



**2018: +**

**TED<sup>x</sup> Plano**  
x = independently organized TED event

April 7, 2018

"Our events **bring together** idea-creators and those they **inspire**."

Becoming a TEDxPlano Partner helps pave the way around a common vision of leveraging ideas, technologies, design, and education to help create a better future.

**The theme for TEDxPlano 2018 is Plus (+).**

**Plus (+)Preposition:** With the addition of. Together with.

**Adjective:** Rather better than. Positive.**Noun:** An advantage.

**Conjunction:** Furthermore.

**Also.Origin:** Mid-16th century: from Latin, literally more.



<https://flic.kr/f/36Nu5s>

# TED Vision

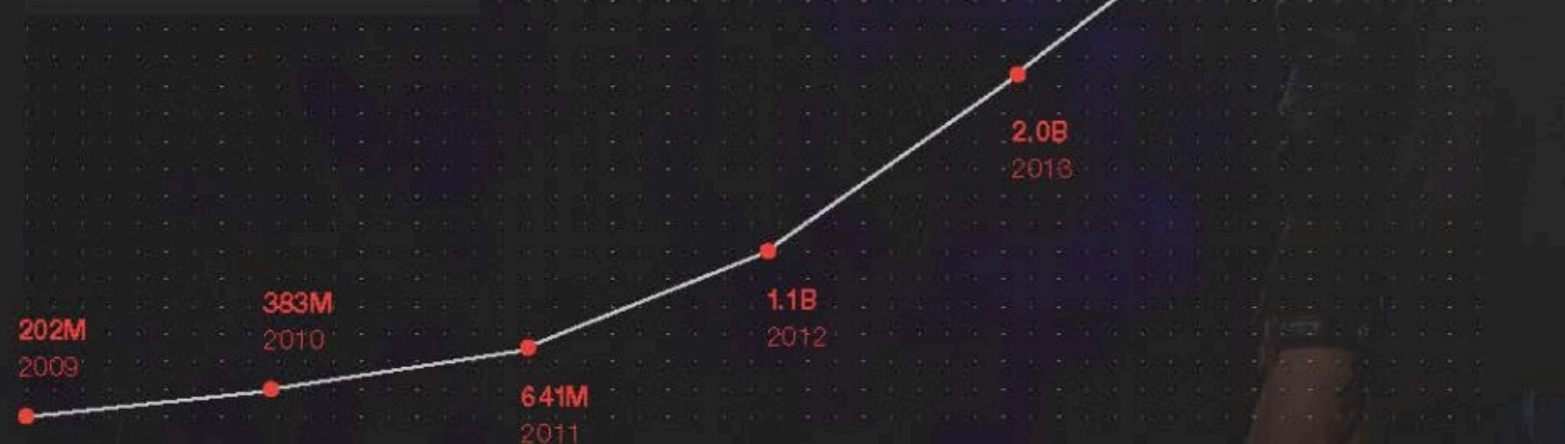
A rapidly growing global media platform devoted to spreading ideas.

TED challenges conventions, shares solutions, and reveals bold new ways to see the world. While originally focused on the convergence of Technology, Entertainment, and Design, TED now encompasses the full spectrum of human ingenuity.

Its signature blend of innovation, insight, and storytelling has ignited a worldwide community committed to lifelong learning and to sparking positive change.

TED.com has grown rapidly since launch, ramping up from 0 to 1 billion video views in just 6 years. And with TED Talks now available in 105 languages, TED.com is a fully global media platform.

## RAPID GROWTH: VIDEO VIEWS



“TED has created a product that’s sophisticated, popular, lucrative, socially conscious, and wildly pervasive.”

—The New Yorker

# PARTNER BENEFITS



- Opportunity to display products or services in the lobby (interactive format preferred)
- Up to four (4) tickets to the event
- First rank logo placement on a dedicated slide during intermissions
- First rank logo placement in our program
- First rank logo placement on the TEDxPLANO website
- First rank logo placement in perpetuity on the 2018 Talk videos page
- Speaker interaction opportunities
- Partner interaction opportunities
- Option: You may include a gift for the speakers
- Option: Opportunity to host volunteer team meeting
- Option: Host post event discussion (salon)

# PARTNER BENEFITS



**Innovator \$5,000 +**

(sum of underwriting and in-kind products  
& services)

- Opportunity to display products or services in the lobby (interactive preferred)
- Up to two (2) tickets to the event
- Your logo on the Innovator slide(s) during intermissions
- Second rank logo placement in our program
- Second rank logo placement on the TEDxPlano website (1 year; then in perpetuity on the 2018 Talk videos page)
- Logo inclusion in pre-event targeted email campaigns
- Partner interaction opportunities
- Option: Opportunity to host volunteer team meeting

# PARTNER BENEFITS



- Opportunity to display products or services in the lobby (interactive preferred)
- One ticket to the event
- Your logo on the Thinker slide during intermissions shared with three other 'Thinker' sponsors
- Third rank logo placement in our program
- Third rank logo placement on the TEDxPlano website (1 year; then in perpetuity on the 2018 Talks page)
- Logo inclusion in pre-event targeted email campaigns

# Contacts:

Shannah Hayley  
TEDxPLANO  
C: 214-578-4727  
shannah@plano.gov

Justine Sweeney  
TEDxPLANO  
C: 214-542-5571  
VIP@tedxplano.org