



TED^xPenn2015

SPONSORSHIP PACKAGE



TEDxPenn2015

What Lies Ahead

TEDxPenn is proud to organize and present the official TEDxPenn Conference on March 29, 2015. The TEDxPenn2015 Conference: "What Lies Ahead" will provide everyone with a new lens through which to perceive the world and empower those in attendance to reshape our world by understanding some of their new possibilities. This year, we are inviting the TEDxPenn community to experience, for an entire day, the integration of innovation and heritage in one of Penn's most historical spaces: Irvine Auditorium. Main stage events will be held in the Irvine Auditorium, while specially crafted social spaces will be set up around the venue.

During the TEDxPenn2015 Conference, some of today's most fascinating minds will be invited to share and discuss their innovative ideas and provide invaluable insight on the world. Drawn from all fields of study, speakers will range from undergraduate students, who are beginning their careers, to world leaders, who have already marked the world with their fingerprints. These talks are designed to expand the minds of the attendees and inspire them to share these ideas with larger discourse communities.

In addition to providing attendees with a comfortable environment in which to cross-pollinate ideas, we are also seeking to foster an atmosphere that will promote creativity and diversity. We expect approximately 1000 attendees, which will mainly be comprised of business leaders, students, faculty, alumni, and professionals. Our hope is to create opportunities for our attendees to enjoy the TEDxPenn experience, learn about new ideas that will spur their own creativity and provide them with an invaluable networking opportunity.

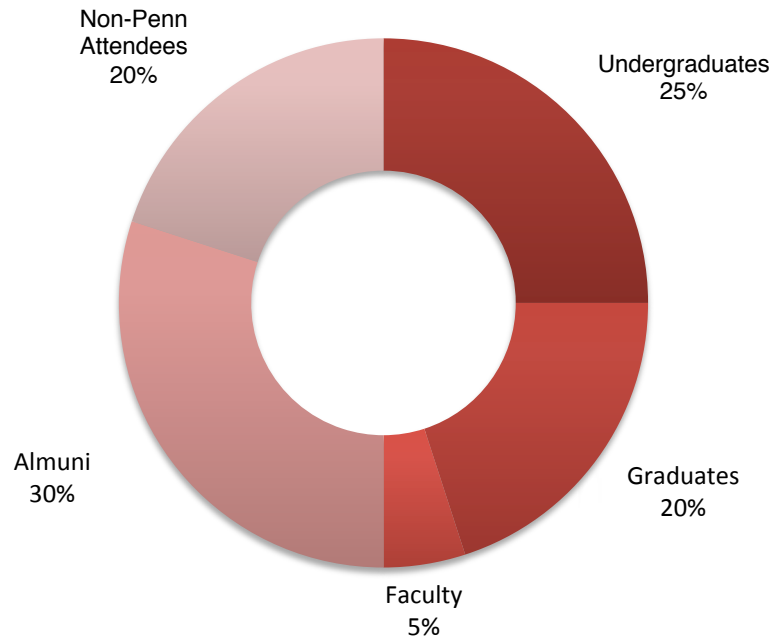


TEDxPenn2015 Numbers

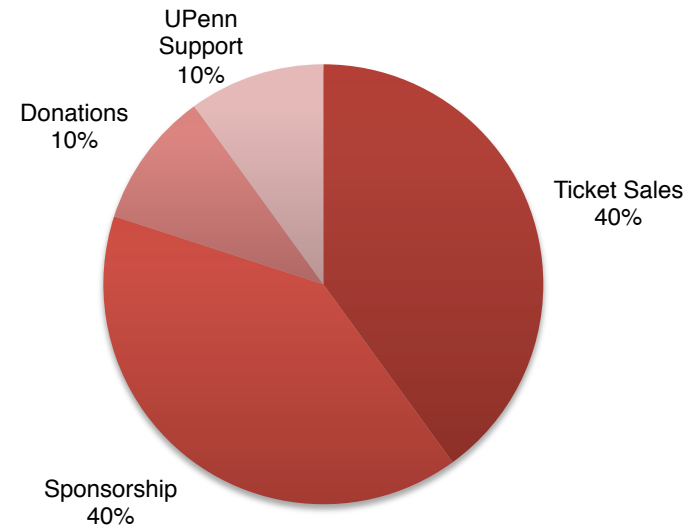
Unique Event

A fast-paced, highly curated one-day stage program featuring TEDx's famous 18-minute talks, plus music, comedy, tech demos, short talks, video interludes, live performances, mini TEDxPenn Talks and other surprises

1000 Projected Attendees



Funding Resources



Sharing Ideas

Intense conversation breaks, where attendees and speakers delve into the ideas introduced on stage

Networking Reception

Online tools for connecting with other attendees, before and after the conference to maximize networking among students, alumni, and professionals

WHAT ARE THE BENEFITS OF SPONSORSHIP?

Connect with the Audience

Your brand has the opportunity to reach a broad audience and establish itself as a brand that seeks to innovate and develop new solutions in the current globalizing world. After the event, the entire world will be able to view the videos of the event online through YouTube and the TED website, giving your brand **international visibility**.

Join the Community

Join the forward thinking TED^x 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 the problems of tomorrow and finding innovative solutions.

Learn & Share

Learn from inspired thinkers who are sharing their ideas and receive complimentary event tickets and guaranteed entry to the networking reception with our speakers and audience.

TEDxPenn Reach

Since TEDxPenn belongs to a powerful and international TED^x community, we have a global visibility. Speakers are able to share their message across the world and reach a diverse audience. Some of our numbers include:

- 25,800+ TEDxTalks on YouTube
- 650,000+ Subscribers
- 80 Million Views on TEDxTalks



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

	AMETHYST	EMERALD	RUBY	DIAMOND
SPONSORSHIP	\$1000	\$2500	\$5000	SPECIAL
Advertisement in Event Brochure	¼ Page	½ Page	¾ Page	Full-Page
General Recognition	X	X	X	X
Complimentary Event Tickets	1	2	5	X
Social Space Recognition		X	X	X
Event Recognition			X	X
Sponsored Seating Areas (# of Seats)				X

Event Recognition

- Logo on event banner
- Logo on TEDxPenn 2015 videos
- Logo on Name Tags

Special Space Recognition

- Logo cards on activities tables
- Booth in social space
- Logo card naming sponsor on lunch tables

General Recognition

- Logo on conference program, website, closing presentation, t-shirt, year-long promotional material
- Access to networking reception
- Offer to contribute to attendee gift bags

ABOUT TED AND TEDxPenn

Founded in 1984 as a small non-profit conference devoted to Technology, Entertainment, and Design, TED has grown into a global phenomenon. Annual conferences bring together some of the world's most fascinating people and invite them to give passionate, inspiring and exhilarating talks in 18 minutes or less.

TEDxPenn is a nonprofit student organization dedicated to empowering individuals through ideas. We hold the only license at the University of Pennsylvania to host TEDx events and conferences. Founded in 2010 by students, TEDxPenn has sought to spark powerful ideas within the vibrant University of Pennsylvania community. We aim to foster an environment for spreading ideas, with live speakers and TEDTalks videos, serving as a means to inspire deep discussions and connections between individuals from various backgrounds. In turn, we hope that the Penn community will be challenged by the TEDxPenn experience and be motivated to make a positive impact on our world. The TED Conference provides general guidance for the TEDx program, but individual TEDx events, such as our own, are self-organized.

CONTACT INFORMATION

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