



Sponsorship Prospectus



About us

TEDxUWA is a student-run organisation seeking to highlight the ideas of University of Western Australia (UWA) students, staff and alumni as well as the Western Australian community in general. Our inaugural TEDxUWA Conference is a full day event that features a line-up of speakers specially selected from the UWA community, who discuss multidisciplinary topics or “ideas” for a maximum of 18 minutes per speaker. In-between speeches, there are artistic performances (including music, dance and even theatre) in order to utilise multiple media platforms to spread ideas. Each talk from the conference is professionally recorded and uploaded on YouTube and the TEDx website for public viewing.

Our mission

TEDxUWA aims to spread good ideas among the UWA community; creating a synergy of ideas between different faculties and people.

What's TED

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California 30 years ago, TED has grown to support its mission with multiple initiatives. The two annual TED Conferences invite the world's leading thinkers and doers to speak for 18 minutes or less. Many of these talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Sal Khan and Daniel Kahneman.

The annual TED Conference takes place each spring in Vancouver, British Columbia. TED's media initiatives include TED.com, where new TED Talks are posted daily; the Open Translation Project, which provides subtitles and interactive transcripts as well as translations from volunteers worldwide; the educational initiative TED-Ed. TED has established the annual TED Prize, where exceptional individuals with a wish to change the world get help translating their wishes into action; TEDx, which supports individuals or groups in hosting local, self-organized TED-style events around the world, and the TED Fellows program, helping world-changing innovators from around the globe to amplify the impact of their remarkable projects and activities.

What's TEDx

In the spirit of ideas worth spreading, TED has created a program called TEDx. TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. Our event is called TEDxUWA, where x = independently organized TED event. At our TEDxUWA event, TEDTalks video and live speakers will combine to spark deep discussion and connection in a small group. The TED Conference provides general guidance for the TEDx program, but individual TEDx events, including ours, are self-organized.

Our events

3

SALONS

Small to medium sized events focusing on audience interaction

1

CONFERENCE

Full day conference with speakers sharing their ideas surrounding a theme



TEDxUWA 2018: Turning Points

TEDxUWA 2018: Turning Points aimed to be a platform to showcase new ideas, perspectives and concepts to inspire innovative thinking and creative expressions. 10 speakers shared what “turning points” meant to them and offered their unique insights based on their professional and personal experiences.



TEDxUWASalon: Sustainable Change

How can we develop our future without creating a destiny defined by climate chaos? We experimented with our event format - including 2 esteemed speakers proposing a question to the audience with time for questions and answers afterwards



TEDxUWASalon: Exposition

In celebration of the City of Perth #WINTERarts, the goal of TEDxUWASalon: Exposition is to share and showcase innovation, creativity and insight into the world of art!



TEDxUWASalon: Life After Debt

An intimate guide to business related topics such as personal finances and how to make it in the industry. The event is a series of talks and interactive workshops with breakout time for the audience to network with speakers.

Testimonials

"I found the TEDxUWASalon to be an engaging and enlightening experience. I enjoyed the interactive element that deepened my understanding of the ideas. I left feeling inspired."

"As a presenter and attendee, I found the experience both personally rewarding and incredibly informative. The calibre of speakers, and the positive environment created by the TEDxUWA team made for an incredible day."

Our reach

1k+

ATTENDEES

Within 3 years of operations

3k

FOLLOWERS

On our social media platforms

80

SPEAKERS

At our events to date

854

SUBSCRIBERS

On our mailing list

6.7k

POST REACH

Average social media post reach

1.1k

POST ENGAGEMENT

Average social media post engagement



Work with us

Help us make a difference by supporting our initiatives. TEDxUWA attracts motivated and passionate students, staff and alumni from UWA, other universities and members of the public who are interested in 'ideas worth spreading.' This vibrant community provides an ideal opportunity to promote your company as a pioneering organisation, supporting youth-led innovation and seeking to attract the best creative thinkers in the state. It will also be a chance for your company representatives to mutually network with our student members and attendees, enjoy a world-class TEDx event run entirely by young people and be part of the global discussion of ideas!

Sponsorship Packages

For convenience, we have developed a number of standardised sponsorship packages. While these serve as a guideline of benefits, we would also love any other propositions you had in mind – for example, innovation booths to showcase current products, work and ideas are encouraged. Our standardised sponsorship levels are below:

	Platinum \$1000	Gold \$750	Silver \$500	Bronze \$100
Meet and greet with speakers	✓	✗	✗	✗
Logo on website	large with description and link	large with link	medium with link	small
Logo on YouTube videos	large	medium	small	✗
Complimentary seats	3	2	1	✗
Booth at event	✓	✓	✗	✗
Promotional material distribution	✓	✓	✓	✓
Vocal thank at event	✓	✓	✓	✓

This is a good time for ideas.
Let's spread them