

Partner **TED^x** SaltLakeCity

with **x** = independently organized TED event

TED^x SaltLakeCity 2020 is happening Saturday, **September 19th**

This year's theme is **(Un)Conventional Wisdom**

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?

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 seven 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 2020 Partnership Tiers

The 2020 TEDxSaltLakeCity event will be focused around the theme of "Unconventional Wisdom" and will be hosted via live-stream and possible VIP live audience on September 19, 2020. We believe that this year, more than ever, our community needs platforms to explore, cultivate, and share new ideas, stories, and creative solutions to some of the challenges our world currently faces. As a non-profit, 100% volunteer-powered event, we seek partners to help support our efforts. The following table describes our 2020 Partnership Tiers. **Due to some of the uncertainties surrounding our event, benefits are subject to change and we will be sure to work closely with you to communicate and accommodate your generous support.**

	Premier	Strategic	Participating	Friends	Community	Notes
SUPPORT DESCRIPTION						
Partnership Contribution	\$12,000	\$6,000	\$3,500	\$1,500	\$500	
# of Available Partnerships	1	3	5	7	10+	
VIRTUAL ACCESS						
Private speaker/performer interview for your organization	1	0	0	0	0	
Tickets to 2020 TEDxSaltLakeCity Virtual Event	30	20	10	5	1	
Virtual Swag Bag Item	1	1	1	1	1	Swag bag ideas include: digital coupon, sponsored event/experience, charitable donation, etc.
LIVE ACCESS						
dependent on ability to safely host live events and subject to final TEDxSaltLakeCity Organizing Committee determination						
Invites to event reception**	6	4	2	2	0	
VIP Tickets to live event**	10	6	4	2	2	
Invite to AfterGlow**	10	4	2	2	0	AfterGlow is an invite-only celebration following TEDxSaltLakeCity
RECOGNITION						
Logo/Name placement on TEDxSaltLakeCity.com	Large	Medium	Medium	Small	X-Small	
Logo placement in event promotion emails (~2500 subscribers)	Large	Medium	Medium	Small	None	
Shout out in 2020 TEDxSaltLakeCity event promotional emails	1	1	-	-	-	
Logo placement on all TEDx talk intro slides	Large	Medium	Medium	Small	None	
Emcee recognition at TEDxSaltLakeCity event	4	3	2	1	-	
Emcee recognition at AfterGlow**	Y	Y	Y	Y	N	** If live event is possible **

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Recognition in TEDxSaltLakeCity social media posts – Before the event	1	1	–	–	–	
Recognition in TEDxSaltLakeCity social media posts – During the event	2	1	1	–	–	
Recognition in TEDxSaltLakeCity social media posts – After the event	1	1	–	–	–	
Joint promotional video about partner contribution (produced by partner)	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.