

# 2017 PARTNERSHIP OPPORTUNITIES



where people **MEET** & ideas **FLOW**

2013



2014



WHY  
NOT?

**TED<sup>x</sup>**LehighRiver  
x = independently organized TED event

River

2016



**TED<sup>x</sup>**LehighRiver

x = independently organized TED event

where people **MEET** & ideas **FLOW**



**TEDxLehighRiver** is a unique community-building initiative, independently produced on a local level, that is committed to bringing the TED experience to the greater Lehigh Valley. **TEDxLehighRiver** events give voice to Ideas Worth Spreading that inspire expansive thinking in our community – attracting a diverse, multigenerational audience and speakers that participate in engaging and thought-provoking programs that enrich our community.

**TEDxLehighRiver** provides an opportunity to put on something exciting and inspiring right in our own backyard. Success is hearing someone say, "WOW! It's so cool that we have something like this right here in the Lehigh Valley!"

**TEDxLehighRiver** adds to the cultural experience of the Lehigh Valley, making us a place that is appealing to the intellectually curious and informed.

## Who is in our **AUDIENCE?**

Leaders, thinkers, catalysts, executives, educators, students, innovators, life-long learners, collaborators – community-minded people who welcome a challenge, embrace big ideas, and want to make the world a better place.

Our audience participates at our live events; watches our recorded TEDx talks online, and engages with us on social media.

This could be your audience, too. Because we curate our partners as carefully as we curate our speakers, our audience knows that they can believe in you.

## SPREADING OUR IDEAS

All our talks are recorded and posted on the **TEDxLehighRiver** channel and on our website at **TEDxLehighRiver.com**.

We have had 24 speakers to date with more than 1.2 million cumulative views on YouTube.

- ▶ George Hrab, TEDxLR 2015 – 26,100+
- ▶ Paul Wieand, TEDxLR 2013 – 26,250+
- ▶ Sarah Trimmer, TEDxLR 2016 – 21,600+
- ▶ Liz Jordan, TEDxLR 2015 – 15,300+
- ▶ Robert Gordon, TEDxLR 2014 – 9,700+
- ▶ Elizabeth Dobson, TEDxLR 2016 – 8,100+
- ▶ James Peterson, TEDxLR 2013 – 5,100

## BENEFITS GRID

### PLATINUM PARTNER \$10,000

- SALON, curated especially for your business/organization
- Company name/logo on video credits \*
- Private Reception with Speakers and Organizers (6 people)
- Logo on Partners page of **TEDxLehighRiver** website with link to your website
- Recognition from Stage (Slide and Emcee Thank You)
- Lobby recognition
- Full page, color ad in event program
- Twenty-five (25) tickets to **TEDx** Event with reserved priority seating

### GOLD PARTNER \$5,000

- Company name/logo on video credits \*
- Private Reception with Speakers and Organizers (4 people)
- Logo on **TEDxLehighRiver** website with link to your website
- Recognition from Stage (Slide and Emcee Thank You)
- Lobby recognition
- Half page, color ad in event program
- Fifteen (15) tickets to **TEDx** Event with reserved priority seating

### SILVER PARTNER \$2,500

- Listing on Partners page of **TEDxLehighRiver** website with link to your website
- Recognition from Stage (Slide and Emcee Thank You)
- Lobby recognition
- Quarter page, color ad in event program
- Ten (10) tickets to **TEDx** Event with reserved priority seating

### BRONZE PARTNER \$1,000

- Listing on Partners page of **TEDxLehighRiver** website with link to your website
- Color LOGO in event program
- Six (6) tickets to **TEDx** Event with reserved priority seating

### RED PARTNER \$500

- Listing on Partners page of **TEDxLehighRiver** website with link to your website
- COLOR LOGO in event program
- Four (4) tickets to **TEDx** Event

### SALON PROGRAMS

SALONS are intimate **TEDx** events organized for small groups around specific topics. INQUIRE ABOUT UNDERWRITING OPPORTUNITIES

### IN-KIND SPONSORS LET'S TALK.

We welcome support from area businesses. Do you have a product or service that you could donate to help us defray costs to promote and produce our **TEDxLehighRiver** events?

RECOGNITION LEVEL EQUALS 50% OF VALUE OF SERVICES PROVIDED.

- Listing on Partners page of **TEDxLehighRiver** website with link to your website
- COLOR LOGO in event program

## PARTNERSHIP COMMITMENT

### To become a partner...

**CONTACT:** Laurie Siebert  
PARTNERSHIP CHAIR  
610-533-4826  
lsiebert@valleynationalgroup.com

NAME

COMPANY/ORGANIZATION

ADDRESS

TELEPHONE NUMBER

E-MAIL

### PARTNERSHIP LEVEL (CHECK ONE):

- ☐ PLATINUM \$10,000
- ☐ GOLD \$5,000
- ☐ SILVER \$2,500
- ☐ BRONZE \$1,000
- ☐ RED \$500

### PAYMENT

Please make checks payable to **TXLR** and mail to:

**TEDxLehighRiver**  
ATTN: Ibi Balog, Treasurer  
1522 1/2 Chew Street  
Allentown, PA 18102

### ARTWORK

Ad inclusion in the Event Program Book is dependent on submission by **PRINT DEADLINE OF OCTOBER 2, 2017**

Please send us your artwork and logo in an approved digital file format. **Digital images/logos must be high resolution and submitted as a PDF, JPG or PNG.** We cannot accept Word, PowerPoint or Publisher files.

### AD SIZES

FULL PAGE	7.5"w x 10"h
HALF PAGE	7.5"w x 4.875"h
QUARTER PAGE	3.725"w x 4.875"h
LOGO AD (logo only)	3.725"w x 2.312"h

Please email completed form and artwork/logos to:  
**TEDxLehighRiver@gmail.com**

\* In accordance with TED licensing guidelines

**YOUR PARTNERSHIP DONATION, PAYABLE TO TXLR, IS TAX-DEDUCTIBLE ACCORDING TO IRS REGULATIONS.** TXLR is a registered 501(c)(3) organization established to provide financial support for **TEDxLehighRiver**.

## WHAT IS TED?

TED is a nonprofit devoted to Ideas Worth Spreading, usually in the form of short, powerful talks (18 minutes or less) delivered by today's leading thinkers and doers. Started in 1984, TED has grown to a world-wide phenomenon that has people talking -- in more than 100 languages -- about innovative ideas across multiple disciplines. TED's annual conference in Vancouver, British Columbia features the best and brightest. TED speakers have included Bill Gates, Jane Goodall, Elizabeth Gilbert, Vice President Al Gore, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Sal Khan and Daniel Kahneman. Learn more on TED.com.

## WHAT IS TEDx?

In the spirit of Ideas Worth Spreading, TED has created a program called TEDx. A TEDx event is a local, self-organized event where live TED-like talks and previously recorded talks from TED.com are shared with the community, sparking deep conversation and connections at the local level.

TEDx events are fully planned and coordinated independently, on a community-by-community basis, by local non-profit organizing committees who operate under a license granted by TED.

## WHAT IS TEDxLehighRiver?

TEDxLehighRiver was conceived in 2013 by a group of committed individuals from around the Lehigh Valley and founding partners: PBS39, Allentown Symphony Association, Baker Institute and Carolyn Katwan.

TEDxLehighRiver events are self-organized, under the direction and coordination of the TEDxLehighRiver committee. Members curate and prepare speakers for the TEDxLehighRiver stage.

TEDxLehighRiver is committed to continued growth -- introducing more people each year to outstanding individuals with Ideas Worth Spreading.

TEDxLehighRiver...where people **MEET** and ideas **FLOW**.

### TEDxLehighRiver BOARD OF DIRECTORS

#### PRESIDENT VICE PRESIDENT SECRETARY TREASURER

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SUSAN YEE

### TEDxLehighRiver FOUNDING PARTNERS



CAROLYN  
KATWAN



LEHIGH  
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**TEDxLehighRiver**

x = independently organized TED event

[www.TEDxLehighRiver.com](http://www.TEDxLehighRiver.com)

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Search YouTube/TEDxLehighRiver to hear our past speakers



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