

Be Part of a **Big Idea**

TEDxPlano is in its 8th year of idea sharing, discussion and community.

You are invited to become a **PARTNER of **TEDxPlano** and explore ways your brand can connect with our audience of intellectually curious, innovative and inspired individuals.**

Undaunted

TEDxPlano remains undaunted to continue delivering a space for idea sharing, discussion and community. Although the annual event may look different for 2021, we will continue to re-imagine the **TEDxPlano** guest experience with memorable moments and sparks of inspiration while keeping health and safety a top priority.



The **EXPERIENCE**



The **FEEDBACK**

"Inspired, creative, well-organized."

"A unique experience for an intellectually curious cross-section of the community."

"I like being a part of bringing innovative ideas together right here in Plano."

The atmosphere was energetic!

The event was very well organized and all of the volunteers were terrific.

"From the food to the interactive lounge and the quality of speakers, the entire event was outstanding."

I liked the way the moderator connected the Talks and gave us something to apply to our own lives.

"Great food, interactive experiences, great speakers with fascinating ideas."

Felt like a real "happening."



TEDxPlano brings the community together and inspires thoughtful discussion.



Our Partners

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

Our distinguished family of partners help bring **TEDx**Plano to life through funding and in-kind efforts. Our partners allow us to curate the ideas and experiences which make our events unique experiences.



Our Partners Say...

Infosys®



Central Market
REALLY INTO FOODSM



TheWandSM



chowbotics
robots for food service



The Why



Impact

100% of partnerships and ticket proceeds go directly to underwrite the expenses of event production. 100% of all speakers and coaches volunteer their time and insight for the benefit of the **TEDxPlano** community.

Quality Audience

- Plano citizens are curious, global, educated and seek engagement.
- **TEDxPlano** delivers an award-winning environment.

Brand Edutainment

TEDxPlano partners create interactive experiences for the attendees. This creates a tactile and memorable connection between your brand and our audience.



The Salon Series



The **TEDx**PlanoSalon series brings a lively discussion among local individuals to explore the future of our community.

The **TEDx**PlanoSalon series moves from listening to idea-makers on stage to participating as an idea-maker within a small group environment.

Salon participants engage in lively discussions on a specified topic, learning more about one another and exchanging ideas.

TEDxPlano Salons take place throughout the year and include teens to seniors at various community venues.



The REACH



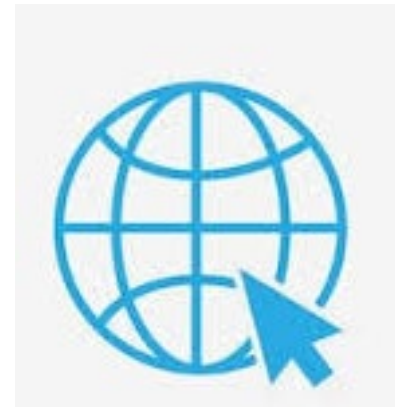
2,594 subscribers
73% average open rate



1,766 Facebook fans
1,836 Facebook followers
507 Instagram followers
1,174 Twitter followers



326,688+ views
500 subscribers to channel



16,817 page views
(annual)
1,775 (monthly)



Social Presence



Facebook

[facebook.com/tedxplano](https://www.facebook.com/tedxplano)

Twitter

twitter.com/TedxPlano

Instagram

[instagram.com/TedXPlano](https://www.instagram.com/TedXPlano)

LinkedIn

<https://www.linkedin.com/company/tedxplano/>

Flickr

[flickr.com/TedxPlano](https://www.flickr.com/photos/tedxplano/)

Website

tedxplano.org





Plant-Based Meals... To Go



Mary Stall
visual facilitator



TEXAS TREES
FOUNDATION



DUDE, SWEET
CHOCOLATE.



LORE AND KEN ROBERTS



Partner Benefits

Each Partner level provides significant exposure to the TEDxPlano live audience as well as its partner network and social fan base.

The varying levels of investment represent the opportunity to create a deeper level of engagement that is customized to your goals. TEDxPlano has partners who utilize it for **employee incentives**, content, **brand affiliation, product showcase**, ability to host a salon for feedback on a relevant issue.

Benefits vary in rank, but Partners receive:

- Logo placement on slides during intermissions
- Logo placement in program
- Logo placement on **TEDxPlano.org**
- Logo placement in perpetuity on each 2020 Talk video
- Logo inclusion in pre-event targeted email campaigns
- Opportunity to host brand interactive in the lobby
- Speaker interaction opportunities
- Partner(s) interaction opportunities
- Provide gift for the speakers and/or attendees
- Opportunity to host volunteer team meeting
- Host a TEDxPlano Salon
- Host a speaker reception (including past speakers)



Visionary

2-years \$5,000/annual

- Custom designed program to promote your partnership to the desired audience
- Up to four (4) tickets to the event
- Opportunity to display brand interactive experience in the lobby
- Collaboration on social media post(s) *within TEDx guidelines*
- **First rank** logo placement on dedicated slide during intermissions
- **First rank** logo placement on signage
- **First rank** logo placement in program
- **First rank** logo placement on **TEDx**Plano.org (1year; in perpetuity on the Partner page)
- **First rank** logo placement in perpetuity on each 2020 Talk video (hosted on **TEDx**)
- Logo inclusion in pre-event targeted email campaigns
- Included in Flickr photo album
- Speaker interaction opportunities
- Partner(s) interaction opportunities
- Provide gift for the speakers and/or attendees
- Opportunity to host volunteer team meeting
- Host a TEDxPlano Salon
- Host a speaker reception (including past speakers)



Innovator

2-years \$2,500/annual

- Up to two (2) tickets to the event
- Opportunity to display brand interactive experience in the lobby
- Collaboration on social media post(s) *within TEDx guidelines*
- **Second rank** logo placement on dedicated slide during intermissions
- **Second rank** logo placement on signage
- **Second rank** logo placement in program
- **Second rank** logo placement on **TEDx**Plano.org (1year; in perpetuity on the Partner page)
- **Second rank** logo placement in perpetuity on each 2020 Talk video (hosted on **TEDx**)
- Logo inclusion in pre-event targeted email campaigns
- Included in Flickr photo album
- Provide gift for the speakers and/or attendees
- Opportunity to host volunteer team meeting
- Co-Host a speaker reception (including past speakers)



Forward Thinker

\$1,500/annually (in-kind applies)

- Opportunity to display brand interactive experience in the lobby (provide samples and/or promotional items)
- **Third rank** logo placement on dedicated slide during intermissions
- **Third rank** logo placement on signage
- **Third rank** logo placement in program
- **Third rank** logo placement on **TEDx**Plano.org (1year; in perpetuity on the Partner page)
- **Third rank** logo placement in perpetuity on each 2020 Talk video (hosted on **TEDx**)
- Listed in pre-event targeted email campaigns
- Included in Flickr photo album
- Post event thank you post on social media
- Up to two (2) tickets to the event* - for cash partners only



Partner **Contacts**



Justine Sweeney Partnership
Director c: 214-542-5571
VIP@plano.gov

Shannah Hayley Curator
c: 214-578-4727
shannah@plano.gov

