

# TEDx BocaRaton

x = independently organized TED event

## PARTNER PACKAGE

# NEW BEGINNINGS

## IDEAS INNOVATION INVENTION

at Florida Atlantic University  
#TEDxBOCARATON

MAY 9th 2014

[www.TEDxBocaRaton.com](http://www.TEDxBocaRaton.com)

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## WHAT IS TEDx ?

TED is a non-profit devoted to "Ideas Worth Spreading". It began in 1984 as a conference adjoining Technology, Entertainment and Design and has since spread in scope. TEDxBocaRaton is designed to give Boca Raton's communities, organizations and individuals the opportunity to stimulate dialogue through TED-like experiences at the local level.

"In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TEDTalks video and live speakers combine to spark deep discussion and connection in a small group. These local, self-organized events are branded TEDx, where x = independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized."

We are challenging Boca Raton and citizens of the world to approach the everyday through a different lens. We're connecting unique and powerful speakers with impassioned audiences to inspire and ignite our community. We'll be sharing those talks with people worldwide because good ideas should be unfettered and unleashed.

On May 9, 2014 we are bringing together a cacophony for the mind with 23 maestros weaving ideas together that will provide a spark, each in their own way.

We will ensure the success of this event through a targeted marketing and selection process, which includes applications and a strong social media presence.

**May 9** Conference (\$100)

Ancillary Events:

**May 8** VIP Party (invite-only)

**May 9** Post-conference Reception

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## PARTNERING WITH TEDxBOCARATON

We are a volunteer-run non-profit organization and our partnerships ensure the success of our events. In Partnering with TEDxBocaRaton, you show value for a vibrant future with an emphasis on innovation and collaboration. You support individuals' pursuit of knowledge; and help provide a platform for attendees to connect with and inspire one another, motivated by stories of what it means to build a strong, forward-thinking community.

We invite you to partner with TEDxBocaRaton in bringing the conversation of "NEW BEGINNINGS" as portrayed by renowned speakers.

We are asking our Partners to join us in the following:

- Be as creative as possible - find artistic ways to present your company and products
- Experiment with new ideas - be innovative and expressive
- Engage the community in meaningful ways - interact to provide memory and meaning
- Demonstrate firsts - imagine what hasn't yet been imagined and play with us to make it so
- Bring your best TED - celebrate "New Beginnings" and the inventive spirit with us
- Explore spaces outside the main stage to highlight your company - think outside the box

*We made valuable connections, received high-value exposure for our brand and felt good about contributing towards such a positive event that brings the community together in Boca Raton."*

*Tandy Robinson, Goldman Sachs*

The difference between invention and innovation is the degree to which something changes how we live.

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We are committed to the code of conduct agreed to with TED.com to create an event that is about community first. We want to ensure that your partnership of this event is meaningful, and will work with you to maximize the value of your partnership.

## PRESENTING PARTNER : \$15,000 - \$20,000

### PRE-EVENT

- Alignment of your company with the TEDx brand
- Tickets: 20 x Conference / Post-conference Reception, 10 x VIP Party
- Recognition as a Presenting Partner on promotional, press & event materials pre- and post-event
- 5 Minute address to audience at VIP party immediately after program opening remarks
- Priority photo opportunity for your representatives for pre-coverage
- Company logo on TEDxBocaRaton website with click-through

### EVENT DAY

- Logo Recognition on webpage, introductory slideshow and/or video, event program, lobby signage, Day-of event app and promotional material
- Mention in emcee's welcome
- Cross promotion opportunities, Newsletter or ad for reverse marketing
- Access to VIP Lounge
- Provision of a speaker or spokesperson for meet-and-greet with partner's board and/or employees
- Inclusion of partner's name in eblasts to attendees
- Opportunity for lobby exposure for your company or product
- Banner in foyer; visible before event, during intermissions, and at Post Conference Reception
- 10 complimentary TEDxBocaRaton t-shirts
- On-site marketing opportunities such as, but not limited to: sampling, coupons, information or gift distribution
- Involvement in social media activities at the event

### POST-EVENT

- Opportunity to host a TEDxAdventure with your company
- Partner logo placement on four (4) speaker TEDx talk video pre and post roll

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## VISIONARY PARTNER : \$10,000

### PRE-EVENT

- Alignment of your company with the TEDx brand
- Tickets: 16 x Conference/Post-conference Reception, 6 x VIP Party
- Recognition as a Visionary Partner on promotional, press and event materials pre- and post-event
- Priority photo opportunity for your representatives for pre-coverage
- Company logo on TEDxBocaRaton website with click-through

### EVENT DAY

- Logo Recognition on webpage, posters, introductory slideshow and/or video, event program, lobby signage, Day-of event app and promotional material
- Cross promotion opportunities, Newsletter or ad for reverse marketing
- Access to VIP Lounge
- Provision of a speaker or spokesperson for meet-and-greet with partner's board and/or employees
- Inclusion of partner's name in eblasts to attendees
- Opportunity for lobby exposure for your company or product
- Banner in foyer; visible before event, during intermissions, and at Post-conference Reception
- 8 complimentary TEDxBocaRaton t-shirts
- On-site marketing opportunities such as, but not limited to: sampling, coupons or information distribution
- Involvement in social media activities at the event

### POST-EVENT

- Partner logo placement on two (2) speaker TEDx talk video pre and post roll

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INNOVATINGPARTNER : \$5,000

## PRE-EVENT

- Alignment of your company with the TEDx brand
- Tickets: 10 x Conference/Post-conference Reception, 4 x VIP Party
- Recognition as an Innovating Partner on promotional, press and event materials pre- and post-event
- Priority photo opportunity for your representatives for pre-coverage
- Company logo on TEDxBocaRaton website with click-through

## EVENT DAY

- Logo Recognition on webpage, introductory slideshow and/or video, event program, lobby signage, Day-of event app and promotional material
- Cross promotion opportunities, Newsletter or ad for reverse marketing
- Access to VIP Lounge
- Inclusion of partner's name in eblasts to attendees
- Opportunity for lobby exposure for your company or product
- Banner in foyer; visible before event, during intermissions, and at Post-conference Reception
- 5 complimentary TEDxBocaRaton t-shirts
- On-site marketing opportunities such as, but not limited to: sampling, coupons, information or gift distribution
- Involvement in social media activities at the event

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**BREAKFASTPARTNER : \$7,500**

## **PRE-EVENT**

- Alignment of your company with the TEDx brand
- Tickets: 12 x Conference/Post-conference Reception, 4 x VIP Party
- Recognition as the Breakfast Partner on promotional, press and event materials pre- and post-event
- Address to audience at the breakfast opening remarks
- Priority photo opportunity for your representatives for pre-coverage
- Company logo on TEDxBocaRaton website with click-through

## **EVENT DAY**

- Logo Recognition on webpage, posters, introductory slideshow and/or video, event program, lobby signage, Day-of event app and promotional material
- Cross promotion opportunities, Newsletter or ad for reverse marketing
- Access to VIP Lounge
- Inclusion of partner's name in eblasts to attendees
- Opportunity for lobby exposure for your company or product
- Banner in foyer; visible before event, during intermissions, and at Post-conference Reception
- 5 complimentary TEDxBocaRaton t-shirts
- Marketing opportunity to distribute promotional Items/Business Card to breakfast attendees
- Involvement in social media activities at the event

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**VIP PARTY PARTNER : \$5,000**

## PRE-EVENT

- Alignment of your company with the TEDx brand
- Tickets: 10 x Conference/Post-conference Reception, 4 x VIP Party
- Recognition as the VIP Party Partner on promotional, press and event materials pre- and post- event
- Address to audience at VIP party immediately after program opening remarks before Presenting Partner address
- Priority photo opportunity for your representatives for pre-coverage
- Company logo on TEDxBocaRaton website with click-through

## EVENT DAY

- Logo Recognition on webpage, posters, introductory slideshow and/or video, event program, lobby signage, Day-of event app and promotional material
- Cross promotion opportunities, Newsletter or ad for reverse marketing
- Access to VIP Lounge
- Inclusion of partner's name in eblasts to attendees
- Opportunity for lobby exposure for your company or product
- Banner in foyer; visible before event, during intermissions, and at Post-conference Reception
- 5 complimentary TEDxBocaRaton t-shirts
- Marketing opportunity to distribute promotional Items/Business Card to VIP Party attendees
- Involvement in social media activities at the event

**LUNCH PARTNER : \$5,000**

## PRE-EVENT

- Alignment of your company with the TEDx brand
- Tickets: 10 x Conference/Post-conference Reception, 4 x VIP Party
- Recognition as the Lunch Partner on promotional, press and event materials pre- and post- event
- Address to audience at lunch immediately after program opening remarks
- Priority photo opportunity for your representatives for pre-coverage
- Company logo on TEDxBocaRaton website with click-through

## EVENT DAY

- Logo Recognition on webpage, posters, introductory slideshow and/or video, event program, lobby signage, Day-of event app and promotional material
- Cross promotion opportunities, Newsletter or ad for reverse marketing
- Access to VIP Lounge
- Inclusion of partner's name in eblasts to attendees
- Opportunity for lobby exposure for your company or product
- Banner in foyer; visible before event, during intermissions, and at Post-conference Reception
- 5 complimentary TEDxBocaRaton t-shirts
- Marketing opportunity to distribute promotional Items/Business Card to lunch attendees
- Involvement in social media activities at the event

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## AGENTOFCHANGE**PARTNER** : \$2,500

- Alignment of your company with the TEDx brand
- Tickets: 6 x Conference/Post-conference Reception, 2 x VIP Party
- Recognition as an Agent of Change Partner on promotional, press and event materials pre- and post- event
- Company logo on TEDxBocaRaton website with click-through
- Logo Recognition on webpage, posters, introductory slideshow and/or video, event program, lobby signage, Day-of event app and promotional material
- Cross promotion opportunities, Newsletter or ad for reverse marketing
- Inclusion of partner's name in eblasts to attendees
- 3 complimentary TEDxBocaRaton t-shirts
- Involvement in social media activities at the event

## CONNECTING**PARTNER** : \$1,500

- Alignment of your company with the TEDx brand
- Tickets: 4 x Conference/Post-conference Reception, 2 x VIP Party
- Recognition as an Agent of Change Partner on promotional, press and event materials pre- and post- event
- Company logo on TEDxBocaRaton website with click-through
- Logo Recognition on webpage, posters, introductory slideshow and/or video, event program, lobby signage, Day-of event app and promotional material
- Cross promotion opportunities, Newsletter or ad for reverse marketing
- Inclusion of partner's name in eblasts to attendees
- 2 complimentary TEDxBocaRaton t-shirts
- Involvement in social media activities at the event

## SUPPORTING**PARTNER** : \$500

- Alignment of your company with the TEDx brand
- Tickets: 2 x Conference/Post-conference Reception
- Recognition as a Supporting Partner on promotional and event materials
- Company logo on TEDxBocaRaton website with click-through
- Company Name Recognition on webpage, posters, introductory slideshow and/or video, event program, lobby signage, Day-of event app and promotional material
- Cross promotion opportunities, Newsletter or ad for reverse marketing
- Inclusion of partner's name in eblasts to attendees
- 2 complimentary TEDxBocaRaton t-shirts
- Involvement in social media activities at the event

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## PARTNER AGREEMENT Return this completed page to initiate partnership.

BUSINESS NAME : \_\_\_\_\_

CONTACT : \_\_\_\_\_

STREET ADDRESS : \_\_\_\_\_

CITY : \_\_\_\_\_ STATE : \_\_\_\_\_ ZIP : \_\_\_\_\_

BUSINESS PHONE : \_\_\_\_\_ CONTACT CELL PHONE : \_\_\_\_\_

EMAIL : \_\_\_\_\_ WEBSITE : \_\_\_\_\_

PLEASE ACKNOWLEDGE US IN PRINT AS : \_\_\_\_\_

ENCLOSED IS A CONTRIBUTION IN THE AMOUNT OF : \_\_\_\_\_

PRESENTING PARTNER

VISIONARY PARTNER \$10,000

INNOVATING PARTNER \$5,000

VIP PARTY PARTNER \$5,000

BREAKFAST PARTNER \$7,500

LUNCH PARTNER \$5,000

AGENT OF CHANGE \$2,500

CONNECTING PARTNER \$1,500

SUPPORTING PARTNER \$500

REGISTER ONLINE



WE ARE UNABLE TO ATTEND, BUT WISH TO CONTRIBUTE IN THE AMOUNT OF \$ \_\_\_\_\_

### PAYMENT INFORMATION

CHECK MADE PAYABLE TO "One Penny at a Time" 501(c)(3) (EIN# 46-3036668) – mail completed form and check to : *TEDxBocaRaton to Attn: Becky Woodbridge, 141 coconut Key Lane, Delray Beach, FL 33484*

CREDIT CARD PAYMENT MAY BE MADE BELOW:

AMERICAN EXPRESS    MASTER CARD    VISA

CREDIT CARD NUMBER : \_\_\_\_\_ CVC NUMBER : \_\_\_\_\_

EXPIRATION DATE : \_\_\_\_\_ BILLING ZIP CODE : \_\_\_\_\_

By signing below, I authorize TEDxBocaRaton to charge the above credit card as indicated.

AUTHORIZED SIGNATURE: \_\_\_\_\_ DATE : \_\_\_\_\_

Partners are asked to contact Becky Woodbridge at 561.251.7059 or [becky@beckywoodbridge.com](mailto:becky@beckywoodbridge.com) with questions and information.

All partnerships commitments must be pledged by April 9, 2014 and paid by May 1, 2014. All contributions are due within ten (10) business days of the commitment.

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## OURSPEAKERS



Emile Allen



Michele Bazargan



Dr. Paula Bloom



Chalmers Brothers



Teri Catlin



Heather Coltman



Megan Davis-Hodgkins



Pascal Dephul



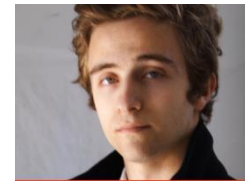
John Englander



Randi Fishenfeld



Melissa Gonzalez



Lucas Handwerker



Kevin Heatley



Sue Hill Skemp



Mace Horoff



Corine Lasmezas



Krystian Leonard



Lynn Min



Heidi Olinger



Kyle Prescott



Brad Short



Wendy Steele



Kevin Wagner



Sam Zietz

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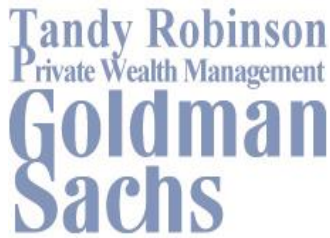


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## OUR PARTNERS

### INNOVATING PARTNERS



### AGENT of CHANGE PARTNERS



### Connecting PARTNERS



### INKIND PARTNERS



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## OUR TEAM



Michael Thorn



Becky Woodbridge



Linda Gove



Ian Wagner



Erin Branham



Teana McDonald



Deborah Miller



Michelle Balaun



Shial O'Neal



Varsha Chandra



Kelly Davis



Sajit Thomas

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## GENERAL SCHEDULE - MAY 9, 2014

8:00 am	Breakfast ~ University Theater Grounds
9:00 am	Registration ~ University Theater Speaker Desk
10:00 -12:00 pm	Session 1
12:00 -2:00 pm	Lunch Break
2:00 -4:00 pm	Session 2
4:00 -4:45 pm	Break
4:45 – 6:00 pm	Session 3
6:00 pm	After-event Networking

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## THANK YOU PARTNERS!

On behalf of the TEDxBocaRaton committee and every attendee, we would like to thank each and every partner for their contributions without which, this event would not be possible. We have designed our partner programs to offer the absolute most benefit to each and every contributor. We hope that you feel we have met this objective and we welcome your feedback on how to make future TEDxBocaRaton events even better. It is with sincere gratitude that we welcome you as a partner of TEDxBocaRaton.

## GETTING THE MOST FROM YOUR PARTNERSHIP EXPERIENCE

It is very important for partners to email their logo and landing page URL to [LindaGoveBoca@gmail.com](mailto:LindaGoveBoca@gmail.com) as soon as possible for insertion into the partners' page.

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