

Partner **TEDx** SaltLakeCity

with **x** = independently organized TED event

TEDx SaltLakeCity 2022 will happen on
Saturday, June 11th

For any inquiries on partnerships,
please contact:

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Please visit [TEDxSaltLakeCity.com](https://www.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?

TEDxSaltLakeCity speakers tackle our community's toughest questions, attempting to answer them with innovation, enterprise, and enduring optimism. With thoughtfully curated content, our TEDx event inspires people to change their lives, futures and, ultimately, the world.

We're looking for a select group of organizations to help us grow the impact of TEDxSaltLakeCity. Because your support is vital to the event, we value every dollar and we do our absolute best to magnify your contributions.

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

Partners are critical to our future, and will experience tremendous value from the alignment with our brand, the community impact, and the broad exposure that comes through our events and community of leaders.

TEDxSaltLakeCity Partnership Tiers

TEDxSaltLakeCity 2022 will be focused around the theme of "Radical Reframe" and is being planned as a live event on Saturday, June 11, 2022. We believe, more than ever, our community needs a platform to explore, cultivate, and share new ideas, stories, and creative solutions to some of the challenges we are currently facing. As a non-profit, 100% volunteer-powered event, we seek partners to help support our efforts. The following table describes our Partnership Tiers.

Due to ongoing concerns related to COVID-19, benefits are subject to change. We will work closely with you to communicate changes and accommodate your generous support.

	Premier*	Strategic	Participating	Friends	Community	Notes
SUPPORT DESCRIPTION						
Partnership Contribution	from \$10,000	\$6,000	\$3,500	\$1,500	\$500	
# of Available Partnerships	1	3	5	7	10+	
LIVE ACCESS						
<i>**dependent on ability to safely host live events and subject to final TEDxSaltLakeCity Organizing Committee determination**</i>						
Invites to VIP Reception		6	4	2	0	This is a private event where partners have the opportunity to meet the presenters and get a sneak peek at the lineup.
Tickets to TEDxSaltLakeCity		6	4	2	1	
Invites to AfterGlow		6	4	2	1	This is an invite-only celebration following TEDxSaltLakeCity.
Engagement Area (OPTIONAL)		1	1	1	0	
Virtual Swag Bag (OPTIONAL)		1	1	1	1	Ideas include: digital coupon, sponsored event/experience, charitable donation, etc.
VIRTUAL ACCESS						
Tickets to 2022 TEDxSaltLakeCity Virtual Event		20	10	8	4	In the event we are unable to host a live event.
RECOGNITION						
Logo placement on TEDxSaltLakeCity.com		Medium	Medium	Small	X-Small	
Logo placement in event promotion emails		Medium	Medium	Small	None	~2,500 subscribers
Shout out in TEDxSaltLakeCity event promotional emails		1	—	—	—	This will be about the specific contribution to TEDxSaltLakeCity with 1-2 sentences about the partner organization.
Logo placement on all TEDx Talk intro slides		Medium	Medium	Small	None	Per TEDx guidelines, partner logos may not be larger than the TEDx event logo.
Emcee recognition at TEDxSaltLakeCity event		3	2	1	—	
Ad space in digital program		1/2 page	1/4 page	1/4 page	Logo ONLY	
Emcee recognition at AfterGlow**		Y	Y	Y	N	** If live event is possible **
Recognition on TEDxSaltLakeCity social media channels – Before the event		1	—	—	—	
Recognition on TEDxSaltLakeCity social media channels – During the event		1	1	1	1	Recognition may be combined with other partners.
Recognition on TEDxSaltLakeCity social media channels – After the event		1	—	—	—	

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.

***Please contact our team directly if you are interested in the Premier partnership package.**