

TED^xHarlem
x = independently organized TED event

THE NEW RENAISSANCE
TEDxHarlem.com

2019 SPONSORSHIP OPPORTUNITIES



WEDNESDAY, AUGUST 21, 2019
MIST HARLEM, 46 W 116TH ST, NEW YORK, NY 10026

BRAND ALIGNMENT AND IMPACT

Please join us for TEDxHarlem on Wednesday, August 21, 2019. Sponsoring TEDxHarlem will not only improve the level of education and communication in the Harlem community, but it will also strategically align your company with one of the country's most valuable and respected brands. TEDxHarlem is a powerful way for your company to publically demonstrate its commitment to your employees, their families and the Harlem community.



What is TED?

TED is a nonprofit devoted to spreading ideas, usually in the form of short, powerful talks (18 minutes or less). TED began in 1984 as a conference where Technology, Entertainment and Design converged, and today covers almost all topics — from science to business to global issues — in more than 100 languages. Meanwhile, independently run TEDx events help share ideas in communities around the world.

Who Does TEDx Reach?

As of 2018

- Over 60,000 TEDx Talks have been recorded
- 50 million views of the TEDx Talks on the YouTube channel and the TEDx Talks website
- 200 talks featured on TED.com
- 80 million views of the TEDx Talks on TED.com



What Additional Marketing And Media Initiatives Will TEDxHarlem Pursue Prior To The Event?

- Various paid media promotions in the New York markets
- Support from local blogs to encourage event participation
- Exposure via event websites and listings
- Radio exposure to aid in event promotion

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2019 SPONSORSHIP BENEFITS

Investment	\$10,000	\$5,000	\$2,500	\$1,000
Benefits	Presenting Sponsor	Ideas Sponsor	Patron	Friend
Your sponsor logo will be the most prominent logo that will appear at the beginning and end of the video of each TEDxHarlem Talk recorded on August 21, 2019 and uploaded to the TEDx YouTube channel, subject to the approval of TED.	✓			
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Full Page ad back page of the program booklet	✓			
Full Page ad inside the program booklet		✓	✓	✓
Mention in one press release	✓	✓	✓	✓
Your logo displayed at the beginning and end of the TEDxHarlem Conference	✓	✓	✓	✓
Your logo on our website	✓	✓	✓	✓
Reserved Seats for the TEDxHarlem Conference	24	18	12	6

SPONSORSHIP COMMITMENT FORM

We want to support the TEDxHarlem Conference by investing in the following level of sponsorship, subject to availability:

_____ Presenting Sponsor (\$10,000) (only one) _____ Patron (\$2,500) (maximum four)

_____ Ideas Sponsor (\$5,000) (maximum two) _____ Friend (\$1,000)

How Do You Want To Be Listed As A Sponsor: _____

Contact Person: _____

E-Mail: _____

Mailing Address: _____

Primary Contact Number: _____

☐ Please charge \$ _____ to the following CREDIT CARD (Check one)

_____ AMEX _____ VISA _____ MASTERCARD

ACCOUNT NUMBER: _____

Name On Account: _____

EXPIRATION DATE _____ CSV _____

Billing Zip Code: _____

☐ To pay by check, please make check payable to Young Consulting Group LLC – Please mark TEDxHarlem in the Memo and mail check to Kenneth Johnson, TEDxHarlem, 130 W 131st Street, 2nd Floor, NY, NY 10027.

☐ We plan to use all the tickets that are part of our sponsorship package. Please email me on how I can redeem my tickets.

☐ We plan to use _____ tickets that are part of our sponsorship package. You are authorized to use the remaining tickets that are part of our sponsorship package to give to anyone who cannot afford to pay the ticket price for this TEDxHarlem Conference who has expressed an interest in attending this event.

Please mail completed form to
Kenneth Johnson, TEDxHarlem, 130 W 131st Street, 2nd Floor, NY, NY 10027
or email form to tedxharlem2019@gmail.com

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