

Participate. Engage. Get something. Give something. **TEDxSMU 2010: Starting Now**

TEDxKids @SMU. Friday, October 15, 2010

TEDxSMU. Saturday, October 16, 2010

TEDxSMU is making bold moves this year ... new venue, targeted focus on human survival issues, year-round programming, and an enhanced TEDxKids experience. We can't do it without you! Thank you for considering becoming a sponsor of TEDxSMU. Below you will find a menu of sponsorship opportunities to whet your philanthropic appetite. Don't hesitate to call with any questions you might have. Oh, and did we mention that sponsorship packages include TEDxSMU tickets? It's the only guaranteed TEDx ticket in town!

IN-KIND OPPORTUNITIES

In addition to cash sponsorships, there are numerous ways you can participate through in-kind donations. Below are some areas we've identified but the range of possibilities is wide-open. We will customize benefits packages based on the relative value of the in-kind gift.

Marketing Agency Fees | Printing | Catering | After Party Venue | Speaker/Sponsor Party | Speaker Travel | Speaker Hotels | Wine & Spirits | Media Partners | Web Hosting &/or Design | Goody Bag Items | Transportation

INDIVIDUAL SUPPORTERS

\$1,250

- 1 ticket and parking at TEDxSMU and the Saturday evening after party
- Invitation to private Friday evening event honoring speakers and sponsors
- Complete set of TEDxSMU DVDs
- Recognition in all slide shows (excluding speaker slides), on-site branding and print collateral

\$2,500

- 2 tickets and parking at TEDxSMU and the Saturday evening after party
- Invitation to private Friday evening event honoring speakers and sponsors
- Complete set of TEDxSMU DVDs
- Recognition in all slide shows (excluding speaker slides), on-site branding and print collateral

\$5,000

- 2 tickets and parking at TEDxSMU and the Saturday evening after party
- 2 tickets and parking at TEDxKids @SMU (note: the only reserved seats at TEDxKids will be for students!)
- Invitation to private Friday evening event honoring speakers and sponsors
- Complete set of TEDxSMU DVDs
- Recognition in all slide shows (excluding speaker slides), on-site branding and print collateral

TEDxSMU is produced as a joint effort of SMU and The Idea Fund at Communities Foundation of Texas. Donations are tax-deductible to the fullest extent allowed by the IRS, and may be made through SMU or The Idea Fund at Communities Foundation of Texas.

NAMED SPONSORSHIPS

TEDxSMU GOODY BAG SPONSOR | INSIDER MARKETING
TEDxKIDS @ SMU GOODY BAG SPONSOR | ALIBRE / J. PAUL GRAYSON FOUNDATION
T-SHIRT SPONSOR | NEOSPIRE, INC.
BREAK SPONSORS (2 REMAINING) | \$10,000 | BRACEWELL & GIULIANI LLP
TEDxSMU SALONS (1 PER SALON) | \$10,000

The sponsorships at this level will include recognition around the area that most interests you. Whether you choose to sponsor the goody bags at TEDxSMU or TEDxKids, a break, the T-shirts or one of the more intimate TEDxSMU Salons leading up to TEDxSMU, we will work with you to design maximum branding opportunities around that particular element. Please contact Sharon Lyle to learn more about plans for specific salons.

Benefits at the \$10,000 level:

- 4 tickets and parking at TEDxSMU and the Saturday evening after party
- 2 tickets and parking at TEDxKids @SMU (note: the only reserved seats at TEDxKids will be for students!)
- Invitation to private Friday evening event honoring speakers and sponsors
- Complete set of TEDxSMU DVDs
- Premium branding tied to the particular area you choose to sponsor
- Recognition in all collateral, including web site, social media and program
- Logo recognition in all slide shows (excluding speaker slides) and on-site branding
- Opportunity to place Item(s) in gift bag (pre-approval required)

TEDxSMU LUNCH SPONSOR | \$15,000
TEDxSMU ART INSTALLATION SPONSOR | \$15,000
TEDxSMU ONLINE TALKS SPONSOR | TEXAS INSTRUMENTS
TEDxSMU GREEN INITIATIVE SPONSOR | \$15,000

At the \$15,000 level, you can choose to sponsor the TEDxSMU lunch, or one of three NEW initiatives we are launching this year. The TEDxSMU Art Installation will be a commissioned installation around TEDxSMU; the TEDxSMU Online Talks sponsorship will give you the opportunity to associate your branding with the edited talks as they are released on our web site following the event, and the TEDxSMU Green Initiative will focus on a concerted effort to produce environmentally friendly and low impact events, including focusing on waste reduction and disposal and transportation.

Benefits at the \$15,000 level:

- 6 tickets and parking at TEDxSMU and the Saturday evening after party
- 2 tickets and parking at TEDxKids @SMU (note: the only reserved seats at TEDxKids will be for students!)
- Invitation to private Friday evening event honoring speakers and sponsors
- Complete set of TEDxSMU DVDs
- Premium branding tied to the particular area you choose to sponsor
- Recognition in all collateral, including web site, social media and program
- Logo recognition in all slide shows (excluding speaker slides) and on-site branding
- Opportunity to place Item(s) in gift bag (pre-approval required)
- Opportunity for booth or product demonstration during breaks (some restrictions apply)