



NAVIGATING THE NEW

Marketing Brochure

TED_xLNMIIT

x = independently organised TED event

**11th
JAN
2025**

About TED

TEDx, initiated in 1984, is a global program of independently organized events licensed by TED, which stands for Technology, Entertainment and Design. It covers almost all topics – from science to business to global issues – in more than 100 languages. Our mission is to provide a platform for local communities and passionate individuals to come together and share ideas worth spreading. On TED.com, we're building a clearinghouse of free knowledge from the world's most inspired thinkers.

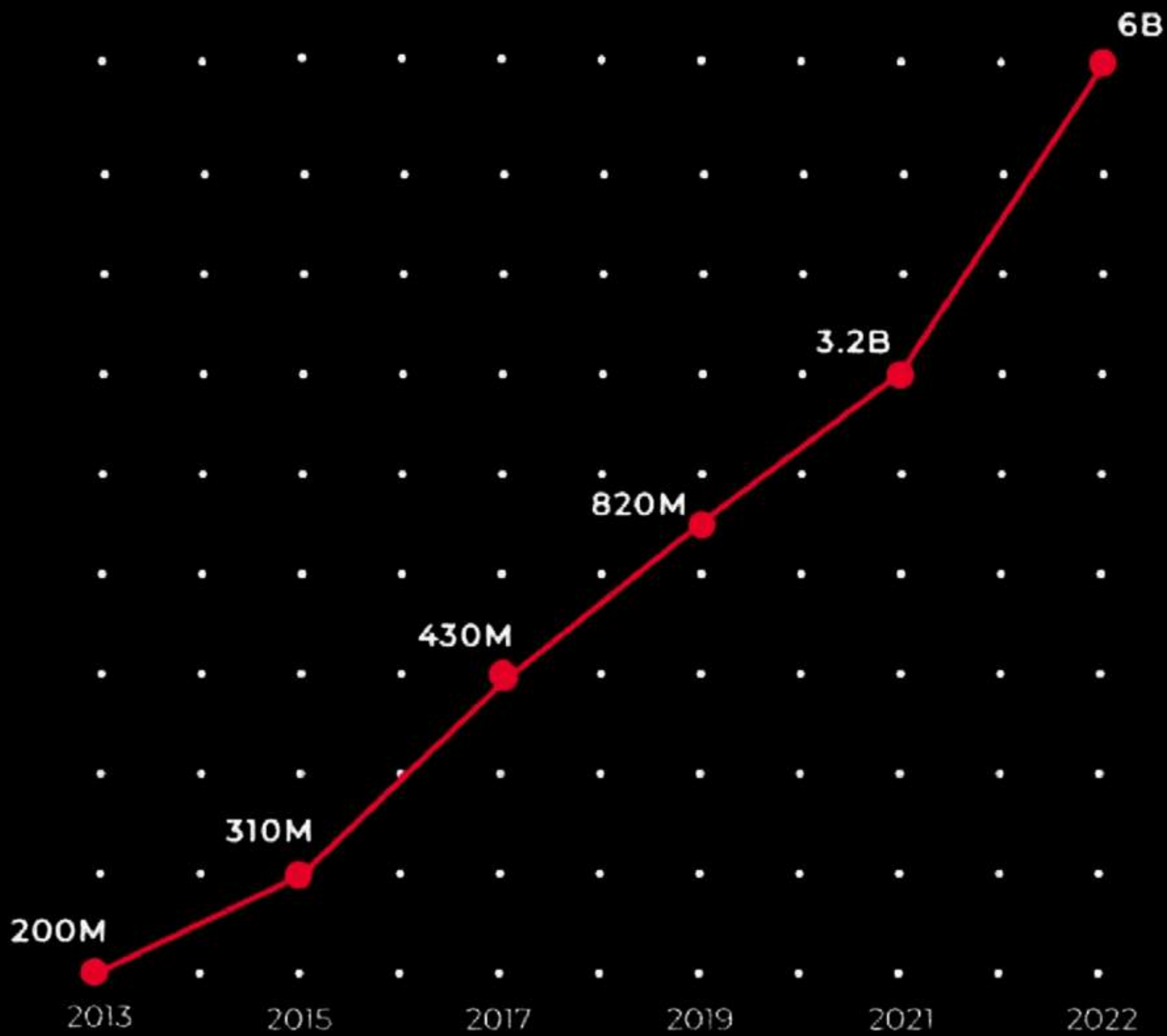


About TEDx

Imagine a day filled with brilliant speakers, thought-provoking videos and mind-blowing conversations. By organizing a TEDx event, we are creating a unique gathering in our community that will unleash new ideas, inspire and often foster a sense of community and engagement among attendees, enabling them to connect, network, and collaborate on shared interests and passions. TEDx events are fully planned and coordinated independently, on a community-by-community basis. The content and design of each TEDx event is unique and developed independently around a central theme, but all of them have features in common



TEDx Social Media Footprint



2.7M Followers



506K Followers



557K Followers



39.5M Subscribers

40
MILLION+

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TEDx events are catalysts for societal change, a mission wholeheartedly embraced by TEDxLNMIIT. Following the success of our previous editions in 2018, 2019, and 2024, we are excited to announce our return in 2025, aiming to reach new heights and set fresh milestones. Scheduled for January 11, our upcoming conference, themed "Navigating the New," promises to offer a rich tapestry of perspectives on the dynamic landscape of contemporary life. By shifting our viewpoints, we can refresh our thinking, encourage the exploration of unconventional ideas, delve into psychology from uncharted perspectives, and engage with vibrant concepts. This event will empower attendees to develop new worldviews and enrich their intellectual journeys. TED has consistently delivered innovative, thought-provoking insights to audiences steeped in traditional assumptions and habits. Our conference seeks to challenge these established ways of thinking, seeing, and acting, fostering a greater awareness of these patterns.

10,000+ YouTube Views

Gathering of 3500+ INSIGHTS

2000+ Instagram Fans

Deliverables from **TEDx** LNMIIT

At TEDx LNMIIT, we believe in the power of collaboration and are excited to offer your esteemed brand an exclusive sponsorship opportunity. By partnering with us, you will not only align your brand with innovation, inspiration, and positive change but also enjoy a range of exclusive benefits:

1. **Prominent Brand Visibility** : Your brand's logo will feature on banners and posters strategically placed across our college campus, ensuring **maximum exposure** to our diverse audience.
2. **Acknowledgement** : The Student Council will extend their gratitude to our sponsors by sending out a heartfelt thank-you email to our extensive network, including students, faculty, and alumni.
3. **Branded ID Cards and Tickets** : Your company's logo will be prominently displayed on all **ID cards and TEDx tickets**, allowing for constant brand recognition and association.
4. **Powerful Social Media Promotion** : Our renowned speakers, each with millions of followers on Instagram and YouTube, will endorse your brand, exponentially boosting your online visibility.
5. **Exclusive Exposure on TEDx YouTube Channel** : TEDx will feature your logo on their official YouTube channel with over **40 million subscribers**, providing immense visibility to a global audience.
6. **VIP Gala Dinner Access** : As a sponsor, you'll receive one ticket to our **Gala dinner**, offering networking opportunities with **renowned speakers**, the **college director**, and potential collaborations with our community.
7. **Engagement with Alumni** : Gain recognition among LNMIIT alumni, as your brand will be acknowledged on our TEDx page, attracting a vast and influential alumni network.
8. **National Outreach** : Your brand will receive a prominent mention in the invitation emails sent to over **300+ colleges across India**, expanding your reach and presence beyond our campus.

Don't miss this unique opportunity to showcase your brand, engage with our dynamic community, and make a lasting impact. Join us in bending the basics and being part of a brighter future.



why sponsor us?

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Sponsorship Packages

Perks	Platinum	Gold	Silver
Tickets to the event	3	2	1
Tag	Powered By	Special Partner	
Logo on TEDx YouTube videos	✓	✓	
Logo on website with link	✓	✓	✓
Company apparel at event	✓		
Offline Advertisement	✓	✓	✓
Sponsoring* (in rupees)	75K	50K	35K

In-Kind Donations

In addition to cash partnerships, you can also partner with TEDxLNMIIT through an in-kind donation by providing particular services. The wide range of possibilities include:

- **Printing**
- **Photography & Cinematography**
- **Media Partners**
- **Food and Beverages**
- **Transportation**
- **Hospitality**
- **Catering**

Benefit packages will be customized based on the relative value of the in-kind donation.

With assured:

- **Logo on website**
- **Recognition on print media**
- **Online mentions**

Past Sponsors



PAST SPEAKERS

Dr. Tanu Jain



Dr. Tanu Jain is the Assistant Director of DRDO and an Ex IAS Officer of India. She has also been recognised as a well-distinguished TEDx speaker. Renowned for her significant contributions to civil services and dentistry, Dr. Jain's influence extends through compelling authorship and captivating speeches. Beyond conventional roles, her journey showcases an unparalleled blend of expertise, and challenging boundaries. Driven by a commitment to UPSC and education, she embodies innovation that defies norms, offering a transformative perspective. Dr. Jain's multifaceted impact resonates in various domains.

Tejas Patil

Tejas Patil, a skilled expert in the technological landscape, adeptly navigates the digital realm with a mix of insight and practicality. As a content creator (with over 1.2M followers) and social media strategist, his proficiency goes beyond the ordinary. Patil's hands-on experience dismantling PCs and mastering smartphones reveals a genuine understanding of technology. His authentic reviews hold credibility, and his influence shapes practical strategies within the digital world. Recognized for his contributions, Patil received a Best Tech Influencer of the Year 2023 nomination from Exhibit Magazine.



Krishnan Sunderarajan



Krishnan Sunderarajan, the visionary behind India's groundbreaking Metaverse, LOKA, showcased on Shark Tank, weaves an entrepreneurial tapestry marked by defiance and innovation. In the gaming cosmos, he's a virtuoso, blending passion and precision. Each step with Sunderarajan becomes a journey into daring ideas and challenging conventions, compelling spectators to reimagine the entrepreneurial landscape. In the echo of his entrepreneurial journey, Sunderarajan beckons all to witness the transformative power of vision and perseverance, offering a unique opportunity to glean insights that resonate far beyond the confines of traditional entrepreneurship.

TED X LNMIIT

IDEAS WORTH SPREADING

CONTACT US

Abhey Raheja : +91 6280407479

Shreyansh Badoni : +91 9119709092

tedxlnmiit@lnmiit.ac.in