your needs, delivers clear benefits, and meets everyone's objectives.



Partnership

Our partners are at the heart of our community and make it possible for us to deliver TEDxMEC.

The TEDxMEC event offers outstanding partnership opportunities for innovative organisations to leverage and engage an audience looking for inspiration, connection, collaboration, and action. As an indication of what we can offer, an outline of partnership benefits have been included in this document.

Partnership Fees

This document presents a general overview and is neither comprehensive nor limiting. We are always pleased to tailor a package that meets the needs of all involved.

Our TEDxMEC Community

100+ Annual Live Audience

75+ Talks Online

13,000,000+ TEDxMEC Online Views

75+ Speaker Alumni

12,500+ Facebook Fans

700+ Twitter Followers

2,500+ Instagram

18,500+ LinkedIn

6,500+ Mailing List

39,000,000+ TEDx YouTube Subscribers

Contacts



TEDxMEC is possible because of the continued support of our partners.

If you are interested in partnering with us, please get in touch.

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By supporting those who support others,
we're building stronger communities.



Partnership Options

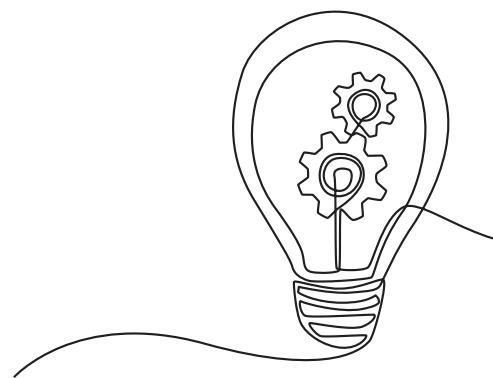
Partnership Benefits	
Presenting Partner	Visionary Partner
4 only	6-10 only

Partnership Proposal	
₹ 100,000	₹ 60,000

Ticketing Benefits		
Presenting Partner	Visionary Partner	
TEDxMEC Flagship event tickets	3 free of charge (FOC)	2 FOC
After party event tickets	2 FOC	1 FOC

Branding and Advertising Benefits		
	Presenting Partner	Visionary Partner
Partner recognition (logo) on TEDxMEC YouTube channel	Yes (expected 4-6 videos)	No
Partner recognition (logo) on volunteer crew - shirts	Yes	Yes
Partner recognition (logo) on TEDxMEC banners, signage and other display material	Yes	Yes
Display collateral/pull up banners	Yes, signage to be provided by partner	Yes, signage to be provided by partner
Partner recognition (logo) on mailing list comms – electronic direct mail (eDM)	Yes (minimum 4 per month). Includes ongoing exposure after the Flagship event	Yes (minimum 4 per month) Includes ongoing exposure after the Flagship event
Partner recognition on TEDxMEC website (logo credit and link)	Yes	Yes
Program advertisement	Full page	Half page
Program logo credit	Yes	Yes
Program description	150 words	100 words
Partner recognition on the screen/backdrop to the main theatre stage	Yes, screen branding/logo credit	Yes, screen branding/logo credit
Partner recognition on ceiling bulkhead in main theatre	Yes (during break times)	No
Host (MC) partner recognition and 'thanks' in main theatre at Flagship event	Yes	Yes
Exclusive use of TEDxMEC logo on your company assets (logo usage to be approved by TEDxMEC Marketing Director)	Yes	Yes
Partner recognition on all TEDxMEC Social media channels (Facebook, LinkedIn, Instagram, and Twitter). Includes ongoing exposure after the Flagship event	Yes, minimum 3 exclusive posts (posts can be before, during and after Flagship event) across all platforms	Yes, minimum 3 exclusive posts (posts can be before, during and after Flagship event) across all platforms
Media exposure (where applicable)	Yes	Yes
Option for promotional item/gift	Yes	Yes

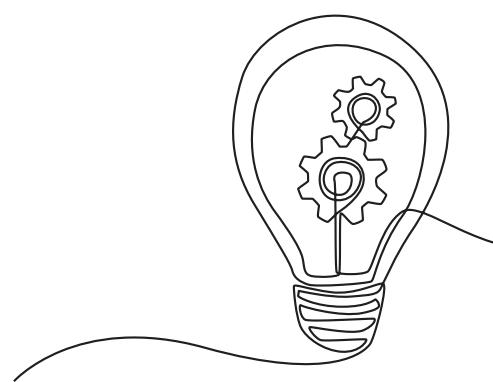
Other Benefits		
	Presenting Partner	Visionary Partner
One activation/installation stand in a prominent area for direct audience interaction	Yes, excludes furniture and banners/signage (allocation and floor plan to be provided at a later date)	Yes, excludes furniture and banners/signage (allocation and floor plan to be provided at a later date)
Bespoke question in post event survey	Yes	Yes
Dedicated account management	Yes	Yes
First right of offer to upgrade to a Naming rights partnership (see below for more details)	Options include, after party event, breakout sessions and lunch naming right partnership	Options include, after party event, breakout sessions and lunch naming right partnership
In-kind contribution available	Yes	Yes
Exclusive sector/category partner.	Yes	Yes
First option on partner package for 2025	Yes	Yes



Naming Rights Partnership Opportunities

Throughout our flagship event, we have two breakout sessions which act as a great opportunity for our audience to interact with TEDxMEC speakers. These packages allow our partners to obtain exclusive naming rights to each of these locations, alongside our lunch and refreshments and after party partner.

Partnership Benefits		
Presenting Partner Benefits Apply to the Naming Rights Opportunities		
Breakout Session and After Party	Breakout session (two breaks) TEDxMEC speakers interviewed and provision for audience questions and photographs Includes After Party networking event.	₹50,000
Exclusive lunch and refreshment breaks Partner	Key networking opportunity of the day and opportunity to create a 'theme'	₹50,000

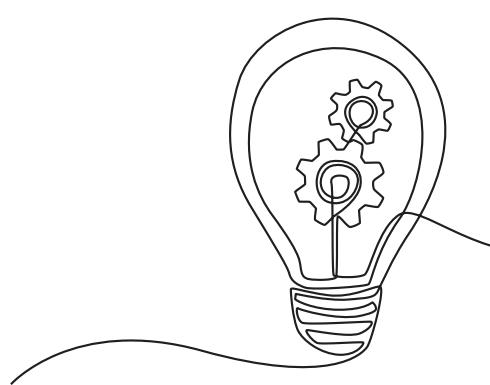


INR 20,000 and below partnership opportunities

There are other opportunities that we can offer at lower entry points.

Partnership Benefits	
INR 20,000 & Below Partner Benefits	
Ticketing benefits	Flagship event: 1 FOC After Party event: 1 FOC
Program logo credit	Yes
Program description	60 words
Partner recognition on TEDxMEC website (logo credit and link)	Yes
Partner recognition on the screen/backdrop to the main theatre stage	Yes
Host (MC) partner recognition and 'thanks' in main theatre at Flagship event	Yes
2 x pull up banners (to be provided by partner)	Yes
Partner recognition on all TEDxMEC Social media channels (Facebook, LinkedIn, Instagram, and Twitter).	Yes, minimum 1 exclusive post (posts can be before, during and after Flagship event) across all platforms
Includes ongoing exposure after the Flagship event	
Exclusive use of TEDxMEC logo on your company assets (logo usage to be approved by TEDxMEC Marketing Director)	Yes
Bespoke question in post event survey	Yes
Exclusive sector partner	Yes

TEDxMEC will be offering a "Pay it Forward" strategy in 2024 to enable partners to assist with accessibility to the event for those in need.



TED Global Partners

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BCG Google



The MACALLAN®

Previous Partners



