

TED^x IIITD

x = independently organized TED event



BROCHURE 2018

An introduction to the TED community

TED is a global community committed to spreading ideas worth sharing' by encouraging powerful talks in Technology, Entertainment, Design, Business, Development, or just anything worth a talk about. These talks are made available on www.ted.com. Via conferences, TED talks and TEDx events, TED aims to inculcate the spirit of knowledge and curiosity across communities all over the world and has become a platform for thinkers and pioneers to share a deeper understanding of the world.



TEDx

In the spirit of spreading Ideas Worth Sharing', TED has created TEDx- self-organized events that bring people together to share a TED-like experience. TEDx events are organised locally by enthusiastic communities that are equally devoted to unleashing new ideas, to inspire and to inform. The 'x' in TEDx represents independently organised TEDx events.

TEDxIIITD

TEDxIIITD is an event organised independently by enthusiasts at IIITD, who want to establish a platform dedicated to unique and powerful ideas. It is operated under a license from TED. The theme for TEDxIIITD is **Shifting Paradigms**, where we are encouraging the questioning of conventional norms, in our endeavor to discover new perspectives and to make a difference in the community by doing our part.



Why partner with us a TEDx IIITD?

At TEDx IIITD, we wish to provide a platform for Visionaries, Innovators and Builders who have exceptional ideas capable of driving change- ideas which stimulate thoughts and encourage diversity. We wish to partner with fellow collaborators whose aims resonate with ours and are willing to participate in this endeavour to make a difference. We invite you



to be a catalyst of this movement to spread and embrace new ideas. We will be glad if together, we champion this campaign to mark a successful transition from the orthodox to the modern contemporary.

Statistics



Speaker Ratio



Audience demographics:

Students, Engineers, Faculty(Technical, Humanities), comedians, novelists, entrepreneurs, lawyers, photographers, researchers, developers, humanitarians, business strategists, researchers from academia and industry, practitioners, and business leaders.

What TEDx IIITD provides as a platform?

General Deliverables to all Partners

1. Branding on TEDxIIITD - Website.
2. Logo Presence during the beginning of all TEDxIIITD videos uploaded on Youtube and the official TED website.
3. Logo on screen during intermission.
4. Logo presence on all TEDxIIITD tickets and entry bands.
5. Branding through TEDxIIITD Banners on IIITD building, visible from Metro Violet Line between Govindpuri and Okhla Metro Station.

Possible Avenues of partnership



**Builder
Partner**

50,000



**Innovation
Partner**

75,000



**Visionary
Partner**

**1.5
Lakhs**



Visionary Partner

1. Logo presence (biggest in size compared to other partners) on any TShirts and Exclusive merchandise distributed to the attendees of the Event.
2. Upto 4 Banners and Standees on site, on the day of the Event.
3. Sponsors recognition during radio and media publicity.
4. Networking Opportunities, Entertainment and Marketing with speakers.
5. Logo Presence(biggest in size compared to other partners) on all Email Invites, Tickets, Booklets and Pamphlets of TEDxIIITD.
6. Set up a stall on site on the day of the event, to interact with the attendees and the IIITD students.
7. Opportunity to launch a product, showcase a product.
8. Complimentary Tickets.



Innovation Partner

1. Logo presence on any TShirts and Exclusive merchandise distributed to the attendees of the Event.
2. Upto 2 Banners and Standees on site (outside the auditorium), on the day of the Event.
3. Logo Presence on all Email Invites, Tickets, Booklets and Pamphlets of TEDx IIITD.
4. Set up a stall on site on the day of the event, to interact with the attendees and the IIITD students.
5. Opportunity to launch a product, showcase a product.
6. Complimentary Tickets.



Builder Partner

1. Logo presence on any TShirts and Exclusive merchandise distributed to the attendees of the Event.
2. Set up a stall on site on the day of the event, to interact with the attendees and the IIITD students.
3. Opportunity to launch a product, showcase a product.



In-kind Partnerships

There are numerous ways you can participate through in-kind assistance. Below are some areas we have identified, but the range of possibilities is wide-open and we welcome your originality and creativeness. We will customize benefits packages based on the relative value of the in-kind gift :



a. Food Partners

- i. Food / Catering
- ii. Dinner for Guests

b. Production Houses / Equipments for Videography /Photography.

c. Outreach Partners

- i. Publicity
- ii. Webcast
- iii. Printing

d. Mobility Partners / Hospitality Partners :

- i. Travel
- ii. Accommodation

e. Apparel Partner

- i. T Shirt Printing

f. Merchandise Partners

- i. Things required for Ambience (Architecture / Interior Designers)
- ii. Goodies/ Hampers for Speakers

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