



**Partner**

**TED<sup>x</sup>** EIPaso

x = independently organized TED event

# Inspiration on the Main Stage

El Paso's best and brightest sharing meaningful ideas.

# A platform for **Important Ideas**

## **An introduction to TED and TED<sup>x</sup>**

TED (Technology Entertainment Design) is an annual event that brings together the brightest minds of our generation to share their ideas with a curated audience of open-minded individuals. Based on any number of subjects, these "TED Talks," are then made available online for free so that their ideas may be spread throughout the world.

TED<sup>x</sup> was created in the spirit of TED's mission, "ideas worth spreading." The program is designed to give communities, organizations, and individuals the opportunity to create TED-like experiences at the local level through their own event. Since the program's creation, more than 10,000 TED<sup>x</sup> events have spread throughout the world in places like London, Tokyo, and, of course, El Paso.

# **Freethinking Beyond the Status Quo**

## **What is TED<sup>x</sup>EIPaso?**

Since its inaugural event in 2013, TED<sup>x</sup>EIPaso has become an important venue for spreading ideas and inspiring change. With over a quarter-million online views at our TED<sup>x</sup>EIPaso site alone, our TED<sup>x</sup>Talks have helped drive the idea revolution throughout the El Paso region and beyond. Speakers have included artists, innovators, musicians, scholars, and brilliant minds from all walks of life.

# A venue for **Meaningful Interaction**

## **Why should you partner with TEDxEIPaso?**

- Associate your brand with a powerful worldwide brand and movement synonymous with creativity, collaboration, and innovation.
- Reach engaged individuals (TEDxEIPaso attendees are involved and influential).
- Network with tuned-in intellectuals within a variety of industries, including technology, education, healthcare, and media.
- Demonstrate your innovative products and solutions to an engaged audience.

## Not your ordinary **Discussion**

### **The key benefits of partnering with TEDxEIPaso**

- Complimentary reserved seating ticket(s) to attend the conference
- Dedicated showcase area availability
- Engagement and design consulting from the leadership team
- Folio page submission given to all attendees
- Logo displayed on all final speaker videos
- Logo featured on all digital and print material
- Text or logo featured on all attendee t-shirts
- Special partner name badge
- Explicit recognition at the event by the host
- A copy of How to Optimize Your TED<sup>x</sup> Partnership
- Opportunity to host a TEDxEIPaso Adventure
- TEDxEIPaso partner community

# Intellectual Advancement

## **There are many ways to partner with TEDxEIPaso**

With over a quarter-million talk views at TEDxEIPaso.com alone, and a constantly engaged following, the opportunities to interact with business leaders, community leaders, innovators, activists, and experts are endless.

Partnership opportunities start at just \$1000 and are flexible based on your needs. We'll even craft special levels and perks just for you.

## **Here are some of the opportunities available:**

- Partnering
- Hosting a TEDxEIPaso Adventure
- Becoming an in-kind partner
- Sponsoring the post-event party for speakers, organizers, and VIPs only
- Donating time, services, supplies, or items for the all-important bag drop
- Sponsoring food, alcohol, or other specific aspects of the event
- Hosting a workshop or break-out session during the event

# Not a sponsor, but a **Partner**

## TEDxEIPaso's Partnership Levels

Partnership Perks	Supporter	Mentor	Visionary
Guaranteed-seating Tickets	✓	✓	✓
Dedicated Showcase Area	✓	✓	✓
Engagement Consulting			✓
Content & Design Consulting			✓
Booklet Page		✓	✓
Logo on All Final Speaker Videos			✓
Logo on Website & Print Materials	✓	✓	✓
Special Partner Name Badge	✓	✓	✓
Explicit Mention by Host	✓	✓	✓
How to Market Your TEDx Partnership eBook	✓	✓	✓
Opportunity to Host a TEDx Adventure	✓	✓	✓
TEDxEIPaso Partner Community	✓	✓	✓

This chart and other information on our website: [www.TEDxEIPaso.com/partners](http://www.TEDxEIPaso.com/partners)

TEDxEIPaso always reserves one or more spots for partners who seek a greater role in shaping the conference. Custom partners are afforded maximum flexibility in how they integrate into the conference. Along with all previous level perks, we include high impact opportunities such as:

- Dedicated, modular, small or large room space for holding workshops, engagement events, or demonstrations
- Parking lot space for tents, large-scale mobile demonstrations, or pre/post event functions
- Radical design or restructuring of venue to meet needs
- For higher level partnerships, TEDxEIPaso offers expert design, content, and engagement consulting from the organizing committee and our volunteers who have experience drafting messages for TEDx audiences and include full-time business professionals in fields like marketing, advertising, technology, digital media, content design, and graphic design.

# Drinking from a **Fire Hose**

## **What are attendees saying about TEDxEIPaso?**

“TED provides an opportunity to connect with people who are working on valuable projects that benefit various communities. It is inspiring and offers effective ideas that can be brought to one's lives and classrooms.”

“Organization was great, speakers were diverse, everything was simply more than I expected. Thank you.”

“TEDxEI Paso was one of the most fun & enlightening experiences I've ever been a part of.”

“It was an awesome experience. I was excited to see such a progressive and innovative convention here in El Paso and I look forward to seeing these world changing talks.”

“The experience and speakers held to, true to, why TED is a premier event. The network developed at the event is so valuable. I hope to be a part of the planning of next year's event.”

## **Contact Us**

### **Take the next step in joining this amazing experience**

Those who work with us share our vision of spreading ideas that are intended to change the world. Connect with us to start your journey.

**Online:** [TEDxEIPaso.com](http://TEDxEIPaso.com)

**Social:** [facebook.com/TEDxEIPaso](https://facebook.com/TEDxEIPaso)

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