

TEDxChennai

x = independently organized TED event



HISTORY

TEDx Origins story

What is TED

It started out in 1984 as a conference bringing together the world's leading thinkers and doers to share ideas that matter in any discipline

Talks on various discipline including Technology, Entertainment, Design, Science, Humanities and Business development

TED talks, are then made available to watch for free on **TED.com** which currently has a library of over 2000 amazing talks from various disciplines

TED is a global foundation devoted to **Ideas Worth Spreading**



What is **TEDx**

In the spirit of “ideas worth spreading,” TED has created **TEDx**.
TEDx is locally self – organised events that bring people together to share a TED-like experience.

TEDx talks focus on individuals and innovation in various cities.

<https://www.youtube.com/watch?v=d0NHOpeczUU>



SOME STATISTICS



TEDx started out small, but it's grown, and keeps growing.

TEDx is in 167 of 249 countries.



That's 67% of the world's countries.



These countries represent 95.85% of the world's population, or

**6,833,413,058
PEOPLE**



TEDxChennai

an introduction

What is **TEDxChennai**

TEDxChennai will bring together our region's most innovative, inspiring and creative minds showcasing their story

WHO WILL ATTEND: 1200 open-minded, creative and forward-thinking individuals representing all facets of Chennai life including businessmen, educators, artists, homemakers, activists, doctors, lawyers, students, futurists, and every person that is interested in broadening his/her mind by participating in this event dedicated to Ideas Worth Spreading.

WHEN AND WHERE – This one day event is happening at
Sir Mutha Venkatasubba Rao Concert Hall, Chennai
on the **23rd October 2016**



TEDxChennai Theme

The goal of TEDxChennai is to promote free thought. Through the ideas that are shared on stage we aim to facilitate a conversation between thinkers, doers and changemakers.

The idea is that these very conversations impact new thinking. It isn't about thinking outside the box anymore. It's about erasing that very box and venturing out to explore a new thoughts -an excursion for the mind of sorts. It's about shoving that box aside and starting fresh on that slate.

Presenting you the theme for the event -

'ERASING THE BOX'

TEDx Anchor Program presented by Infosys

TEDx Anchor is a bold new initiative that TED is piloting in India with Infosys. The goal is to seed top-tier TEDx events in key cities around the world via local outreach, marketing, and mentorship training to further our mission of ideas worth spreading.

Strategically ‘anchoring’ top-tier TEDx events in major cities is a proven strategy for building communities in surrounding cities and rural areas. Community engagement and leadership has proven a crucial strategy in the expansion of both civil rights and economic opportunity.

Infosys comes in as the Title Sponsor at TEDxChennai.



Venue At Glance



Located at
HEART OF THE CITY



1202 seats are divided into
ground floor and balcony



Easy Accessibility
via train bus and private vehicle



250 Cars and Bikes can
be parked



ample venue
branding spaces



world class technical
equipment



Why sponsor **TEDx**

1. You **believe** that corporations and individuals together can catalyze change through remarkable thinking and ideas.
2. You are investing in the **growth of your local community** by supporting innovative and future-centric ideas.
3. At TEDx, we ensure high quality and **mutually beneficial** sponsorship relations.
4. It was, is and always will be, **worth it**.



EXPERIENTIALS AT PRE FUNCTION AREA

INTERACTIVE INSTALLATIONS
IN CUE WITH THE EVENT

TEDxChennai

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TEDxChennai

Button Station

Make your own button station will be installed at the pre function area.

Attendees can create their own TEDxChennai doodles that will be converted to a button badge and given away.

Each button will showcase the sponsor's brand as well.



TEDxChennai

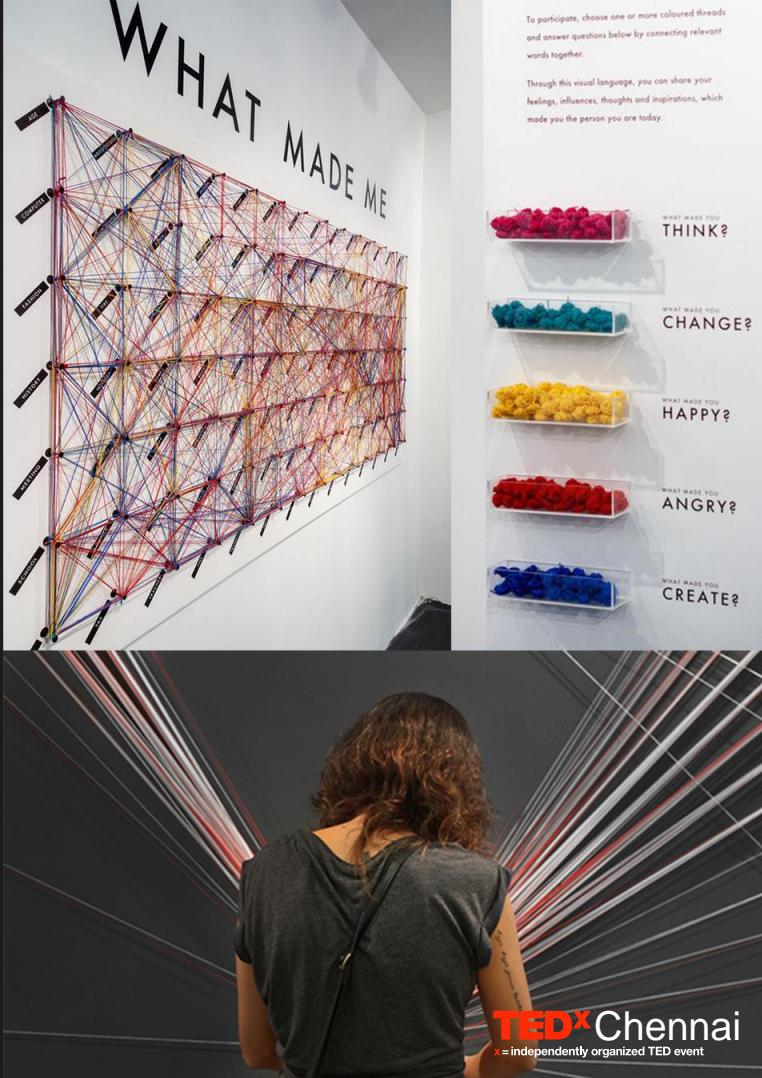
'String Theory'

Interactive installation will be created in the pre function area to make the attendees discuss their views on the ideas shared from the stage.

The installation has words related to the TEDxChennai talks placed in a series.

Attendees are asked their views toward each point discussed through colored thread as shown in the reference.

The installation will be supported on a 'wall' created for this purpose. It'll showcase the particular sponsor.



TEDxChennai

The Big Picture

Center installation will be built completely by attendees.

Attendees are given cardboard cards where they can express any thoughts about the event through messages or doodles.

The cardboard card are fixed together through the slits in each piece.

The particular sponsor will be showcased.



TEDxChennai Ideas wall

Interactive installation in the pre function area which is developed by the attendees. This installation resonates with the theme of TEDxChennai.

Attendees are given notes to write down what would they do if they could start over. If the box wasnt there, what would their ideas be like?

The particular sponsor will be showcased on the idea wall.



TEDxChennai

Game

Particular game will be created so as to facilitate an interaction between each the attendees and the particular sponsor.

The game will include cards and a series of challenges which attendees will have to fulfil at the end of which they receive a prize from the sponsor.

Each card showcases the sponsor and announcement regarding the same will be made from stage.



TEDxChennai Photo Booth

A special TEDxChennai photo booth will be created with props and a backdrop.

All photos will be emailed by the sponsor to the particular attendee, thereby providing the sponsor with a premium database.

All photos will be uploaded on the particular sponsor's social media page, ensuring high traffic and clicks.

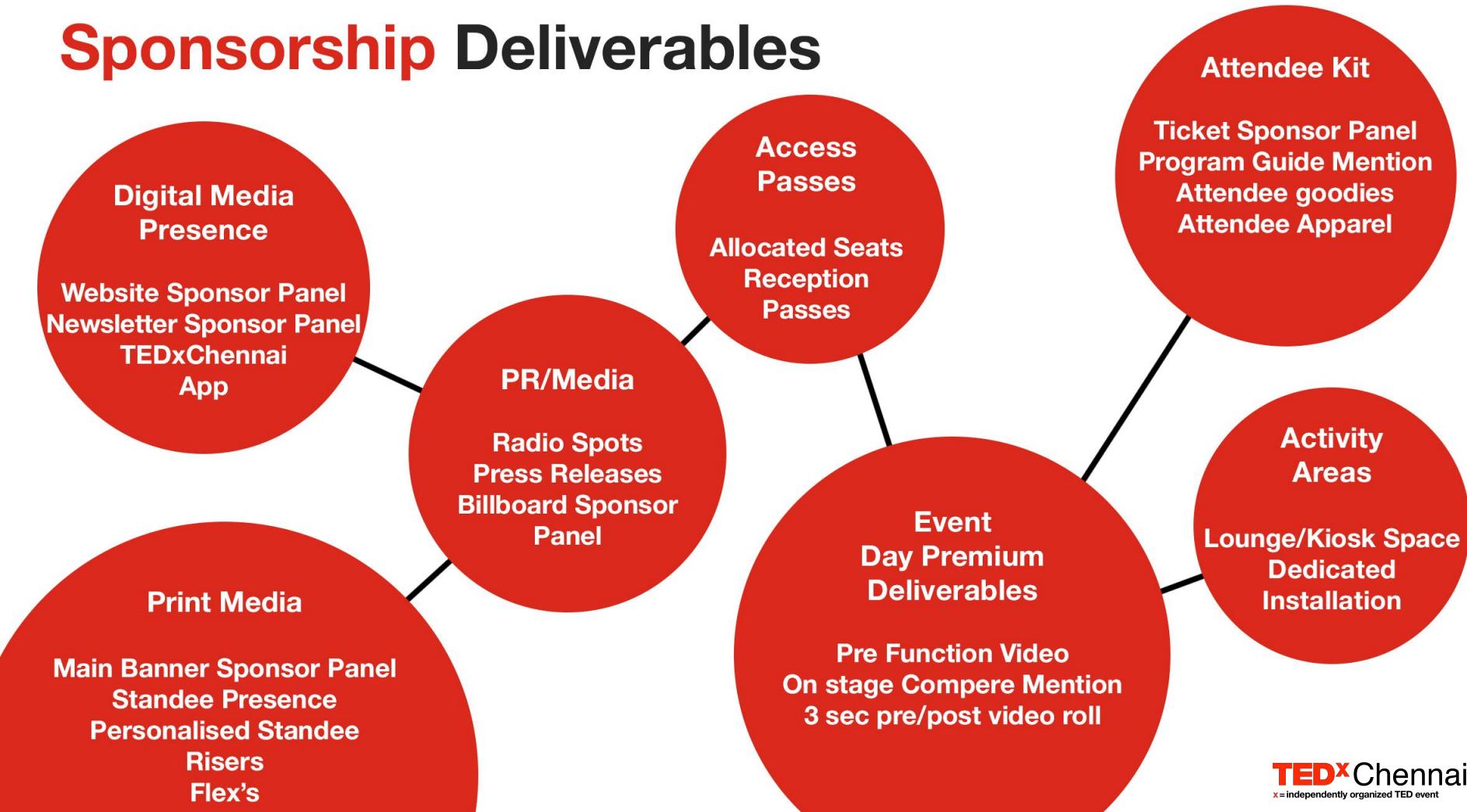
The sponsor will be showcased near the booth and on each photo along with TEDxChennai.



THE PLAN

Ways To Sponsor

Sponsorship Deliverables



Detailed Plan

	Gold Sponsor (Rs 15 Lakh)	Silver Sponsor (Rs 10 Lakh)	Bronze Sponsor (Rs 8 Lakh)	Associate Sponsor (Rs 1.5 + 1 Lakh)
Website Sponsor Panel	✓	✓	✓	✓
Ticket Presence	✓	✓	✓	✓
Newsletter Sponsor Panel	✓	✓	✓	✓
Attendee Gift bag	✓	✓	✓	✓
Standee Presence	✓	✓	✓	✓
Main Banner Sponsor Panel	✓	✓	✓	✓
Program Guide Mention	✓	✓	✓	
Riser Presence	✓	✓	✓	
Flex Sponsor Panel	✓	✓	✓	
VIP Reception Passes	✓	✓	✓	
Attendee Apparel	✓	✓		
Ad in Application	✓	✓		

Detailed Plan

	Gold Sponsor (Rs 15 Lakh)	Silver Sponsor (Rs 10 Lakh)	Bronze Sponsor (Rs 8 Lakh)	Associate Sponsor (Rs 1.5 + 1 Lakh)
Personalised Standee	✓	✓		
Billboard Sponsor Panel	✓	✓		
Radio Spots	✓	✓		
Pre Function Video	✓	✓		
On Stage Compere Mention	✓	✓		
Video Slide Presence (3 Sec)	✓			
PR Releases	✓			
Promo Event	✓			
Run Up Branding	✓	✓	✓	
Lounge Space Provided	Lounge Space	Lounge Space	Lounge Space	Kiosk Space (Payable)
Dedicated Installation	Dedicated Installation	Payable	Payable	Payable

IN KIND Opportunities



FOOD



BEVERAGE



PRINTING
& LOGISTICS



ACCOMMODATION



TRAVEL &
TRANSPORT



WEB &
APP
DEVELOPMENT



CHARGING
STATION



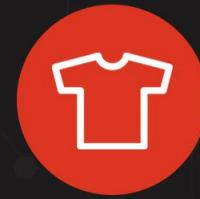
SPEAKER
RECEPTION



WIFI



INSTALLATIONS



ATTENDEE
APPAREL



ATTENDEE
GOODIES

A woman with long dark hair, wearing a red top, stands on a stage with her arms outstretched, gesturing while speaking. She is positioned behind a large circular overlay. The background shows a red curtain and stage lighting.

**WITH YOUR PATRONAGE,
WE ARE COMMITTED TO
TRANSFORM LIVES
THROUGH THE
POWER OF IDEAS**

**FOR FURTHER INFORMATION,
PLEASE CONTACT KRITIKA : +919790747462**