

TED^xDuke

x = independently organized TED event

Location: Reynolds Industries Theater, Duke University

Website: www.tedxduke.com

Contact Email: tedxduke@gmail.com

Date: Sunday, March 4, 2018

Expected Attendance: 500

Introduction

TED is a global community, welcoming people from every discipline and culture who seek a deeper understanding of the world. Much like the TED conference, TEDxDuke is a program that draws some of Duke University's and Durham's most curious, creative, and progressive thinkers together for intellectual discussion. The only difference—it's entirely student-run! The event is inspired by the visionaries that come to share their unique stories and valuable perspectives. It serves as a unique platform to establish positive dialogue, create unexpected connections, and inspire powerful momentum.

We are pleased to announce that our theme for the 2018 event is **Righting Histories, Writing Futures**. The broad theme allows speakers to describe their meaningful experiences in understanding the past, living the present, and exploring the future.

Sponsorship

Sponsoring TEDxDuke is the best way to get involved and develop early relationships with talent coming out of the country's top university. The conference audience is composed of the best and brightest students from across the country, and at TEDxDuke, you can directly interact with these **talented potential hires**.

Increase **awareness of your company's brand**, product, or service among students. Be top of mind when these students look for jobs and build products. TEDxDuke is an excellent expansion opportunity: we target an audience of elite students who will use your product to build the next generation of innovation.

Give back to the Duke, Durham, and global community and **promote your company's corporate and social image**. By sponsoring, you are essentially building the future of the world.

How you can help

- Donate money directly. This gives us flexibility to spend money where we need it most.
- Sponsor a meal or snack.
- We're always looking for new and exciting additions to the event. Feel free to contact us with any sponsorship ideas or suggestions you may have.

Help us make TEDxDuke an incredible experience for curiosity and intellectual discussion. Below you can find our sponsorship packages.

Sponsorship Packages

| Tier | Donor | Bronze | Silver | Gold | Platinum |
|--|----------|-----------|-----------|-----------|-----------|
| Amount | \$500 | \$1000 | \$2,000 | \$5,000 | \$8,000 |
| General | | | | | |
| Complementary tickets | 1 ticket | 2 tickets | 3 tickets | 5 tickets | 8 tickets |
| Reserved table in sponsor area | | ✓ | ✓ | ✓ | ✓ |
| Recruiting | | | | | |
| Material distribution | | ✓ | ✓ | ✓ | ✓ |
| Access to email list | | | ✓ | ✓ | ✓ |
| Recruiters on site | | | | ✓ | ✓ |
| Large banners allowed | | | | ✓ | ✓ |
| Lunch and snacks with students | | | | | ✓ |
| Branding | | | | | |
| Logo on TEDxDuke website | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo on TEDxDuke t-shirt and posters | | ✓ | ✓ | ✓ | ✓ |
| Logo on TEDXDuke videos | | | | ✓ | ✓ |
| Thanked by MC and audience briefed about company | | | | ✓ | ✓ |
| Swag | | | | | |
| Can send swag (company branded materials) | ✓ | ✓ | ✓ | ✓ | ✓ |