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

**x = independently organized TED event**

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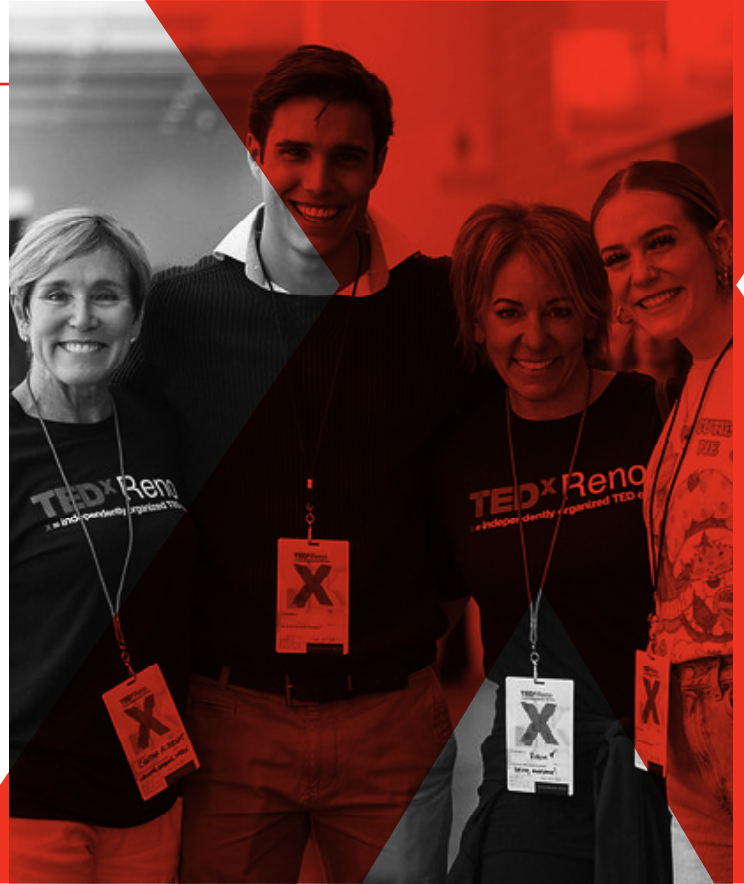
**PARTNERSHIP  
OPPORTUNITIES**

**TEDXRENO.ORG**

# ABOUT

“Everything begins with an idea.” Earl Nightingale

**TEDxReno** is a local and global platform for **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.



## 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.

## 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.



# OVERVIEW

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## PARTNERSHIP OPPORTUNITIES

### **APRIL 6, 2024 - Live Public Event:**

- All-day Live event at the Lawlor Events Center. We will showcase 12 speakers and 3 entertainers at this ticketed event. We expect an audience of 2,000 attendees.
- Event will feature snacks, luncheon, and a post-event cocktail reception.
- Title, Gold and Presenting 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.
- We will be offering only ONE Presenting Sponsor opportunity

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## **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.

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



April 6<sup>th</sup> 2024

## TEDxReno Partnership Tiers

LEVELS + BENEFITS	RED \$2,500	SILVER \$5,000	GOLD \$15,000	TITLE \$25,000	PRESENTING \$50,000
Tickets to events	5	10	30	50	100
Tickets to Partnership Appreciation Networking Mixer	X	X	X	X	X
Promote Your Brand in Our Gift Bags	X	X	X	X	X
Logo Placement on Website	X	X	X	X	X
Company Logo Displayed at Live Event	X	X	X	X	X
Recognition on Social Media		X	X	X	X
Company Display Table in Lobby			X	X	X
Tickets to Speaker Dinner			2	4	6
Logo Placement on Official TEDxReno Videos				X	X
Tickets to Private After Party				X	X
Only One Presenting Partner... Displayed First On All Print, Digital, and Stage Recognition					X

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# EQUILIBRIUM **X**

## **Introducing the TEDx Reno Community Partnership Program:** Embracing Equal Trade Support for the Advancement of TEDx Reno's Mission!

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**At TEDx Reno, we believe in creating a thriving community where nonprofits can collaborate, grow, and advance together.** That's why we've developed a groundbreaking sponsorship initiative that fosters a reciprocal relationship among like-minded organizations.

With our innovative TEDx Community Partnership Program, we're revolutionizing the traditional sponsorship model. Instead of one-sided transactions, we promote equal trade support, where nonprofits engage in a dynamic exchange of unique sponsorship opportunities.

Through this program, nonprofits can collaborate and share their distinct sponsorship offerings, ensuring both parties benefit from the relationship. By swapping, exchanging, and embracing this level playing field, we create a collaborative ecosystem that propels the missions of all participating organizations forward.

So, whether you're a nonprofit seeking valuable exposure or a passionate supporter looking to make a difference, join us at TEDx Reno and join this extraordinary community that drives collective growth, innovation, and impact. Together, we can create a perfect environment where equal trade sponsorship thrives, supporting and advancing the missions that make our world better.

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**CONTACT OUR PARTNERSHIP DIRECTOR TODAY!**



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# 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*

This was our first year participating as a title partner of TedXReno. We honestly weren’t sure of what to expect but we understood the value of TedX talks and the community as a whole. The venue was ideal and the TedXReno staff and volunteers went above and beyond to make sure we had a great experience. The greatest reward though has been sharing the talks with our clients and followers. Each speaker shared valuable insights and we are proud to support this mind-opening, meaningful and fun endeavor. We can’t wait to see next years speaker line-up!

**AIMEE BECKER** | **MARKETING MANAGER**, *IT AVALON*

“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*