

# Partner **TED<sup>x</sup>** SaltLakeCity

with **x** = independently organized TED event

**TED<sup>x</sup>** SaltLakeCitySalon 2021 will happen on two dates  
Saturday, June 12<sup>th</sup> and Saturday, September 18<sup>th</sup>

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Please visit [TEDxSaltLakeCity.com](https://TEDxSaltLakeCity.com) for more information and videos from past events.

# What is

# TEDx ?

A TEDx event is a local gathering where TED-like talks and videos previously recorded at TED conferences are shared with the community. TEDx events are fully planned and coordinated independently, on a community-by-community basis. The content and design of each TEDx event is unique and developed independently, but all of them have features in common.

## About TEDxSaltLakeCity

x = independently organized TED event

TEDxSaltLakeCity is organized by volunteers from the local community, and just like TED events, it lacks any commercial, religious, or political agenda. Its goal is to spark conversation, connection, and community.



# Why partner?

The driving force of TEDxSaltLakeCity is ideas. We share and improve upon each other's ideas to fuel our community here in Salt Lake City. Our theme each year intentionally reflects this goal. We are better as a collaborative and supportive community, than as a collection of disconnected individuals.

We invite you to partner with TEDxSaltLakeCity and become part of the synergy in the fast-growing city. We see the importance in working with organizations that value innovation and conversation. This is an opportunity for your organization to show support and contribute to the local community.

Because your support is vital to the process, we value every dollar and we do our absolute best to magnify your contributions.

We are proud to have leveraged every dollar in sponsorship the past five years to \$12.60 in value, with \$2.60 in in-kind sponsorship and \$10 in skills-based volunteer contributions. We appreciate your donations and take our responsibility seriously to make sure dollars are spent on the better future for Salt Lake City.

Many of our partners return year after year with continuing support.

## TEDxSaltLakeCity 2021 Partnership Tiers

Introducing a unique event format for 2021: TEDxSaltLakeCitySalon. The salon format provides TEDxSaltLakeCity followers and participants the opportunity to view highly-curated content in a more concentrated and intimate setting. This format was thoughtfully selected in a continuing effort to stay vigilant regarding the COVID-19 pandemic and keep TEDxSaltLakeCity and our community safe. TEDxSaltLakeCitySalon events will take place on two separate dates: Saturday, June 12, 2021, themed "The Business of Ideas" and Saturday, September 18, 2021, themed "The Future is Female". This year we will have only one partnership tier per salon. Benefits are subject to change and we will work closely with you to communicate and accommodate your generous support.

	The Business of Ideas	The Future is Female	Both TEDxSaltLakeCity salon events	Exclusive content presented by:	Notes
<b>SUPPORT DESCRIPTION</b>					
Partnership Contribution	\$500	\$500	\$1,000	\$200	
# of Available Partnerships	4	4	4	1 per salon event	
<b>LIVE ACCESS</b>					
**dependent on ability to safely host live event and subject to Organizing Committee determination prior to the event**					
VIP Tickets to live event **	2	2	4	+1	
<b>PROMOTION</b>					
Logo placement on TEDxSaltLakeCity website	Medium	Medium	Medium	Large (customizable)	
Logo placement in event promotion emails	Medium	Medium	Medium	N/A	
Shoutout in event promotional emails	1	1	1 per salon event	"exclusive content presented by" in the agenda blast email	
Logo placement on all intro slides	Medium	Medium	Medium	N/A	
Logo placement on the digital program	Medium	Medium	Medium	Large (customizable)	
Emcee recognition at event	1	1	1 per salon event	1 per salon event	
Recognition in social media posts – <b>Before the event</b>	1	1	0	0	
Recognition in social media posts – <b>During the event</b>	1	1	0	0	
Recognition in social media posts – <b>After the event</b>	1	1	0	0	
Option to promote your products at the salon event	Yes	Yes	Yes	N/A	Swag bag ideas include: digital coupon, sponsored event/experience, charitable donation, etc.

If you are interested in exploring a partnership with us, but you don't see anything that fits, we are happy to work together to individualize a partnership package.

In addition to financial partnerships, we love working with organizations to feature their impressive products and services in mutually beneficial ways. In-kind partnerships of goods or services are approximately 50% of the value of a financial partnership.