

**TED<sup>x</sup>NewAlbany**

**x** = independently organized TED event

## **2017 Sponsorship Information**

To whom it may concern,

TEDxNewAlbany is entering its fourth year as a TEDx event and will be held on Saturday, April 8, 2017 at the Jeanne B. McCoy McCoy Community Center for the Arts. A TEDx event is a locally organized, community-based event featuring a variety of speakers from the community in which it is held: in this case, New Albany, Ohio. The subject matter of each talk differs, typically covering powerful ideas that all fit into a broad theme. TEDxNewAlbany is unique in that it is completely organized by New Albany High School students and features both student and community speakers.

TEDxNewAlbany started out as TEDxYouth@NAHS and held two Youth events under that name, catering mostly to high school students. Since then, we have been TEDxNewAlbany, reflecting our broader audience of the New Albany community. The event continues to be headed by our highly qualified and experienced team of students, but TEDxNewAlbany is a full-fledged community event, including speakers and attendees of all backgrounds and ages.

After hosting a full-on TEDx event of our own (TEDxNewAlbany 2016) as well as conferring with organizers of other well-established TEDx events, we know what it takes to make an event remarkable. We hope to operate on a budget of \$30,000 to \$40,000, and with the help of community sponsors such as yourself or your company, we are confident that we can turn this vision into a reality.

Details regarding sponsorship options and what each respective sponsorship entails are located on the following pages of this packet. A sponsorship is not merely a donation, but rather an investment in our community and in your own company. We hope you will consider partnering with us to enrich New Albany with our event.

Should you have any questions, please do not hesitate to reach out.

Thank you for your time and consideration,



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**Prapti Dalal**  
Executive Director, Operations  
TEDxNewAlbany  
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**Drew Fischer**  
Sponsorship Director  
TEDxNewAlbany  
fischer.1@napls.us

## Potential Allotment of Funds

All funds collected from sponsors will be utilized in the following ways.

**MEDIA.** Enhancing the quality of the media produced at our 2017 event will lead to a more professional and established online presence for TEDxNewAlbany. Funds will be used to:

- Hire a professional audiography/videography team to film and edit talks
- Create a professionally-designed logo that reflects the event theme
- Design and distribute a colored program to be distributed to the 750+ attendees on event day

**VENUE.** Reserving a high-quality venue ensures the best conditions for each of our speakers as well as optimal comfort for all attendees. Funds will be used to:

- Reserve the Jeanne B. McCoy Center for the Arts
- Rent tents or other potential dining areas
- Rent tables, chairs, linen cloths, and other such dining necessities
- Hire lighting and audio technicians from CAPA Live Entertainment

**DECOR.** Clean, theme-fitting decorations help contribute to the overall professionalism and environment of TEDxNewAlbany. Funds will be used to:

- Create and/or purchase centerpieces for dining tables
- Create allergy and food information cards for attendees
- Purchase lanyard nametags for all attendees
- Purchase and/or build the TEDxNewAlbany letters
- Purchase and/or build accompanying stage decorations
- Purchase a theme-based photo background for TEDxNewAlbany
- Design and/or purchase apparel to sell on event-day

**DINING.** Because our event will be between four and five hours in length, we wish to provide each attendee with snacks, beverages, and one meal. Funds will be used to:

- Hire a catering company to provide lunch for attendees
- Hire staff to assist with waiting, passing, and other catering needs

**OUTREACH & ADVERTISING.** In order to provide a thought-provoking, educational experience and to make a true impact in the community, we will need to reach as many community members as possible, which will involve professional marketing products. Funds will be used to:

- Design, print, and distribute a professional-grade digest to be distributed to approximately 1,000 citizens in New Albany (the radius of distribution is subject to change according to cumulative availability of funds)
- Create a set of marketing materials for TEDxNewAlbany including both print and digital materials
- Advertise in newspapers including *The Columbus Dispatch* and *ThisWeek New Albany*
- Advertising in local and city-wide periodicals including *CityScene* and *Healthy New Albany* magazines
- Advertising on popular social media sites including Facebook

## Monetary Contribution Tiers

- Presenting Sponsor**.....\$5,000
- On-stage introduction of you and your organization at TEDxNewAlbany 2017
  - Logo display/name recognition on all (8-12) videos to be published to the TEDx YouTube channel
  - Verbal recognition on event day to an audience of 700+
  - Logo display on an electronic digest sent monthly to over 1,000 New Albany Residents
  - A full-page advertisement of choice in the event-day program
  - Logo display and personal/company bio on the TEDxNewAlbany website
  - (10) tickets to the mainstage TEDxNewAlbany 2017 event

- Benefactor Sponsor**.....\$2,500
- Logo display or name recognition on all (8-12) videos that will be published to the TEDx YouTube channel
  - Verbal recognition on event day to an audience of 700+
  - Logo display on an electronic digest sent monthly to over 1,000 New Albany Residents
  - A ½-page advertisement of choice in the event-day program
  - Logo display and personal/company bio on the TEDxNewAlbany website
  - (8) tickets to the mainstage TEDxNewAlbany 2017 event

- Visionary Sponsor**.....\$1,000
- Logo display or name recognition on half (4-6) of the videos that will be published to the TEDx YouTube channel
  - Verbal recognition on event day to an audience of 700+
  - A ¼-page advertisement of choice in the event-day program
  - Logo display and personal/company bio on TEDxNewAlbany website
  - (6) tickets to the mainstage TEDxNewAlbany 2017 event

- Proponent Sponsor**.....\$500
- Logo display or name recognition in event program
  - Logo display or name recognition on the TEDxNewAlbany website
  - (4) tickets to the mainstage TEDxNewAlbany 2017 event

- Collaborator Sponsor**.....\$250
- Logo display or name recognition in the event program
  - Logo display or name recognition on the TEDxNewAlbany website
  - (2) tickets to the mainstage TEDxNewAlbany 2017 event

## In-Kind (Non-Monetary) Contributions

In-Kind sponsors directly donate their goods or services as opposed to monetary sponsorships.

### \*Product/Service Sponsor

- Logo display in the event-day program
- Logo display on social media and website
- (4) reserved tickets to the 2017 event

\*For product/service sponsorships worth more than \$500, sponsors will receive benefits as per the Monetary Contribution Tier that matches the estimated monetary value up to \$2,500.

### Contribution Instructions

All donations are tax-deductible and will be processed through our 501(c)3 fund. All sponsors will receive a receipt for tax-filing within (30) days of payment submission. To schedule a formal meeting and informational presentation prior to contributing, please email Sponsorship Director Drew Fischer at [fischer.1@napls.us](mailto:fischer.1@napls.us) to schedule an appointment.

To donate now, please complete the following steps.

### BACKGROUND INFORMATION

Donor: ☐ Company, organization, or other institution ☐ Individual or family

Company or Contact-Person Name: \_\_\_\_\_

Email Address: \_\_\_\_\_ Telephone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

### DONATION INFORMATION

Please select level of sponsorship:

☐ Presenting (\$5,000) ☐ Benefactor (\$2,500) ☐ Visionary (\$1,000) ☐ Proponent (\$500) ☐ Collaborator (\$250) ☐ Product/Service

If *Product/Service* sponsorship:

Product or Service of Donation: \_\_\_\_\_

Monetary Value of Donation: \$ \_\_\_\_\_

Signature for Commitment: X \_\_\_\_\_

### PAYMENT

ONLINE: Donate online at [www.found4ae.org/donation-for-student/](http://www.found4ae.org/donation-for-student/) (Program is TEDxNewAlbany)

CHECKS: Please make all checks payable to: *TEDxNewAlbany*

Subject/Memo Line: *Sponsorship*

Mail all checks, along with completed form, to  
*TEDxNewAlbany*  
*Attention: Drew Fischer, Sponsorship Director*  
*8000 Walton Parkway, Suite 200*  
*New Albany, OH 43054*