



**TED<sup>x</sup>Berkeley**  
x = independently organized TED event

2013  
SPONSORSHIP  
PROGRAM

## PROGRAM DESCRIPTION

### TED

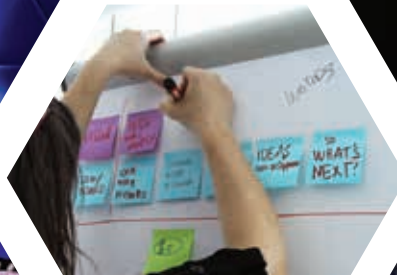
TED is an annual event where the world's leading thinkers and doers are invited to share their passions. "TED" stands for Technology, Entertainment, Design - three broad subject areas that are shaping our future.


### TEDx

In the spirit of ideas worth spreading, TEDx is a program of local, self-organised events that bring people together to share a TED-like experience. These local, self-organised events are branded TEDx, where x = independently organised TED event.

### TEDxBerkeley

Started in 2010 and hosted on the UC Berkeley campus, TEDxBerkeley is one of the largest TEDx events in the world, featuring over 1200 attendees ever year. TEDxBerkeley is organized by the Regents' and Chancellor's Scholarship Association, the recipients of the highest university honor awarded to undergraduate students.





## BY THE NUMBERS

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711,000	+	livestream views
570,000	+	total video views
25,000	+	emails sent
4,400	+	twitter followers
3,100	+	total attendees
2,000	+	facebook fans
121	lb	weight of bagels consumed
50	+	speakers and performers
16		countries represented
5		continents represented
#1		public university in the world

FORMER SPEAKERS

**CARL BASS**  
CEO, AUTODESK



**JILL TARTER**  
DIRECTOR, SETI INSTITUTE  
2009 TED PRIZE WINNER



**KEN GOLDBERG**  
INVENTOR & PROFESSOR  
FEATURED ON TED.COM



**MARIA FADIMAN**  
NAT GEO EXPLORER



**GOPI KALLAYIL**  
MANAGER, GOOGLE

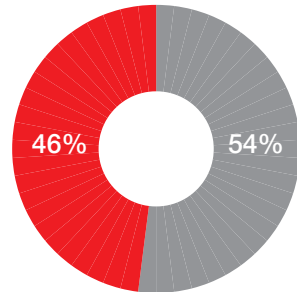


**LINDSEY STIRLING**  
VIOLINIST



## ATTENDEE DEMOGRAPHICS

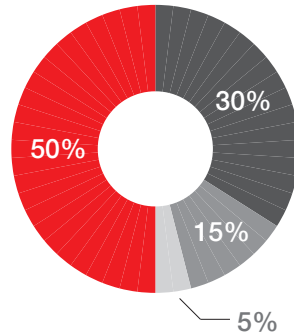
2011



### COMPOSITION

- GENERAL AUDIENCE
- UC BERKELEY STUDENTS

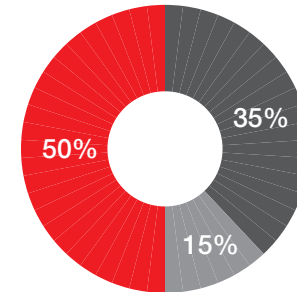
2010



### GENERAL AUDIENCE

- FOUNDERS / V.P.s
- DEVELOPERS
- INVESTORS
- PRESS

2010



### STUDENT AUDIENCE

- ENGINEERS
- BUSINESS
- OTHERS

### THE AUDIENCE

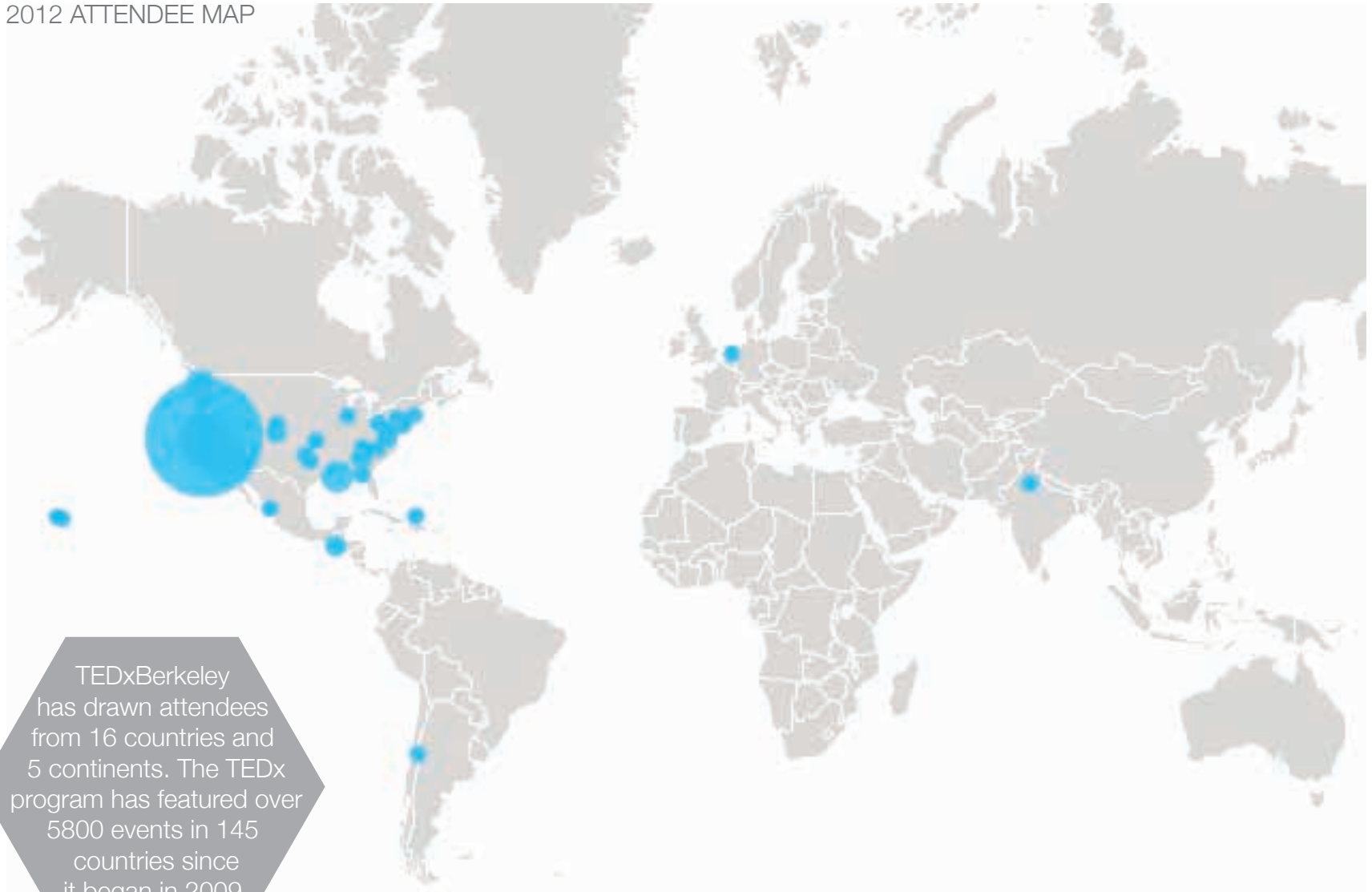
The audience itself is quite impressive. Just as varied as the program, individuals from all walks of life come together to share the TEDxBerkeley experience.

Over the years, audience members of TEDxBerkeley have included award-winning ocean photographers, interaction designers, C-level executives, a trained hypnotist, and even other TEDx organizers.

Working with the best public university in the world also provides us the opportunity to connect some of the best young minds with experienced professionals from the Bay Area and beyond.

## INTERNATIONAL DIVERSITY

2012 ATTENDEE MAP



TEDxBerkeley has drawn attendees from 16 countries and 5 continents. The TEDx program has featured over 5800 events in 145 countries since it began in 2009.

## SPONSORSHIP LEVELS

	PATRON \$10,000	DONOR \$5,000	AFFILIATE \$2,500	FRIEND \$1,000
your logo on each film	✓			
invitations to post-conference speaker + team dinner	2			
a message in the conference program	200 words	100 words		
a stand in the conference exhibition space	✓	✓		
mention in press release	✓	✓		
your logo displayed on-screen during breaks	✓	✓	✓	
your logo in the conference program	✓	✓	✓	
your logo on our website	✓	✓	✓	✓
your logo displayed on a “thank you” slide	✓	✓	✓	✓
invitations (with complimentary box lunch)	6	4	2	1
distribution of promotional material	3	1	1	1



## ALTERNATIVE SPONSORSHIP OPPORTUNITIES

### IN-KIND SPONSORSHIP

FOOD / SNACKS  
BEVERAGES  
PRINTING  
PHOTOGRAPHY  
VIDEOGRAPHY  
MEDIA PARTNERS  
GIFT ITEMS



### NAMED SPONSORSHIP

VENUE SPONSOR  
LUNCH SPONSOR  
BREAK SPONSOR (2 TOTAL)  
STAFF T-SHIRT SPONSOR  
ART INSTALLATION SPONSOR  
SPEAKER DINNER SPONSOR  
PRINTING SPONSOR

FOR INQUIRIES, DETAILS, OR FURTHER OPPORTUNITIES, PLEASE CONTACT US AT  
**[SPONSORS@TEDXBERKELEY.ORG](mailto:SPONSORS@TEDXBERKELEY.ORG)**



The logo is centered within a white hexagon, which is itself surrounded by six red hexagons. The entire set is on a background of light gray hexagons.

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