

TED^x Roxbury

x = independently organized TED event

2024 Sponsorship Proposal

1 day. 12 speakers. 100+ attendees.

180 minutes of programming.

180 minutes of community-building.

Enough memories to last a lifetime.

TEDxRoxbury seeks community sponsors to support our 2024 event and help turn our vision into reality. Becoming a TEDxRoxbury sponsor is a unique opportunity to partner with an organization affiliated with a global brand, TED, yet retains an independent and locally-organized flavor. Our audience members (both in-person and online) are bold doers and critical thinkers, curious about new ways to look at the world. Sponsoring a TEDxRoxbury event is an opportunity to support, and be associated with, innovation and ideas worth spreading. We value the time and resources of every partner and look forward to working with you in a way that meets our shared needs. To learn more about sponsorship opportunities, email us at info@tedxroxbury.com. Thank you for considering a partnership!

Marshelle Gatlin & Eric Esteves
Lead Organizers

Email: info@tedxroxbury.com

Web: TEDxRoxbury.com

Facebook: [@TEDxRoxbury](https://www.facebook.com/@TEDxRoxbury)

Instagram: [@TEDxRoxbury](https://www.instagram.com/@TEDxRoxbury)

Twitter: [@TEDxRoxbury](https://www.twitter.com/@TEDxRoxbury)

Linkedin: [@TEDxRox](https://www.linkedin.com/@TEDxRox)

About TED

TED (Technology, Entertainment, Design) is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California 30 years ago, TED has grown into a worldwide movement; known for its two annual TED Conferences, where the world's leading thinkers and doers are invited to speak for 18 minutes or less.

The annual TED Conference takes place each spring in Vancouver, British Columbia. TED's media initiatives include TED.com, where new TED Talks are posted daily; TED Translators, which provides subtitles and interactive transcripts as well as translations from volunteers worldwide; and the educational initiative TED-Ed. TED has established The Audacious Project that takes a collaborative approach to funding ideas with the potential to create change at thrilling scale; TEDx, which supports individuals or groups in hosting local, self-organized TED-style events around the world, and the TED Fellows program, helping world-changing innovators from around the globe to amplify the impact of their remarkable projects and activities.

About TEDxRoxbury

TEDxRoxbury, is an independently-organized TED event, with a mission to highlight and showcase what Roxbury has to offer by letting the world hear local ideas worth spreading and providing a platform for innovative, yet unheard voices in the community.

Roxbury is Boston's geographic center and has long been known as the center of Boston's Black community and as the heart of civic activism and community organizing for decades. Founded in 1630, Roxbury has seen many demographic shifts in its nearly 400 years due to migration, immigration, redlining, white flight, and gentrification; among other reasons. Today, Roxbury is considered a cultural hub and salad bowl of many different cultures and cultural identities; including African-American, Cabo Verdean, Dominican, Guatemalan, Haitian, Honduran, Jamaican, Nigerian, Puerto Rican, Somalian, Trinidadian; etc. Given its rich legacy of innovation and activism, TEDxRoxbury will highlight and showcase what Roxbury has to offer.

TEDxRoxbury 2024

Roxbury's most passionate TEDx enthusiasts came together on Saturday, May 27, 2023 for the inaugural TEDxRoxbury. The sold-out event generated a tremendous amount of interest and demand for more programming. While the [livestream](#) of the event has been watched by nearly 4,000 viewers, the [individual videos](#) of each talk and performance have collectively garnered

more than 120,000 views in only 3 months. We are actively working to host our next event and make it even better by incorporating the positive community we've received thus far.



Why partner with TEDxRoxbury?

Are you ready to align your brand with innovation and the world's largest grassroots platform for sharing ideas? Sponsoring TEDxRoxbury offers a unique opportunity to align your brand with the international TEDx platform as well as its independently-organized local connection. As part of the global brand of TED, TEDxRoxbury is focused on amplifying ideas worth spreading from unheard voices. To help deliver on this promise, we are in search of partners that share a desire to showcase the best Roxbury has to offer to our neighbors near and far. Licensed by TED, TEDx events provide local communities with an opportunity to bring people together to discuss ideas that change our world and share a TED-like experience.

Be a part of this exciting event and foster the spread of innovative thinking. Whether your support is financial or "in kind", you can join our movement in many ways because our volunteer-led event relies on the generosity of supporting sponsors.

TEDxRoxbury is a fiscally-sponsored program of the Boston Educational Development Foundation, a 501(c)(3), not-for-profit, public benefit organization (EIN #: 22-2514422).

Benefits

We aren't just selling ad space—our goal is to create lasting partnerships with visionary organizations who are interested in making a difference - in Roxbury and beyond. Each sponsorship opportunity is uniquely crafted to meet your goals as well as the needs of our audience. We work with you to ensure that you are participating in the aspect of TEDxRoxbury that is right for you, in a way that reflects the character of both our organizations.

- TEDx conferences always gather heavy and sustained interest from the community
- Take action with emerging change-makers and activate local ideas worth spreading
- Opportunity to engage in an authentic dialogue with a curious and active audience
- Reach a broad and diverse audience in-person and through online presence & visibility
- Align with a globally respected brand of 700,000+ thinkers and doers. Share our mission of spreading ideas that might change the world and distinguish your brand as one that is interested in anticipating and finding innovative solutions to tomorrow's problems.
- Bring Roxbury's most engaged thinkers and doers into your network
- Establish your brand as a dynamic presence in our globalizing world

TEDx Sponsorship Rules

- Sponsors cannot influence content. Sponsors must have no editorial control or veto influence over TEDx event program curation.
- Sponsors of TEDx events cannot be speakers and can never present from the stage.
- Sponsor logos cannot be displayed on the TEDx stage.
- TEDx events may give away or sell TEDx branded products.
- TEDx events can mention a sponsor's specific contribution on social media channels.
- TEDx events or sponsors can produce a video about the sponsor's contribution to the event, to be shared on either entity's social media channels.
- TEDx events cannot share sponsor content that is unrelated to the TEDx event, e.g. a sponsor's marketing campaign, product announcements, etc.
- TEDx events cannot post a sponsor logo (or logos) on its own during an event, but logos may be included if visible in an event photo or other creative material.

Sponsorship Levels

Thank you for considering a partnership!

Visionary Sponsor (\$5,000)

- Logo / name recognition on website
- Logo / name recognition in PR materials
- Full-page ad in event program
- Verbal recognition at event
- Logo / name recognition at event
- Logo / name recognition on videos
- Pre-event dinner tickets (6)
- Complimentary event tickets (6)
- Networking Hub (exhibit booth space)

Benefactor Sponsor (\$2,500)

- Logo / name recognition on website
- Logo / name recognition in PR materials
- Half-page ad in event program
- Verbal recognition at event
- Logo / name recognition at event
- Logo / name recognition on videos
- Pre-event dinner tickets (4)
- Complimentary event tickets (4)
- Networking Hub (exhibit booth space)

Champion Sponsor (\$1,000)

- Logo / name recognition on website
- Logo / name recognition in PR materials
- Quarter-page ad in event program
- Verbal recognition at event
- Logo / name recognition at event
- Pre-event dinner tickets (2)
- Complimentary event tickets (2)

Patron Sponsor (\$500)

- Logo / name recognition on website
- Logo / name recognition in PR materials
- Verbal recognition at event
- Logo / name recognition at event
- Complimentary event tickets (2)

Affiliate Sponsor (\$250)

- Logo / name recognition on website
- Logo / name recognition in PR materials
- Logo / name recognition at event
- Complimentary event tickets (1)

In-Kind Sponsorship

Beyond financial assistance, there are many other ways you can support TEDxRoxbury through in-kind sponsorships. We've listed below some of the ways in which you can help us. If you have something else in mind, feel free to let us know. We can customize benefits packages based on the relative value of your in-kind gift.

- A/V Equipment Rental
- Beverages
- Catered Food
- Dessert
- Exhibits / Product Demos
- Gift Bags
- Gift Bag Items for Attendees
- Gift Bag Items for Speakers
- Giveaways
- Name Badges & Lanyards
- Photography
- Pre-Event Speakers' Dinner
- Printing
- Post-Event Lunch/Reception
- Public Relations
- Snacks
- Stage Design
- Staff Shirts
- Videography
- Video Editing and Post-Production
- Volunteers

Sponsorship Agreement

Sponsorship Level

- Visionary Sponsor (\$5,000) Benefactor Sponsor (\$2,500)
- Champion Sponsor (\$1,000) Patron Sponsor (\$500) Affiliate Sponsor (\$250)

General Conditions

- Payment is required in full before activation.
- TEDxRoxbury retains the full and sole discretion in selecting the main theme, the speakers, the topics, the structure, the participants and communication initiatives in relation to the conference as well as any other aspect that may influence the attendees' experience and the overall quality and level of the conference.
- TEDx events are non-profit events. All partnership funds or in-kind products raised or given have to go back into the production of the event. TEDx events cannot be a profit-making endeavor.
- This document acts as a good faith agreement between the parties to cooperate in making TEDxRoxbury and the partnership a success.
- All TEDxRoxbury partnerships are based on trust and a reasonable code of conduct by all parties.

Preferred Payment Method:

- I will pay via check (Please make checks payable to: TEDxRoxbury/BEDF)
- I will pay via ACH or wire transfer I will pay via Bill.com

Sponsoring Company/Organization: _____

Contact Name: _____

Contact Signature: _____

Contact Title: _____

Date: _____