

TED^x Duluth

Guide for Partnerships

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- Why is a TEDx event important for Duluth and surrounding communities?
- How can your organization be involved?

What is TED and TEDxDuluth?



is an organization dedicated to ideas that can change the world by putting on events, developing companies, and producing content.

TED^x Duluth

is an independently organized event, with a license from TED to invite Minnesotans to share their wonderful ideas to their community.

Why is TEDxDuluth an important event for Duluth and surrounding communities?

- Offers leadership development for everyone.
- Gives an opportunity for local speakers to have their voice heard to a wider audience with more opportunities to follow.
- Great volunteer opportunity that is focused to be people-centered.
- The opportunity to network with people from around the state of Minnesota.

How can your organization be involved?

1. Volunteer with us!

Your group can help by volunteering to be a part of a committee and/or to be a volunteer on the day of the event.

If you are interested, please fill out a [VOLUNTEER FORM](#) via our website.

2. Promote the event with a discount code!

Your group can help by working with us to get a discount for University students, faculty, or staff.

If you are interested, please email: info@tedxduluth.com

3. Become a partner for our event!

More detailed information about our tier options below.

Partnership Information

Why Partner with TEDxDuluth?

As a partner, you have the opportunity to align your organization with the powerful "ideas worth spreading" movement and connect with an audience described as open-minded, curious, intelligent, and hungry to learn. While TEDx rules prevent product advertisements or editorial control, partnering with our event can provide significant benefits. These may include networking opportunities, the chance to showcase a project, and marketing to guests. Partnership is a vital part of our fundraising efforts. We have developed different partnership tiers and welcome in-kind contributions.

Guidelines

As TEDx license holders, we must follow specific rules including those around partnerships (sponsorship) funding.

These include partner guidelines:

- May have no editorial control or veto power over event programming.
- May not be endorsed by TEDxDuluth social media properties.
- May not speak from the main stage at the event.

Partnership Tiers

The Fuel \$3,000+

Your logo in support of ideas worth spreading at this event spotlighted!

All lower tiered items with addition of:

- **In Venue:** Digital Boards, Printed Materials (½ page ad program), Merchandise Logo
- **Online:** Website, Social Media, Emails
- **On published videos:** TED related videos have reached millions of views
- Partner recognition call out from the stage.
- Tickets (10) to the event with VIP reserved partner seating.
- Choice of activation for event: Company handout, tabling, employee volunteer experience.
- Invitation to a speaker coaching session with the TEDxDuluth team.
- Collaboration on curated experience featuring your brand (ex. Lyft or TEDxMileHigh).
- Parking at the venue for up to 10 cars.

The Spark \$1,500+

Your logo in support of ideas worth spreading at this event spotlighted!

All lower tiered items with addition of:

- **In Venue:** Digital Boards, Printed Materials (¼ page ad program), Centerpiece Logo
- **Online:** Website, Social Media, Emails
- **On published videos:** TED related videos have reached millions of views
- Partner recognition call out from the stage.
- Tickets (5) to the event with VIP reserved partner seating.
- Choice of activation for event: Company handout, tabling, employee volunteer experience.
- Parking at the venue for up to 5 cars.

The Moving Air \$500+

Your logo in support of ideas worth spreading at this event spotlighted!

- **In Venue:** Digital Boards, Printed Materials (logo only program)
- **Online:** Website, Social Media, Emails
- Tickets (2) to the event with VIP reserved partner seating.
- Choice of activation for event: Company handout, tabling, employee volunteer experience.

In Kind Partners

- Meal Partnership (To include “The Spark: Centerpiece Logo”)
- Notepads for Attendees Partnership (To include “The Fuel: Merchandise Logo”)
- Program Printing Partnership (To include “The Fuel: Half-page advertisement in event program”)
- Merchandise Printing Partnership (To include “The Spark: Merchandise Logo”)

If those don't meet your budget requirements or you would like a different set of perks please contact: info@tedxduluth.com