

SPONSORSHIP PROPOSAL

What is TED?

TED is a global foundation devoted to the overall mission of “Ideas Worth Spreading”. It started in 1984 as a conference bringing together people from three worlds: Technology, Entertainment, Design. Since then, its scope has become ever broader. With its two annual conferences, video website TED.com, initiatives and community projects, TED is now a platform and global movement focused on meaningful change through the power of ideas. Few notable TED Speakers are Bill Gates, Al Gore, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilkani, Philippe Starck, Isabel Allende and UK Prime Minister Gordon Brown.

What is TEDx?

TEDx was created in the spirit of TED’s mission, “Ideas Worth Spreading” at local levels. These self-organized events are branded TEDx., where x= independently organized TED event. The program is designed to give communities, organization and individuals the opportunity to stimulate dialogue through TED-like experiences. At a TEDx event, TEDTalks videos and live speakers combine to spark deep discussion and connection in a small group. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized. TEDx Organizers are not hosting events for reasons, monetary reward or personal gain. They are doing so because they truly believe in the power of ideas to change the world. TEDx events are open source, local and community-driven events that inspire innovation, thought leadership and visionary insight. A TEDx license is free to obtain.

TEDxLander

After being successfully selected as a TED licensee, TEDxLander is the first independently held TED Event in Lander, Wyoming. Cumulating the spirit of TED’s mission, “Ideas Worth Spreading” aims to create a culture of rich and diverse idea-based discussions, thereby providing a global platform for students, teachers, and alumni to share their unique ideas and talents.

Further Information

www.ted.com

www.ted.com/tedx

www.tedxlander.com

ABOUT THE EVENT

February 26th, 2022

5:00 PM – 9:00 PM

Lander Community and Convention Center

Audience Capacity: 100 General Admission
& 10 tickets per Speaker and Sponsor

WHY PARTNER WITH US?

TEDxLander Talks

- You believe in organizing the platform for exchanging “ideas worth sharing” in Lander, which will bring together the community and different individuals.
- You wish to leverage ideas, technologies, design and education to help create a better future.
 - You wish to reach a broad and wide spectrum of audience.
- You see TEDx as a platform to strengthen your organization’s image and brand royalty.

PARTNER WITH US

TEDxLander will showcase innovative, creative people with unique ideas that positively impact communities. TEDx talks focus on “ideas worth spreading” – they are not just lectures, biographies, personal stories, and motivational speeches. TEDxLander is looking to curate speakers that have an idea that the people of Lander want to hear.

After two successful years of having a TEDx event, we are ready to make 2022 even better! Our first year of TEDx videos have received over 28,000 views on Youtube with our second year having over 12,00 views. Each of these videos have the logo of the sponsor.

2022 TEDx Speakers

- La Rhea Pepper – Lander Resident, Managing Director of Textile Exchange
- Arlen “Griff” Griffin – Founder of The Process Success Foundation, Comedian, On-Air Personality
- Ben Evans- Riverton Resident, Professor at CWC
- Brandt Tobler- Former WY Resident, Standup Comedian and Author
- Gabriela Robledo- Co-founder of Nomads with A Purpose and Creator of Flow State Warriors
- Leigh Hall- WY Resident, Professor, Wyoming Excellence in high Education Endowed Chair in Literacy Education, University of Wyoming, Literacy Research Center & Clinic
- Mary Shores- President and CEO of Midstate Collection Solutions and Shores Communications, author and speaker
- Timothy Krass – Mental Performance Expert, Podcaster Author, Executive Vice President, Partnerships Unity Lab

Past TEDx Speakers

- Trevor Ragan- Prior Lander Resident, Presenter 2018
- Lantien Chu – Prior Lander Resident, Coach 2018
- Jim Culver- Lander Resident, NOLS 2018
- Jessie Allen- Lander Resident, Allen Ranch 2018
- Anne Magnan- Lander Resident, NOLS 2018
- Darrah Perez – Ft. Washakie Resident, Student 2018
- Feike van Dijk – Lander Resident, Burn Victim 2019
- Lynette St. Clair- Ft. Washakie Resident, Educator 2019
- Derrick Pearson- Texas Resident, Coach 2019
- Garrett Burbank, Powell Resident, Former Lander Resident, Engineer 2019
- Michelle Motherway, Lander Resident, Co-Owner Mr. D’s 2019
- Diane Corsick – Lander Resident, Former City of Lander Council Member 2019

DID YOU KNOW?

The closest ongoing TEDx event in Wyoming is TEDxJacksonhole.

In TEDxCheyenne's top talk has received 45,000 views on Youtube. The sponsor's logo shows on every view! TEDxCheyenne is no longer, so people travel all over the State to attend TEDxLander.

It seems like the Internet is 35 percent TEDTalks. Getting the YouTube generation to sit down and watch lectures seems a counter-intuitive proposition.

But there's something about these videos that seems to have captured the Web's shiny, aspirational spirit. — Toronto Globe and Mail

"Sponsoring TED is like underwriting the future and those who will have a significant role in leading the way." -- by Michel O-Connor Abrams. Publisher, Dwell Magazine

2018 TEDxLander was sold out with 175 people in attendance. From the surveys from TED the event came out as "Delighted" which is the best response. Here are some reviews that were received:

"Every detail was considered and thought out. Successfully bringing TED to the middle of nowhere is likely not easy and it was pulled off fabulously. The artwork displayed was fantastic!"

"Fabulous speakers..... I am a TEDTalks addict now!"

"The TEDx Event was a well-run and inspiring event."

"Everything was very well put together. Left feeling inspired!"

2019 TEDxlander had 150 people in attendance. From the surveys from TED the event came out as "Delighted" also. Here are some reviews that were received:

"Loved being a part of the experience. Have always wanted to attend a TED Talk, so to attend one in Lander was fantastic. The selection of speakers was wonderful and gave me a much bigger appreciation of the town I have chosen to call home. Thank you!"

"It was a fabulous event. Speakers were amazing, can't wait for the next one."

"Very interesting & informative information on the talks. I enjoyed the talks. "

"Fun atmosphere, delicious food, and great subjects!"

Sponsorship Opportunities

\$2,500 -Event Sponsors ▪ 10 tickets to VIP table in front row ▪ Table in lobby of the event
▪ Logo in event pamphlet ▪ Placement of logo on official website ▪ On-Stage
acknowledgement ▪ Youtube pre-roll logo space in speaker's videos ▪ Mention in
advertising of event

\$1,000- Gold Sponsor ▪ 10 tickets for event ▪ Table in lobby of the vent ▪ Logo in event
pamphlet ▪ Placement of logo on official website ▪ On-Stage acknowledgement ▪ Mention
in advertising of event

\$500- Silver Sponsor ▪ 4 tickets for event ▪ Placement of logo on official website ▪ On-
Stage acknowledgement ▪ Mention in advertising of event

\$250- Table Sponsor ▪ 4 tickets for a table at event ▪ On-Stage acknowledgement ▪ Logo
on table place card

Becoming a Sponsor

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Sponsorship Level (please check):

Event

Gold

Silver

Table

Contact Haylee Cole or Amanda McIntyre at tedxlander@gmail.com with
additional questions or sponsorship inquiry.