

# TEDx SaltLakeCity

## Why Partner with TEDx SaltLakeCity?

The driving force of TEDxSaltLakeCity is ideas. We share and improve ideas to inspire the community. Our themes intentionally encourage original thinking and new experiences. We take our responsibility seriously, making sure every dollar is spent on a better future for Salt Lake City and the world. As an all volunteer organization, every penny is put towards selecting the best ideas, preparing speakers, and producing professional content.



## 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.

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.

More than  
**\$1 Million**  
in skills-based  
volunteerism

 **TOP 5**  
Global leading  
TEDx event in  
environmental  
sustainability

**12th Annual**  
TEDx SaltLakeCity

Average  
**55**   
Partnerships  
Per Year

**Over 10 Million**



views of TEDx videos  
featured on TED.com &  
TEDx global platforms

# TED<sup>x</sup> SaltLakeCity

	<i>Community</i>	<i>Friend</i>	<i>Supporter</i>	<i>Sponsor</i>	<i>Partner</i>
	\$300	\$1000	\$5000	\$10,000	\$20,000
Official sponsor emblem for partner website	X	X	X	X	X
Digital Program ad	Logo	1/4 ad	1/2 ad	1/2 ad	Full Page
Recognition during event social media*	In grouping	In grouping	In grouping	X	X
Logo on TEDxSaltLakeCity.com	Small	Medium	Large	Large	Large
An offer/coupon in the digital SWAG bag		X	X	X	X
Tickets to Afterglow		2	6	8	12
Recognition after event social media			X	X	X
Logo on eblasts (elist**)			X	X	X
Placement on talk intro slides****			Large	Large	Large
Tickets to live event			6	8	12
Engagement/information table***			3rd Pick	2nd Pick	1st Pick
Recognition prior to event social media			X	X	X
Emcee recognition at live event			1	1	2
Recognition after event on social media			X	X	X

\*Over 10k followers across Instagram, Facebook, and Twitter

\*\*\*\*Potentially millions of views

\*\* Over 2,500 subscribers

\*\*\*Number of 6 foot tables and position