

TED^xSanDiego

x = independently organized TED event

Partners & Sponsors

Since 2010, our Community Partners and Sponsors have supported the annual TEDxSanDiego event which gathers our community's leading thinkers and doers to share their ideas with the world and collectively shape our future.

Connect | Engage | Transform
Organize | Partner | Ideas that
Change the World



TEDxSanDiego past Partners & Sponsors



BERNSTEIN

The Conrad Prebys
Performing Arts Center

Your Company Here

The annual TEDxSanDiego showcase is a prestigious community event that highlights the rich diversity of people and ideas from our region. 2023 is the first in our history where we will only feature local speakers/performers and will target our talks around ten key interest areas:

- 1) **Sustainability/Environment**
- 2) **Affordable Housing/Homelessness/Poverty**
- 3) **Cross Border/Immigration**
- 4) **Life Science/Biotech/Pharma**
- 5) **Startup/Technology/Innovation**
- 6) **Military**
- 7) **Education/Universities**
- 8) **Health/Wellness**
- 9) **Life Cycles - youth, dating, marriage parenting, aging**
- 10) **Sports/Active lifestyle**



**We have curated and produced
over 10 events and 190 talks
...and counting**

**Over
7 Million
TEDxSanDiego Talks
viewed globally**



The mission of TEDxSanDiego, a 501(c)(3) nonprofit organization, is to be a catalyst for spreading ideas that change our world.

We are an all-volunteer run organization that is funded by local companies, organizations, sponsors and individual donors.

Our signature event is a one-day conference hosted annually to feature ideas worth spreading through short, powerful talks (18-minutes or less) by today's leading thinkers, doers, innovators, creatives, visionaries, and teachers.

These talks, which are performed on stage in front of a live-audience, are video recorded, professionally produced, and disseminated for global viewing on the world wide web.

This event is a local TEDx event –an independently organized TED–like event in partnership with TED.

A photograph of a TEDx San Diego event. A speaker, Tobi Gbile, is on stage in front of a large audience. The stage has a large screen displaying the speaker's name and the title of the talk, "Does strength need a rebrand?". The screen also features the TEDx San Diego logo and the tagline "Connect. Engage. Transform." The audience is seated in a large hall with wooden walls and a high ceiling.

**A Catalyst for Change
& Connection**



Activated by our Partners & Sponsors

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With our commitment to diversity and inclusion, we keep our ticket prices reasonable and gift a significant number to individuals of all ages who may not be able to afford to attend. Thus, ticket sales do not cover our costs and we need financial support to produce a world class event. We invite you to be a producing Partner of TEDxSanDiego 2023.

Here are our details:

1 EVENT

TEDxSanDiego presents

Seeds of Change

2 DATE

**Sunday,
June 11,
2023**

3 VENUE

The Conrad Prebys
Performing Arts Center

The heart of cultural, arts
education, and community
events in La Jolla, California

4 DESCRIPTION

Seeds of Change is a one-day event that features ideas worth spreading through short, powerful talks by San Diego's leading thinkers and doers.

5 OBJECTIVE

Each professionally curated presentation will motivate our audience and viewers to reflect on how each of us can transform ourselves and our communities through positive and impactful actions.



Audrey Jacobs

Chief Connector & Curator,
Bernstein Private Wealth Vice
President & Financial Advisor



Jami Lah

TEDxSan Diego Content
Director, Lifelong Learning
Worldwide, (has produced 25
TEDx events)

Organized by Our Team

Jose Alonso, TEDxSanDiego Brand Management, A&Co Founder & Chief Creative Officer

Daniel Larsen, TEDxSanDiego Community Voices Co-Director, Bernstein Private Wealth Associate

Kristen Roberts, TEDxSanDiego Community Voices Co-Director, Founder and Managing Attorney, Trestle Law

Lisa Liguori, TEDxSan Diego Chief Speaker Screener, Gifts of the Magi Foundation Director

Rebecca Smith, TEDxSanDiego Performing & Visual Arts Curator, City of San Diego Commission for Arts & Culture Vice Chair

Sam Mazzeo, Esq., TEDxSanDiego In-House Legal, Better APC Founder & Managing Attorney

Kristelle Siarza, TEDxSanDiego Marketing Director, Siarza Social Digital Founder & CEO

Niko Podimatis, TEDxSanDiego Production Director, Quartyard Venue Manager

Debbie Postil, Esq., TEDxSanDiego Director of Fundraising, Attorney & Women Wonder Writers Founder

Alejandro High, TEDxSanDiego Donor Relations, High Realty Group – Project Manager

Sasha Kokuashvili, TEDxSanDiego Partnership Director, Biosciences Division Marketing at Thermo Fisher Scientific

Olivia Peachey, TEDxSanDiego Assistant Organizer, Full time student at San Diego State University



Partnership Benefits



Inspiration & Ideation

Invite you to be inspired by the speakers and talent on stage and private Partner gatherings.



Leads & Networking

Meet influential, diverse people from industries affecting change in San Diego, including technology, military, health, wellness, education, sports, environmental, urban planning, medicine and biotech.



Branding & Image

Strengthen your brand and build your image as an innovative company that cares about issues and ideas.



Showcase

Present an idea, a project or a new product.



Regional Community

Establish your company as engaged in the local community and enter into regional partnerships.



Reference

Present TEDxSanDiego in your portfolio (subject to TEDx Rules)

Partnership Levels

Partnership Levels and Benefits:
In-Kind or Cash Donations

- **Seed Partner Levels**
\$1,000 thru \$5,000
- **Butterfly Partner**
\$7,500
- **Be the Change Partner**
\$10,000
- **Game Changer Partner**
\$15,000
- **Catalyst for Change Partner**
\$25,000



Seed Partner Levels

Connect Level

\$1,000

- Company name featured on Partner landing page linked to TEDxSanDiego main website
- Company name on the printed program
- **Tax Deductible**

Engage Level

\$2,500

- Two premier seating tickets to the live event (valued at \$75/each)
- Company name featured on Partner landing page linked to TEDxSanDiego main website
- Company name on the printed program
- **Tax Deductible**

The logo for TEDx San Diego, featuring the word "TEDx" in red and "San Diego" in white.

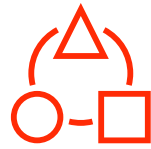
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JACQUES-PIERRE COLE

Yes—you, too,
can quiet your
mind.

TEDx San Diego



Be the Change Level

\$5,000 – Number of available partnerships (10)

- Four premier seating tickets to the live event (valued at \$75/each)
- Invitation (four tickets) to AfterGrow (invite-only celebration following TEDxSanDiego)
- Company name featured on Partner landing page linked to TEDxSanDiego main website
- Company name on the printed program
- **Tax Deductible**

Sponsor a speaker in one of the following categories

- 1) Sustainability/Environmental/Green
- 2) Affordable Housing/Poverty/Homeless
- 3) Cross border/immigration
- 4) Life science/biotech/pharma
- 5) Startup/innovation/technology
- 6) Military
- 7) Education/Universities
- 8) Health/Wellness
- 9) Life cycles - youth, dating, marriage, parenting, aging
- 10) Sports/Active lifestyle



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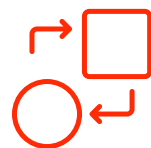
Butterfly Partner Level

\$7,500

- Four premier seating tickets to the live event (valued at \$75/each)
- Company name, logo, link to company website and company description featured on Partner landing page linked to TEDxSanDiego main website
- Distribution of advertising material / gifts for all participants at the live event registration
- Social media engagement (1 engagement to include tagging Partner's social media accounts, using Partner's hashtag, and/or including Partner's organization name in an image caption (subject to TEDx rules))
- Logo on printed program
- Invitation (two tickets) to rehearsal on Saturday (June 10, 2023)
- Invitation (four tickets) to attend VIP (meet the speakers) reception on TBD
- Invitation (four tickets) to AfterGrow (invite-only celebration following TEDxSanDiego)
- **Tax Deductible**

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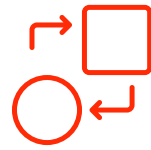
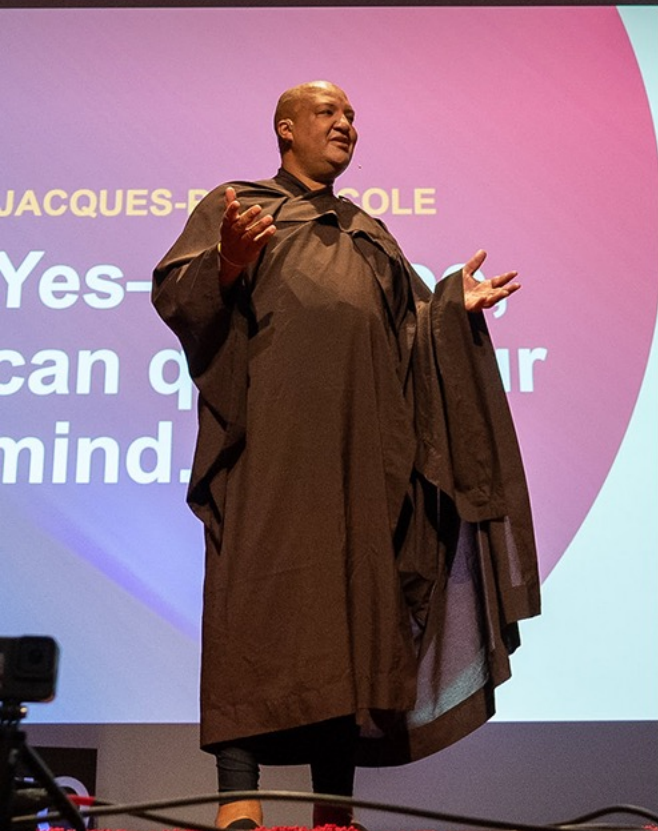


Be The Change Partner Level

\$10,000

- Number of available partnerships (1)
- Invitation (two tickets) to rehearsal on Saturday (June 10, 2023)
- Eight premier seating tickets to the live event (valued at \$75/each)
- Invitation (eight tickets) to attend VIP (meet the speakers) reception on TBD
- Invitation (eight tickets) to AfterGrow (invite-only celebration following TEDxSanDiego)
- Emcee recognition at TEDxSanDiego event (thanked from the stage three times)
- Emcee recognition at AfterGrow (three times)
- Opportunity to host live event activation (one preferred off-stage location (e.g., crowd engagement, giveaway, prize))
- Logo on digital slide played on stage (Per TEDx guidelines, up to three seconds)
- Video played on livestream (up to 90 seconds)
- Unlimited free passes to livestream event that you can distribute to clients/customers/staff/partners
- Logo included in PSA commercial to be aired on media outlet
- Company name, logo, link to company website and company description featured on Partner landing page linked to TEDxSanDiego main website

Continues >



Be The Change Partner Level

\$10,000 (continued from prior page)

- Company name, logo, link to company website and company description featured on Partner landing page linked to TEDxSanDiego main website
- Logo/hyperlink included in all event emails
- Presenting Partner copy in event press release
- Recognition on TEDxSanDiego social media channels before the event (once)
- Recognition on TEDxSanDiego social media channels during the event (once)
- Recognition on TEDxSanDiego social media channels after the event (once)
- Social media engagement (2 engagements to include tagging Partner's social media accounts, using Partner's hashtag, and/or including Partner's organization name in an image caption (subject to TEDx rules))
- Logo on printed program
- Invitation to intimate speaker dinner
- Invitation to speak at VIP reception and/or intimate speaker dinner
- Logo placement in event promotion emails (large)
- Ad space in digital program (half page) before agenda and presenter bios
- Distribution of advertising material / gifts for all participants at the live event registration
- **Tax Deductible**

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Game Changer Partner Level

\$15,000

- Number of available partnerships (1)
- Invitation to Presentation Workshop (focused on stage presence conducted by TEDx staff) (2 tickets)
- 10 Tickets to the live event (valued at \$75/each)
- Invitation (10 tickets) to attend VIP (meet the speakers) reception on TBD
- Invitation (10 tickets) to AfterGrow (invite-only celebration following TEDxSanDiego)
- Emcee recognition at TEDxSanDiego event (thanked from the stage 4 times)
- Emcee recognition at AfterGrow (4 times)
- Opportunity to host live event activation (1 preferred off-stage location) (e.g., crowd engagement, giveaway, prize)
- Table at preferred off-stage location (exhibition stand with table and chairs)
- Logo on digital slide played on stage (Per TEDx guidelines, up to three seconds)
- Video played on livestream (up to 90 seconds)
- Unlimited free passes to livestream event that you can distribute to client/staff/partners
- Logo included in PSA commercial to be aired on media outlet

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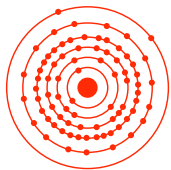
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Game Changer Partner Level

\$15,000 (continued from prior page)

- Logo slides on TEDx videos for YouTube channel (minimum of six videos, exclusive to Partner)
- Company name, logo, link to company website and company description featured on Partner landing page linked to TEDxSanDiego main website
- Logo/hyperlink included in all event emails
- Presenting Partner copy in event press release
- Recognition on TEDxSanDiego social media channels before the event (once)
- Recognition on TEDxSanDiego social media channels during the event (twice)
- Recognition on TEDxSanDiego social media channels after the event (once)
- Social media engagement (three engagements to include tagging Partner's social media accounts, using Partner's hashtag, and/or including Partner's organization name in an image caption (subject to TEDx rules))
- Logo on printed program
- Invitation to intimate speaker dinner night before event
- Invitation to speak at VIP reception and/or intimate speaker dinner
- Logo placement in event promotion emails (large)
- Ad space in digital program (full page) before agenda and presenter bios
- Joint promotional video about partner contribution (produced by partner) (1)
- Distribution of advertising material / gifts for all participants at the live event registration
- **Tax Deductible**

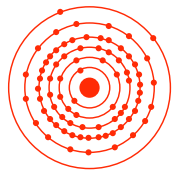


Catalyst for Change Partner Level

\$25,000

- Number of available partnerships (1)
- Invitation to Presentation Workshop (focused on stage presence conducted by TEDx staff) (4 tickets)
- 12 Tickets to the live event (valued at \$75/each)
- 2 VIP Parking Passes for live event
- Invitation (12 tickets) to attend VIP reception (meet the speakers) on TBD
- Invitation (12 tickets) to AfterGrow (invite-only celebration following TEDxSanDiego)
- Emcee recognition at AfterGrow (5 times)
- Emcee recognition at TEDxSanDiego event (thanked from the stage 5 times)
- Opportunity to host live event activation (2 preferred off-stage locations) (e.g., crowd engagement, giveaway, prize)
- Banner in the foyer
- Table at preferred off-stage location (exhibition stand with table and chairs)
- Signage Rights and/or banner in the foyer (premier visibility)
- Logo on digital slide played on stage (Per TEDx guidelines, up to three seconds)
- Video played on livestream (up to 90 seconds)
- Unlimited free passes to livestream event that you can distribute to client/customers/staff/partners

Continues >



Catalyst for Change Partner Level

\$25,000 (continued from prior page)

- Logo included in PSA commercial to be aired on media outlet
- Logo slides on TEDx videos for YouTube channel (minimum of 6 videos, exclusive to Partner)
- Company name, logo, link to company website and company description featured on Partner landing page linked to TEDxSanDiego main website
- Presenting Partner copy in event press release
- Social media engagement (5 engagements to include tagging Partner's social media accounts, using Partner's hashtag, and/or including Partner's organization name in an image caption (subject to TEDx rules))
- Exclusive logo on cover of printed program
- Recognition on TEDxSanDiego social media channels before the event (once)
- Recognition on TEDxSanDiego social media channels during the event (twice)
- Recognition on TEDxSanDiego social media channels after the event (once)
- Invitation to speak at VIP reception and/or intimate speaker dinner
- Logo placement in event promotion emails (large)
- Logo placement on all TEDx Talk intro slides (large)
- Shout out in event promotional materials with 1-2 sentences about the partner organization
- Ad space in digital program before agenda and presenter bios (full page with priority placement)
- Joint promotional video about partner contribution (produced by partner) (1)
- Distribution of advertising material / gifts for all participants at the live event registration
- **Tax Deductible**



Be a Catalyst for Change

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Thank you so much for considering being a Partner of *Seeds of Change*, the 2023 TEDxSanDiego annual conference. Your support will elevate globally the image of San Diego and highlight the innovative people and ideas that are catalyst for positive change in the world.

Our attendees include key activators and pillars in the San Diego County community which provides a rich environment to build your network, business and your brand.

We look forward to developing our relationship. THANK YOU for your consideration!



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To discuss Partnership opportunities, contact:



Debbie Postil

Fundraising Director

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Alejandro High

Donor Relations

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