



Join us in supporting  
**ideas worth spreading**

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

University of Nevada

x = independently organized TED event

2019

# What is TEDxUniversityofNevada?

**TED** is a national conference and global community of people who seek a deeper understanding of the forces that challenge and connect us. The **TED** community believes in the power of ideas — loosely centered around **Technology, Entertainment and Design**—to change attitudes, lives and, ultimately, the world. In short presentations, leading-edge thinkers and doers share “**ideas worth spreading**” that tackle humanity’s toughest questions with innovation, enterprise and optimism. These presentations, called TED Talks, are afterwards available on TED.com, a viral video clearinghouse of free knowledge from the world’s most inspired and innovative thinkers.

In that same spirit, TED created a program called TEDx, independently organized TED-like events intended to inspire innovation locally and share “ideas worth spreading.”

The first TEDxUniversityofNevada was held January 25, 2013 at the Joe Crowley Student Union at the University of Nevada, Reno. The sold-out event was a huge success. Going into its seventh year, TEDxUniversityofNevada’s next event will be Saturday, February 23, 2019.

**We’re reaching out to a select group of organizations that are committed to the power of ideas to sponsor this event. If you participate, you will be joining a remarkable community filled with people driving Reno forward.**

- **Align your brand with TED’s foundational values of innovation, enterprise and creativity**
- **Inspire innovation within your team**
- **Grow your organization’s reach and impact with TEDxUniversityofNevada**



**Typical TEDx audience members:**

**48%** have a household income over \$100,000

**83%** have an undergraduate degree

**11%** own a small business

**Saturday, February 23, 2019**  
**Reno-Sparks Convention Center**

## Sponsorship

### **Presenting Sponsor: \$15,000**

\$13,300 tax deductible\* sponsorship includes:

Placement of sponsor's logo:

- In all videos
- In a primary location in print marketing
- In electronic marketing and event signage

Presenting sponsors will receive:

- 15 tickets to TEDxUniversityofNevada with VIP experience (\$1,500 value)
- 4 tickets to the pre-event speaker dinner (\$200 value)

### **Gold Sponsor: \$10,000**

\$8,900 tax deductible\* sponsorship includes:

Placement of sponsor's logo:

- In a primary location in print marketing
- In electronic marketing and event signage

Gold sponsors will receive:

- 10 tickets to TEDxUniversityofNevada with VIP experience (\$1,000 value)
- 2 tickets to the pre-event speaker dinner (\$100 value)

### **Silver Sponsor: \$5,000**

\$4,500/ tax deductible\* sponsorship includes:

- Placement of sponsor's logo in electronic marketing and event signage
- Placement of sponsor's name in printed material

Silver sponsors will receive:

- 5 tickets to TEDxUniversityofNevada (\$500 value)

### **Bronze Sponsor: \$3,000**

\$2,800/ tax deductible\* sponsorship includes:

- Placement of sponsor's logo in electronic marketing and event signage
- Placement of sponsor's name in printed material

Bronze sponsors will receive:

- 2 tickets to TEDxUniversityofNevada (\$200 value)

All sponsors will be recognized at the pre-event speaker dinner and from the stage the day of the event. Sponsors who make their commitment by Dec. 1, 2018 will be included in applicable print materials. Sponsors who miss this deadline may be excluded from early printed event materials but will be included on the website.

\*Tax-deductible gifts and fees supporting TEDxUniversityofNevada will be deposited into a University of Nevada, Reno Foundation account that is approved for and may be used for entertaining, hosting, travel or employee perquisites as stated by University Policy.

## TEDx Impact

- Videos from 2013-2018 events have combined for more than 42 million total views online.
- Two TEDxUniversityofNevada talks have appeared on TED.com; the 2016 David Burkus talk on salary transparency and the 2018 Christine Porath talk on civility at work.
- The event is one of the top TEDx events in the country. It consistently delivers great speakers, performers, volunteers, sponsors, and strong community attendance.

## What past sponsors are saying:

*"We are proud to support TEDxUniversityofNevada. This TEDx event provides a rich and unique experience unlike any other in the region. The spirit of TEDx greatly aligns with our company's commitment to diversity and inclusion. As a sponsor of the event, we bring out a team from Microsoft each year to gain new perspectives and to be truly inspired!"*

— **David Taylor, Microsoft Reno**

*"I sponsored TEDxUniversityofNevada because a tattoo studio would never sponsor such an event, Haha. I always search out opportunities that are outside the realm of normal. Besides that, I love being a part of an event that is so well organized and polished. I am honored to have Marked Studios be aligned with such an amazing group of people."*

— **Mark McKinnon, Marked Studios**

*"We have really enjoyed being a part of TEDx UNR! It is an amazing opportunity for our community to hear from so many impactful individuals and Dolan Auto Group is proud to be a part of it!"*

— **Ashton Hutton, Dolan Auto Group**