

2021

TED^xYCCE

x=independently organized TED Event

SPONSORSHIP PROPOSAL

“

**What we're finding is it's not necessarily the reality
that shapes us, but the lens through which your
brain views the world that shapes your reality. And
if we can change the lens, not only can we change
your happiness, we can change every single
educational and business outcome at the same time**

- Shawn Achor

”

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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). 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 first conference, "Under the Stairs", 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,

Parimal Bhakare,
Organizer,
TEDxYCCE

Dr. Aniket Munshi,
Prof. Incharge,
TEDxYCCE

TEDxYCCE
x=independently organized TED Event

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 TED^x?

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^xYCCE?

TEDxYCCE 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 first 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 TEDxYCCE, visit:

<http://www.tedxycce.com>

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



UNDER THE STAIRS

About Theme

We all are aware of the need for stairs, may it be for climbing on the terrace or those invisible ones needed to climb to your destiny. Same comes when we imagine for a society of dreams. Each day, continuous efforts, trying to get one step ahead than we were on yesterday, to enjoy the prettiest view of accomplishment. But, ever thought of what these stairs stand on. The very needed thing to help you reach our destiny has something under it, the thing which is absolutely invisible but is the base, the foundation for you to stand. All that belongs to this foundation adds a different flavour, a completely original experience to the journey. Every single step you take needs a lot of courage, unending efforts, awareness, innovation, management, knowing the proper direction to walk into an immense passion to achieve it. To unwrap the invisible foundation of the stairs and explore its incredible power, join us at TEDxYCCE 2021 with our broad theme “Under the Stairs” which is an idea to uncover the hidden treasure below the Stairs.

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

TEDxYCCE

X = independently organized TED Event

SPONSOR IDEAS WORTH SPREADING!

A photograph showing the back of a man in a dark suit and light blue shirt, standing on a stage and looking towards a group of people seated in the audience. The audience is blurred, suggesting depth of field. The lighting is warm and focused on the speaker.

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

SPONSORSHIP TIERS

BRONZE

PLATINUM

DIAMOND

GOLD

SILVER



Also, a Special Startup Tier for Startups



DIAMOND

Diamond

Tier

₹ 5,00,000+

- Extraordinary mention on website
- Extraordinary impressions on LED Screen during the LIVE Event (10 Impressions)
- Thankful mentions on the **TEDxYCCE** stage by the anchor
- Logo on Worldwide reach **YouTube** Videos
- Dedicated Logo on entrance of Event and venue
- 5 Standees (2 feet X 5 feet) at major locations of venue and also in the auditorium
- 2 big banners (6 feet X 8 feet) and 3 small banners (3 feet X 6 feet) in your promotion at venue
- 3 Major Drop-down Flex at major locations at venue
- 1 big stall (20 feet X 10 feet) and 2 small stalls (10 feet X 10 feet) for your showcase/promotions
- Prominent Logo on T Shirts
- Prominent Logo on Audience Giveaways and Merchandise
- Logo on all decorations throughout the venue
- Prominent Logo display on Tickets/Posters/Pamphlets/brochures
- Prominent on Air and Print Promotions
- 7 Reserved VIP Tickets
-



PLATINUM

Platinum Tier

₹ 3,25,000+

- Special mention on website
- Impressions on LED Screen during the LIVE Event (5 Impressions)
- Mentions on the **TEDxYCCE** stage by the anchor as a Platinum Sponsor
- Logo on Worldwide reach **YouTube** Videos
- 3 Standees (2 feet X 5 feet) at major locations of venue and also in the auditorium
- 1 big banner (6 feet X 8 feet) and 2 small banners (3 feet X 6 feet) in your promotion at venue
- 2 Drop down Flex at major location at venue
- 1 big stall (20 feet X 10 feet) and 1 small stall (10 feet X 10 feet) for your showcase/promotion
- Logo on T Shirts
- Logo on Audience Giveaways and Merchandise
- On Air and Print Promotions
- 5 Reserved VIP Tickets



GOLD

Gold Tier

₹ 2,00,000+

- Mention on website as a GOLD Sponsor
- Impressions on LED Screen during the LIVE Event (3 Impressions)
- Mention on the **TEDxYCCE** stage by the anchor as a Gold Sponsor
- Logo on Worldwide reach **YouTube** Videos
- 2 Standees (2 feet X 5 feet) at a major location of venue and in the auditorium
- 3 small banners (3 feet X 6 feet) in your promotion at venue
- 1 Drop down Flex at major location at venue
- 2 small stalls (10 feet X 10 feet) for your showcase/promotion
- Logo on Audience Giveaways and Merchandise
- On Air and Print Promotions
- 3 Reserved VIP Tickets

Silver Tier

₹ 1,00,000+



SILVER

- Mention on website as a SILVER Sponsor
- Impressions on LED Screen during the LIVE Event (2 Impressions)
- Mention on the **TEDxYCCE** stage by the anchor as a Silver Sponsor
- Standee (2 feet X 5 feet) at a major location of venue and in the auditorium
- 2 small banners (3 feet X 6 feet) in your promotion at venue
- 1 small stall (10 feet X 10 feet) for your showcase/promotion
- Logo on Audience Giveaways and Merchandise
- On Air and Print Promotions
- 2 Reserved VIP Tickets

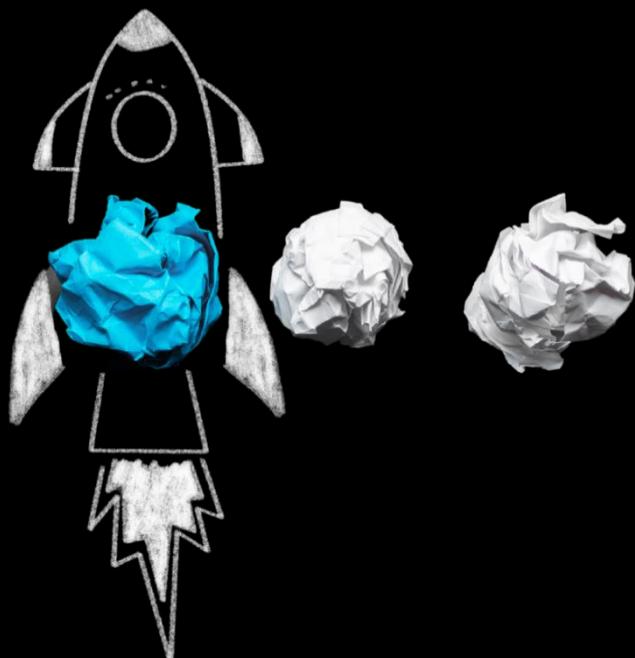


BRONZE

Bronze Tier

₹ 50,000+

- Mention on website as a Bronze Sponsor
- Mention on the **TEDxYCCE** stage by the anchor as a Bronze Sponsor
- 1 Standee (2 feet X 5 feet) in the auditorium
- 1 small banner (3 feet X 6 feet) in your promotion at venue
- On Air and Print Promotions
- 1 Reserved VIP Ticket



STARTUP Tier *

₹ 30,000+

- Mention on website as a Startup
- Mentions on the **TEDxYCCE** stage by the anchor as a Startup
- 1 small stall (10 feet X 10 feet) for showcasing your startup
- 1 Reserved VIP Ticket

*

It is mandatory to submit copy of DPIIT Certificate for this Tier.

ADDITIONAL OPPORTUNITIES

IN-KIND SPONSORSHIPS

Food/Snacks

Beverages

Printing

Photography

Videography

Media Partners

Gift Items

IN-KIND SPONSORSHIPS

Lunch Sponsor

Speaker Dinner

T Shirt Sponsor

Art Installation

Transport

Logistics

Hardware

These are any contributions in the form of goods or services, rather than cash. The package level of the donation is negotiable.

WHY TO SPONSOR?

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.



01

JOIN THE COMMUNITY

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.



02

CONNECT WITH THE AUDIENCE

Learn and mingle with inspired thinkers and movers in the East Lansing community: receive complementary tickets to TEDxYCCE 2021 and stand out of the crowd.



03

LEARN & SHARE THE EXPERIENCE

CONTACT US!

Parimal Bhakare

Organizer

TEDxYCCE



(+91) 7756899120



pbhakare@ycce.edu

Dr. Aniket Munshi

Prof. Incharge

TEDxYCCE



(+91) 9158000491



apmunshi@ycce.edu



sponsorships@tedxycce.com



organizer@tedxycce.com

**Yeshwantrao Chavan College of Engineering,
Hingna Road,
Wanadongri,
Nagpur - 441110,
Maharashtra State, India.**



CONNECT WITH US!



<https://www.tedxycce.com>



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@tedxycce

THANK YOU SO MUCH!

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

REGARDS,

TEAM **TEDxYCCE**