

# THE SMALLER PICTURE

## An Introduction To the TED Community

TED is a global community committed to sharing ideas worth spreading through talks on Technology, Entertainment, Design and just about anything else worth a talk about. These talks are made available on [www.ted.com](http://www.ted.com), via conferences, TED talks and TEDx events. TED aims to inculcate the spirit of knowledge and curiosity and has become the leading platform for thinkers and pioneers to share their vision and ideas, with millions of followers.

## TEDx

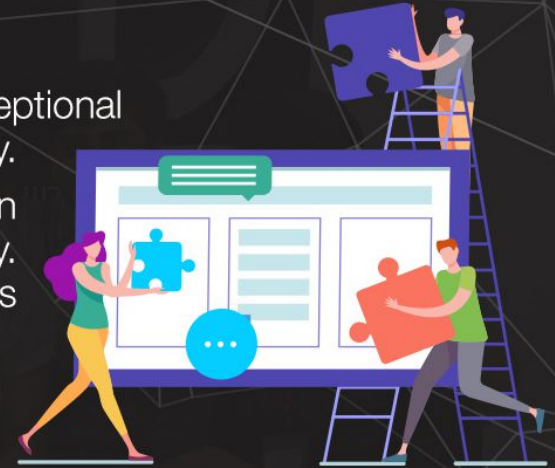
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## TEDxIIITD

TEDxIIITD is an event organised independently at IIITD, where we want to establish a platform for unique and powerful ideas. It is operated under an official license from TED. The theme for TEDxIIITD 2019 is “The Smaller Picture” where we encourage listeners to not just glance at the big picture but also take the time to look for the unobvious explanation hidden in the miniscule but crucial details of it. The audience will be motivated to think about the intricacies and the effort that goes behind what they perceive as successful.

## Why partner with us at TEDxIIITD

At TEDxIIITD we provide a platform for Visionaries, Innovators and Builders with exceptional ideas capable of driving change- ideas which stimulate thoughts and encourage diversity. We invite you to be a catalyst of this movement to spread new ideas. Together, we can champion moving away from the orthodox to the unconventional and contemporary. With three successful, widely appreciated and memorable past events, TEDxIIITD has powerful ideas and a strong, concentrated reach over this community.





## Audience Demographics

Students, Engineers, Faculty (Technical, Humanities), comedians, novelists, entrepreneurs, lawyers, photographers, researchers from academia and industry, developers, humanitarians and business leaders

## General Benefits to all Partners

1. Brand display on TEDxIIITD Official Website.
2. Logo presence at the beginning of all TEDxIIITD videos. These are also uploaded on Youtube and on the official TED website.
3. Logo on-screen during intermission.
4. Logo presence on all TEDxIIITD tickets and entry bands.
5. Brand display on TEDxIIITD Banners on IIITD building, visible from Delhi Metro Violet Line at Govindpuri and Okhla Metro Stations.



# OPPORTUNITIES TO PARTNER



# VISIONARY PARTNER (1.5 LAKH)

1. Largest Logo presence all TShirts and Exclusive merchandise distributed to all attendees.
2. Upto 4 Banners and Standees on site on the day of the event.
3. Recognition and appreciation in radio and media publicity.
4. Opportunities to network, interact and socialise with the speakers.
5. Largest Logo Presence on all Invites-physical and electronic, Tickets, Booklets and Pamphlets of TEDxIIITD.
6. Opportunity to install an official stall on site to engage with attendees and students of IIITD on the day of the event.
7. Opportunity to launch and showcase your products.
8. Complimentary Tickets to TEDxIIITD'18.





# INNOVATION PARTNER (75,000)

1. Logo presence on all TShirts and Exclusive merchandise distributed to the attendees.
2. Upto 2 Banners and Standees on site on the day of the Event.
3. Logo Presence on all Email Invites, Tickets, Booklets and Pamphlets of TEDx IIITD.
4. An opportunity to set up a stall on site on the day of the event to interact with the attendees and IIITD students.
5. Opportunity to launch or showcase your product.
6. Complimentary Tickets to TEDxIIITD'18.



# BUILDER PARTNER (30,000)

1. Logo presence on all TShirts and Exclusive merchandise distributed to the attendees of the Event.
2. Facility to set up a stall on site on the day of the event to interact with the attendees and IIITD students.
3. Opportunity to launch or showcase your product.





# IN-KIND PARTNERSHIP

We warmly welcome you to contribute through in-kind assistance. Below are potential areas, but the possibilities are infinite. We invite your ideas for the same. Benefit packages will be customised based on the value of the contribution

## **Food Partners**

Food / Catering, Dinner for Guests

## **Outreach Partners**

Publicity, Webcast, Printing

## **Mobility Partners / Hospitality Partners**

Travel, Accommodation

## **Apparel Partner**

T-Shirt Printing

## **Merchandise Partners**

Things required for Ambience (Architecture / Interior Designers)

Goodies/ Hampers for Speakers

## **Production Houses / Equipments for Videography / Photography**

