

# TED<sup>x</sup> Reno

**x** = independently organized TED event



**PARTNERSHIP  
OPPORTUNITIES**

**2022 - 2023 - [TEDXRENO.ORG](https://tedxreno.org)**

# ABOUT

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“Everything begins with an idea.” Earl Nightingale

**TEDxReno** is an enormous social movement with global reach whose goal is spreading **IDEAS WORTH SPREADING**. Over the next 5 years, we will reach over 50,000 people at our live events and over 200 million through our videos. Our parent organization, **TED** reaches millions of people a day and connects with billions through its online presence. Ensuring ROI is always a challenge when allocating marketing dollars. That’s why we have developed a strategy that guarantees our partners’ message will cost-effectively reach its target audience through our established platforms and our massive, engaged audience.

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## JOIN US!

We are accepting a limited number of strategic partners who share our vision and who want to expand their community impact while connecting with this deep-rooted global brand.

## WE ARE MUCH MORE THAN A ONE DAY EVENT!

**TEDxReno** is a year-round community partner. In addition to the traditional one day event, we are curating salons, community partnerships, roundtables, and custom programs for organizations and nonprofits ... all centered around the sharing of ideas.



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## WHO SHOULD PARTNER WITH TEDxReno?

Our ideal partners are innovative organizations who want to create lasting positive impact within our community and beyond. While the commercial benefits of aligning with our brand are vast, our partners also recognize the value of elevating people and thoughts. **TEDxReno** and its predecessors have spent years amassing an engaged community of speakers, volunteers, attendees, and community partners. Now we are ready to level up again through partnership collaborations through which we constantly explore new and improved ways to spread ideas.

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# OVERVIEW

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## 2022–2023 PARTNERSHIP OPPORTUNITIES

### **FEBRUARY 4, 2023 - Live Exclusive Event:**

- Exclusive, VIP live event at the Nevada Museum of Art. We will showcase 6 speakers and 2 entertainers at this invitation-only, half day event.
- Cocktail luncheon with stunning views of the Sierra Mountains in the epic Sky Room of the Art Museum following the event.

### **MARCH 9, 2024 - Live Public Event:**

- All-day Live event at the Reno Event Center. We will showcase 18 speakers and 3 entertainers at this ticketed event. We expect an audience of 2,500 attendees.
- Event will feature snacks, luncheon, and a post-event cocktail reception.
- Partners will be invited to a dinner the evening before the event for a one-on-one meet and greet with our esteemed speakers and entertainers.
- Partners enjoy VIP seating and other VIP amenities.

### **YEAR-ROUND PROGRAMMING**

#### **Smaller Events:**

- We are collaborating with local organizations to host smaller events that center around various themes relevant to our local community and its stakeholders.

#### **In-House Programs:**

- We are working with local companies to utilize past TED Talks as part of their in-house employee education and employee retention programs.

#### **TEDx Speaker Visits:**

- We are helping our partners to connect with TEDxReno speakers for visits and more in-depth collaborations and sharing of ideas.

#### **Online Engagement:**

- Consistent online engagement with our partner brands and our video content.



# PARTNERSHIP

## LEVEL OVERVIEW

### Year Round Partnership

#### — SILVER STATE —

Title Partnership

Official Partnership

Community Partnership

Ignite Partnership

### Event Partnership

#### — SIERRA —

Premier Partnership

Impact Partnership

Partner of TEDxReno

Friend of TEDxReno

### Additional Partnership Opportunities

Speaker Dinner

Networking Breakfast

Cocktail Luncheon at Sky Room, Nevada Museum of Art

To receive a custom proposal designed to achieve your specific objectives, please contact us at: [partners@tedxreno.org](mailto:partners@tedxreno.org)





# SILVER STATE

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## YEAR ROUND PARTNERS

*INCLUDES ALL LIVE EVENTS FOR 2023 AND 2024*

### TITLE PARTNERSHIP:

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- Includes primary placement on all videos produced throughout the year and uploaded to 35M+ follower TEDx YouTube Channel.
- Premium logo placement at events and on website.
- VIP Tickets to all events and other VIP amenities.  
*(\*Number of tickets will vary depending on venue and size of event.)*
- Volunteer opportunities for your employees.
- Inclusion on social media posts and in email marketing.
- Premium lobby exhibit or display placement at all events.
- Invitation to participate in our other events throughout the year.

### OFFICIAL PARTNERSHIP:

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- Premium logo placement at events and on website.
- VIP Tickets to all events and other VIP amenities.  
*(\*Number of tickets will vary depending on venue and size of event.)*
- Featured social media posts and email marketing.
- Premium lobby exhibit or display placement at all events.

### COMMUNITY PARTNERSHIP:

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- Logo placement at events and on website.
- VIP Tickets to all events and other VIP amenities.  
*(\*Number of tickets will vary depending on venue and size of event.)*
- Featured social media posts and email marketing.
- Premium lobby exhibit or display placement at all events.

### IGNITE PARTNERSHIP:

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- Logo placement at events, on website, and social media.

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# SIERRA

## EVENT PARTNERS

2 LIVE EVENTS ONLY - FEBRUARY 4, 2023 AND MARCH 9, 2024

### PREMIER PARTNERSHIP:

- Includes primary placement on all videos for the live event that is uploaded to 35M+ follower TEDx YouTube Channel.
- Premium logo placement on event signage and website.
- VIP Tickets to the events.  
*(\*Number of tickets will vary depending on venue and size of event.)*
- Featured social media posts and email marketing.
- Premium lobby display placement at the events.

### IMPACT PARTNERSHIP:

- Premium logo placement on event signage and website.
- VIP Tickets to the events.  
*(\*Number of tickets will vary depending on venue and size of event.)*
- Featured social media posts and email marketing.
- Premium lobby display placement at the events.

### ADDITIONAL PARTNERSHIP OPPORTUNITIES FOR FEBRUARY 4, 2023 EVENT:

#### Speaker Dinner

- Qualifies as Premier Partner

#### Cocktail Luncheon at Sky Room, Nevada Museum of Art

- Qualifies as Premier Partner

#### Networking Breakfast

- Qualifies as Impact Partner





# IMPACT

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## TEDx & the Community

“TEDxReno is more than just an event; it is a place where Greater ideas and thoughts are shared. We look forward to each year and its impact on our local, national, and global communities.”

— **DANNY DELAROSA**, *GREATER NEVADA CREDIT UNION*

“We are proud to support TedxReno. 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 partner 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 partnered with TedxReno because a tattoo studio would never partner with 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! 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*