

**2024**  
**SPONSORSHIP WELCOME GUIDE**

**TED<sup>x</sup>** George

Saturday, October 5<sup>th</sup>, 2024

George Arts Theater  
125 York St, George Central, George, 6529

February 21, 2024

Dear Prospective Sponsor,

My name is Marshall Grant and I'll be organizing an independent TEDx event in George on October 5, 2024.

TED is an annual event that brings together the world's leading thinkers and doers to share ideas that matter in any discipline — technology, entertainment, design, science, humanities, business, development. The talks at the conference, called TED Talks, are then made available to watch for free on TED.com.

In the spirit of "ideas worth spreading," TED has created TEDx, a program of local, self-organized events that bring people together to share a TED-like experience.

At a TEDx event, TED Talks video and live speakers combine to spark deep discussion and connections. Our TEDx event is not organized by TED Conferences but is operated under a license from TED.

We're excited to be a TEDx licensee and are reaching out to a select group of companies that are committed to the power of ideas to support our TEDx event. We felt you would add to the unique atmosphere. We are looking forward to discussing ways in which you could help underwrite and add to this incredible new experience.

For more information, please take a look at:

[www.ted.com](http://www.ted.com)

[www.ted.com/tedx](http://www.ted.com/tedx)

We look forward to discussing further.

Sincerely,

Marshall.

## What is TEDx?



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 the TED format, and are offered guidelines for curation, speaker coaching, event organizing and more.

**"Indeed, if TED didn't exist, we would have to invent it,  
because no superior alternative can be found.'**

*Mark Fidelman, Here's Why TED and TEDx are So Incredibly Appealing, Forbes*

## TEDx Stats

**43,240**

Events Held

**1,566**

Upcoming Events

**> 3,000**

Events held annually

**40.2 million**

YouTube Subscribers

**210,797**

YouTube Videos Uploaded

**7,733,759,060**

YouTube Views

## About TEDxGeorge

**“The Brave Ones”** is an attempt to celebrate the local heroes and heroines that have continuously taken brave steps in their respective fields. These individuals may not be the most recognised and acknowledged, but the impact and weight of their efforts is the centre of our attention. By creating an environment that allows them to offer us insight into their history, activities, and future aspirations – we hope to further inspire and empower other individuals to seek their highest potential – regardless of the internal and external challenges that one continuously faces.

## Audience

The intended audience for a TEDxGeorge event within the Garden Route District Municipality encompasses a diverse cross-section of residents, including business leaders, government officials, environmentalists, educators, and students, as well as nonprofit organizations, tourist industry professionals, artists, health and wellness practitioners, and tech enthusiasts. The event seeks to engage these stakeholders in discussions on innovative solutions and ideas relevant to the region's economic development, environmental conservation, community well-being, and cultural enrichment. By bringing together this broad audience, TEDx events aim to inspire, connect, and encourage collaboration among individuals and groups invested in the growth and well-being of the Garden Route District.

Date: **Saturday, October 5, 2024**

Venue: **George Arts Theatre**

Time: **8:30 am – 4:00 pm**

# 15

Speakers

# 200

TEDx Licensed Ticket Allowance

# 25

Community Volunteers

# +1,000

Anticipated Outside Social Space Attendees

## TEDx Sponsorship

We in the TEDx Community view our sponsors as partners who are joining us on a journey. This is a project that we're investing in together.

**There are three core principles to keep in mind:**

1. **Collaborate With Us:** As a sponsor we are engaging each other in a collaborative relationship to be part of something meaningful, TEDxGeorge.
2. **Provide Authentic Dialogue:** You are a partner who we want to have an authentic dialogue with our TED/TEDx community.
3. **Think Big, Dream Big:** We encourage you as a partner to be as creative as possible and dream up interesting and value-adding ways to reach their/your audience.

## Sponsorship Add-on Activities

Imagine a gathering where the air buzzes with excitement, where ideas crackle and spark, and where the boundaries of possibility are pushed to their limits. That's the vision we have for our upcoming event, TEDxGeorge 2024, where we celebrate **"The Brave Ones"** – individuals who defy the status quo and fearlessly shape the future. Anticipated benefits for you include:

- A chance to launch a new product
- Networking opportunities
- Showcasing a project
- Entertainment and marketing to guests

Below are a few examples of add-on activities we encourage from our sponsors that demonstrate that you are a **Thought Leader**, a **Socially Responsible Company**, or a **Generous Supporter**:



Art sculpture painting + livestreaming

3D printing demonstration

### Idea Boards



Idea boards around the event venue, may be occupied by a sponsor's staff to help facilitate brainstorming.

### Sponsored Luncheon



Deep-dives during lunch run by an expert from the sponsor

## What possibilities will AI open up for George?

Thought Leader: Idea Board

## Applying design thinking to everyday life

Thought Leader: Luncheon

## Sidewalks: Accessible roads for everyone?

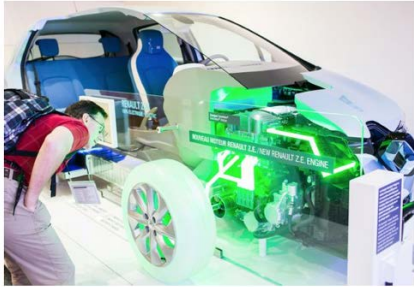
Socially Responsible: Idea Board

## Keeping our shores clean and safe

Socially Responsible: Luncheon



### Product Demos



Renault's disect of 100% electric car



Renault test-drive 100% electric car

### Workshops



Workshop on tackling difficult problems  
by Autodesk



Health App Hackathon by Microsoft



Sponsoring a resting lounge



Shoes giveaway by TOMS



Sponsoring leisure toys and tools

### Sponsorship Packages

	<b>Platinum</b> R 150,000 +	<b>Gold</b> R 50,000	<b>Sliver</b> R 15,000
Complimentary tickets	<b>4</b>	<b>2</b>	<b>-</b>
Pre-event Diner tickets	<b>2</b>	<b>1</b>	<b>-</b>
After-Party tickets	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
Logo in speaker YouTube video	<b>Yes</b>	<b>-</b>	<b>-</b>
Engagement Area Space at event	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
Explicit mention by host	<b>Yes</b>	<b>Yes</b>	<b>-</b>
On-screen recognition	<b>Large</b>	<b>Medium</b>	<b>Small</b>
Recognition on PR materials	<b>Yes</b>	<b>Yes</b>	<b>-</b>
Recognition on at-event materials	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
Recognition on website	<b>Large</b>	<b>Medium</b>	<b>Small</b>
Gift from sponsor in attendee bags	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
Opportunity to sponsor a meal at event	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>

### In-Kind (Non-Monetary) Sponsorships

In addition to cash sponsorships, there are numerous ways you can participate through in-kind donations. Below are some areas we have identified but the range of possibilities is wide-open. We will customize the sponsorship packages based on the relative value of the in-kind gift.

- Catering (lunch and/or cocktail) | Beverages (alcoholic & non-alcoholic drinks)
- Printing | Photography & Videography | Media Partners | Goody Bag Items | Staff shirts

### Additional things to note:

Premium branding will be tied to the area you have chosen to sponsor.



## TEDx Sponsorship Rules

- Sponsors of our event cannot be speakers and can never present from the stage.
- Sponsors cannot have editorial control or influence over your program curation.
- Sponsor logos cannot be displayed on our TEDx stage. We will thank our sponsors in a slide, but the logos cannot remain on the stage for more than a few seconds—or be in any team photos.
- Sponsor or partner logos or names may not appear on our website's homepage. Instead, we are creating a separate page dedicated to our sponsors.
- We cannot share sponsor content that is unrelated to our TEDx event, (e.g. a sponsor's marketing campaign, product announcements, etc.)
- Companies whose primary business are the following are not able to sponsor TEDx events:
  - Adult-oriented products/services
  - Tobacco/cigarettes
  - Weapons, ammunitions and defense

TEDx Talks are educational content, often used in classrooms and seminars for young audiences around the world. As a result, alcohol brands are not permitted to have representation on video material (e.g. sponsor slides pre-roll) for any TEDx Talk.

### Other things to note.

You can mention a sponsor's specific contribution to your event in your social media channels, including Twitter, Facebook and Instagram, by tagging their social media accounts, using their hashtag or including their organization name in an image caption.

#### **Sponsorship Promotional Video**

You or your sponsor can produce a video about the sponsor's contribution to your event, to be shared on your or the sponsor's social media channels. This must be produced with your approval of the way your collaboration is presented.

#### **TEDx YouTube Channel**

Sponsor logo on video: This slide must adhere to the TEDx official sponsorship slide template (versions for 4:3 and 16:9 provided), with the unique TEDx event logo in the upper left corner.

The sponsor logos must appear smaller than your TEDx event logo. Sponsor logos may only be shown on a single slide at the beginning and end of each edited video. The sponsor slide can only be a static slide, no commercials are allowed.