



CentennialParkWomen

x=independently organized TED event

Partnership Opportunities

November 3, 2017

What is TEDxCentennialParkWomen?

Our mission is to curate and share “ideas worth spreading” that educate, inspire and empower women. We bring together a community of men and women in Atlanta who care about seeing women advance. Our goal is to be a catalyst for fresh dialogue and inspiration helping women grow to contribute to a strong and vibrant city, country, and world.

Why Sponsor TEDxCentennialParkWomen?

We are reaching out to a select group of companies committed to women, our community and the power of ideas to support our 2017 event. Your contribution will make you part of a unique and life-changing experience and will give you exposure to some of Atlanta’s leading movers and shakers.

Partnership Benefits

- Showcase your **support for diversity, inclusion, and advancement of women**
- **Recognition** on event website, program and TEDxCentennialParkWomen videos
- **Employee engagement** for your own leaders
- **Team building** for your high-potential women
- Bring **clients and build relationships** around a **shared mission**
- **Connect** with a strong ripple-maker **community**

Previous Events

- **Sold out events** in 2012, 2013, (no TEDWomen event in 2014), 2015 and 2016
- Attracted 200+ women from **Atlanta’s key corporations**
- Speakers and Partners gained **national recognition** on TED’s YouTube page (over 440,000 channel subscribers)
- **Past speakers** include Cheryl Bachelder, Kathy Caprino, Antonia Wysong, Susan Booth, Becky Blalock, Jeffery Halter, Valerie Montgomery Rice, and Elizabeth Kiss
- **Prior Partners include forward thinking companies** Kimberly-Clark, Kilpatrick Townsend, Northwestern Mutual, Suntrust, PwC, and more
- **Our generous in-kind donors** include The Women of AT&T, The Coca-Cola Company, Jackson Spalding, Standard Press, TapSnap, UPS, and more

2017 Event Plans and Goals

- Theme: Bridges
- Continue to grow our community of partners, supporters and patrons
- **Open horizons for talented women**
- Venue: Goizueta Main Auditorium at The Coca-Cola Company
- **Sell-out event to 300+ high-potential, senior leaders** from across the Atlanta metro-area
- Hot topics: **Technology, Art & Entertainment, Leadership, Social Justice**

Who Will Attend?

TEDxCentennialParkWomen will bring together a veritable collection of open-minded, creative and forward-thinking individuals that are as fascinating and accomplished as the speakers themselves. They will include women and men representing all facets of Atlanta life including leaders across a range of professions and people that are interested in broadening their perspectives.

Event Partnership Opportunities

Consider partnering with us to create another stellar TEDxCentennialParkWomen event.

You can also host the breakfast, lunch, or the speaker green room, as well our pre-function or our items on our swag list. In addition to sponsorships, there are numerous ways you can participate through in-kind donations, e.g., swag items, space rental, photography, audio/visual support, video production, and printing.

Partner benefits include, exposure on our website and materials to share on social media, logo placement at the event and in our printed program, and your logo the TEDx videos from the event that are archived on the [TEDx Talks YouTube channel](#)— which can garner thousands of views.

Benefits of Partnership

Benefits	>\$7,501	\$5,000- \$7,500	\$1,500- \$4,999	\$500 - \$1,499
Complimentary tickets	10	10	4-6	2
Mention as lead sponsor on any news releases and media	✓			
Category exclusivity, if desired	✓			
Onstage recognition. Explicit mention by the emcee and acknowledgement of partnership	✓	✓		
Invitation to VIP event	✓	✓		
Right of first refusal for future sponsorship opportunities	✓	✓		
Ability to purchase up to 5 extra tickets at a partner price of \$80/ticket	✓	✓	✓	
Onstage recognition by the emcee during program	✓	✓	✓	
Invitations to TEDxCPW -related events throughout the year, such as speaker gatherings	✓	✓	✓	

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Personalized social media graphics created for sponsor's use	✓	✓	✓	✓
Logo on event website (with optional hyperlink)	✓	✓	✓	✓
Logo placement on opening and closing slides of event speaker videos which are archived on the TED Global website and YouTube	✓	✓	✓	✓
Logo placement in printed event program	✓	✓	✓	✓

Be Our Partner

Our flagship TEDxCentennialParkWomen event would not be possible each year without the support of our all-volunteer team and our partners, supporters and patrons.

We hope that you will join us to share “ideas worth spreading” that educate, inspire and empower women. Together we can bring together a community of men and women in Atlanta who care about seeing women advance in all aspects of their lives. **Join us.**



Contact

Paid and in-kind sponsorship available. To discuss these and other partnership opportunities, please contact:

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WHAT IS TEDx? In the spirit of “ideas worth spreading,” TED created TEDx, a program of local, self-organized events that brings people together to share a TED-like experience. At a TEDx event, TEDTalks video and live speakers combine to spark deep discussion and connections. In 2014, more than 10,000 TEDx events were hosted worldwide.

WHAT IS TED? TED is a global platform with an annual conference that brings together the world’s leading thinkers, social entrepreneurs and changemakers to share ideas that matter in any discipline—technology, entertainment, design, science, environment, humanities, business. The talks at the conference, “TEDTalks,” are then made available for free online at TED.com. Last year, over 100 million people viewed TED videos.

What is TEDWomen? TEDWomen is a conference about the power of women and girls to be creators and change-makers. The program of speakers, workshops, events — and daring discussions — has sparked some of TED’s most iconic moments yet. TEDWomen brings together a global community of women and men interested in exploring how change begins: with innovative thinkers who catalyze ideas toward action. Over the past few years, TEDWomen and TEDxWomen have launched some powerful ideas into the world.

