

2022

# TED<sup>x</sup>YCCE

<sup>x</sup> = independently organized TED Event

SPONSORSHIP  
PROPOSAL

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# FOREWORD

On behalf of TEDXYCCE, we would like to reach out to you concerning a sponsorship opportunity to build and widen your business network with the worldwide TED and TEDx community. TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California 36 years ago, TED has grown to support its mission with multiple initiatives. TED Talks range in topic from the philosophy of happiness, to solutions to the global energy crisis, to education reform, to musical, poetic and dance performances (see more at [www.ted.com](http://www.ted.com)). TED has established TEDx, which supports individuals or groups in hosting local, independently organized TED-style events around the world, helping world-changing innovators from around the globe to amplify the impact of their remarkable projects and activities.

Currently, the TEDXYCCE Organizing Team is in preparation for its second conference, "Voices on the Verge", and is looking for assistance in funding the event. Our Sponsorship Program outlines the background of our conference, as well as the benefits of sponsorship and the different tiers of sponsorship. TEDx is renowned worldwide for the great ideas that speakers share during the talk, and your organization's association with the program will further improve its image especially in the Greater Lansing community. We therefore believe that supporting this event through sponsorship will positively affect customers' perception and attitudes and their preferences for your brand. We very much look forward to hearing back from you.

*Regards*

*Yash Netke*  
**Organizer,**  
**TED<sup>x</sup>YCCE**

*Dr. A. P. Munshi*  
**Dean (Student Activity),**  
**YCCE**

# PROGRAM DESCRIPTION

## WHAT IS TED?

Started in California 26 years ago, TED is a nonprofit devoted to spreading ideas, usually in the form of short, powerful talks (18 minutes or less). TED began as a conference where Technology, Entertainment and Design converged, and today covers almost all topics - from science to business to global issues in more than 100 languages.

For information about TED, visit:

<http://www.ted.com/about/ourorganization>

## WHAT IS TEDx?

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

For information about TEDx, visit:

<http://www.ted.com/tedx>

## WHAT IS TED<sup>x</sup>YCCE?

TED<sup>x</sup>YCCE is an independently organized TED event under an authorized license from TED at Yeshwantrao Chavan College of Engineering, Nagpur. It is being organized this year for the 2nd time in YCCE with the aim to make the youth involved in the spectrum of IDEAS WORTH SPREADING.

The conference will feature interdisciplinary presenters - including those from the local community - expressing their past experiences, current projects, and future visions to promote inquiry, innovation, and critical discussion. For information about TED<sup>x</sup>YCCE, visit:

[www.tedxycce.in](http://www.tedxycce.in)

# EVENT INFORMATION

A fast-paced, highly curated evening program featuring talks and performances in the spirit of TEDx, which can include music, comedy, tech demos, short talks, video interludes, live performances, interactive exhibitions, and other surprises.

## A UNIQUE EXPERIENCE

In addition to providing attendees with the ideal environment for the cross-pollination of ideas, we are also seeking to foster an atmosphere that will promote creativity and diversity. We expect approximately 100 attendees, which will mainly be comprised of students, faculty, alumni, business leaders, and other professionals. Our hope is to create opportunities for our attendees to enjoy the TEDxYCCE experience, learn about new ideas that will spur their own creativity and provide them with an invaluable networking opportunity.

# **TED & TEDx REACH**

**TED began in 1984 as a conference where Technology, Entertainment and Design converged, and today covers almost all topics - from science to business to global issues-in more than 100 languages. Meanwhile, independently run TEDx events help share ideas in communities around the world.**



**TEDx is a grassroots initiative, created in the spirit of TED's overall mission to research and discover "ideas worth spreading." TEDx brings the spirit of TED to local**

**communities around the globe through TEDx events. These events are organized by passionate individuals who seek to uncover new ideas and to share the latest research in their local areas that spark conversations in their communities. TEDx events include live speakers and recorded TED Talks and are organized independently under a free license granted by TED. These events are not controlled by TED, but event organizers agree to abide by our format, and are offered guidelines for curation, speaker coaching, event organizing and more. They learn from us and from each other. More than 3000 events are now held annually.**

**More than 3000 TEDx events are held globally and these TEDx talks have a worldwide reach in more than 100 languages and everything is free to watch. Watch any TED or TEDx (Technology, Entertainment and Design) video and you're most certainly met with an intellectual adrenaline rush, like the feeling that rips through you after a significant accomplishment. Except this time, the thrill is triggered by the imagination and not the act.**



# THEME



## ABOUT THEME:

With the ever-changing world we live in today, we see advancement in every dimension of our lives. Unique thoughts, verging knack, competence and sheer will to spread the word, rather than just running on the path of out with the old. With the forthcoming ideas, approaches, talents, adroitness brings a mounting tower of the voices which has the guts to be and bring the change. The change which will be the leading complex to the unrevealed voices to come about on the verge with the ideas worth spreading, things worth knowing and screaming with happiness to stand as the source to shine during the path. To divulge you with the new voices, bringing in zest and urge to make the voices on the verge to emerge in everyone's thought line and mind leading to a step to be more kind and determined. Let us celebrate those voices at TEDxYCCE 2022 under the upbringing theme "Voices on the Verge" to refashion the definitions, to renew and meet the better you and take you towards the ladder of excellence and push on every limit to amend.

## WHY YOUR SUPPORT MATTERS

**TEDxYCCE is a volunteer-run, non-profit organization. Therefore, your partnership with TEDxYCCE ensures the success of our event, allowing us to provide attendees with an exceptional and unique experience.**

## LIMITATIONS

**Our TEDX license has guidelines and rules regarding sponsorship. Unfortunately, the rules stipulate the following regarding sponsors**

- **Sponsors may have no editorial control or veto power over the program**
- **Sponsors may not present on the TEDx stage and sponsor logos may not appear on stage**
- **Sponsors may not pitch their company or product from the TEDx stage**

The logo for TEDxYCCE, featuring the word "TED" in red and "xYCCE" in white.

**TED<sup>x</sup>YCCE**

a independently organized TED Event

# **SPONSOR**

## **IDEAS WORTH SPREADING!**

Distinguish your brand as one that  
promotes innovation, creativity, and  
unconventional dialogue





# Diamond

## ₹75,000/-

- Extraordinary mention on website
- Extraordinary shoutouts on event platform during the LIVE Event (10 Impressions)
- Thankful mentions on the TEDxYCCE stage by the anchor
- Logo on Worldwide reach YouTube Videos
- 2 Diamond stalls at the event venue.
- Prominent Logo display on Tickets/Pamphlets/brochures
- Prominent on Air and Print Promotions
- 7 Reserved VIP Tickets



# Platinum

## ₹50,000/-

- Extraordinary mention on website
- Extraordinary shoutouts on event platform during the LIVE Event (5 Impressions)
- Thankful mentions on the TEDxYCCE stage by the anchor
- Logo on Worldwide reach YouTube Videos
- 1 Gold stall on the event venue
- Logo display on Tickets/Banner/Pamphlets/brochures as Gold Sponsors
- 3 Reserved VIP Tickets



# Gold

## ₹25,000/-

- Thankful mentions on the TEDxYCCE stage by the anchor
- 1 Silver stall on the event venue
- Logo display on Tickets/Banner/Pamphlets/brochures as Gold sponsor
- 2 Reserved VIP Tickets



# Silver

## ₹10,000/-

- Thankful mentions on the TEDxYCCE stage by the anchor
- Logo display on Tickets/Banner/Pamphlets/brochures as Silver sponsor
- 1 Reserved VIP Tickets



# COMMODITY SPONSOR

## **Commodities to be Sponsored:**

- 1. Food/Lunch**
- 2. T-Shirts**
- 3. Audience Goodies**
- 4. Speakers' Momentos**
- 5. Stationary Items**

- Thankful mentions on the TEDxYCCE stage by the anchor
- 1 Silver stall on the event venue
- Logo display on Tickets/Banners/Pamphlets/brochures as Commodity Sponsor
- 2 Reserved VIP Tickets

# WHY TO SPONSOR?

**01**

Join the forward-thinking TEDX community by associating your brand to a global network of 700,000+ thinkers and doers. Share our mission of spreading ideas that might change the world and distinguish your brand as one that is interested in anticipating and finding innovative solutions to tomorrow's problems.

**JOIN THE COMMUNITY**

**02**

Your brand has the opportunity to establish itself as a dynamic presence in our globalizing world. After the event, it will reach a broad and diverse audience through online videos of our event, giving it international visibility.

**CONNECT WITH THE AUDIENCE**

**03**

Learn and mingle with inspired thinkers and movers in the East Lansing community: receive complementary tickets to TEDXYCCE 2022 and stand out of the crowd.

**LEARN & SHARE THE EXPERIENCE**

# CONTACT US!

*Yash Netke*

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**TEDxYCCE**



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**CONNECT WITH US !**

THANK YOU SO MUCH!

We await your  
reply as a  
valuable partner  
in our aim of  
**IDEAS WORTH  
SPREADING!**

REGARDS,

TEAM **TED<sup>x</sup>**YCCE



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