

Sponsorship Invitation Package

# ignite

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

 **KANATA  
NORTH**  
BUSINESS ASSOCIATION

March 5, 2020





ignite (ig-nīt) *verb* to catch fire  
or cause to catch fire; to arouse  
or inflame; to set in motion.



# The day, our goal, our vision.

On March 5th, 2020, TEDxKanata will foster the spread and application of great ideas around the idea of IGNITE.

Imagine fascinating and engaging presenters, artists, and thinkers coming together for one day to share their passions and discuss their visions for the world on our TEDxKanata 2020 theme: IGNITE.

The Kanata area is home to fascinating people with extraordinary ideas. Good things are happening all around us and TEDxKanata looks forward to being a venue to showcase these incredible people and incredible ideas.

After an extraordinarily successful inaugural event in 2015, we are excited to bring back TEDxKanata to an even larger audience and continue to build this community of innovators, thinkers and doers.





We are seeking ideas, presenters and performers who offer a perspective on their fields of expertise that goes beyond your average conference material.

However, the speakers are not the only focus at TEDxKanata.

In recognition that Kanata is an area of innovation, originality and excellence at every level, we have chosen to invite academics, business leaders, activists, experts and community leaders to attend the event. We view every attendee as an active participant who is just as responsible as the speakers to make the event a success.

We are committed to creating an event where participants, speakers and attendees are challenged to communicate their passions in an exciting and engaging dialogue.

It is our goal that every person at TEDxKanata, from the speakers, attendees, sponsors and volunteers all share the same energy and excitement for sharing ideas.



*Every attendee is an active participant who is just as responsible as the speakers to make the event a success.*

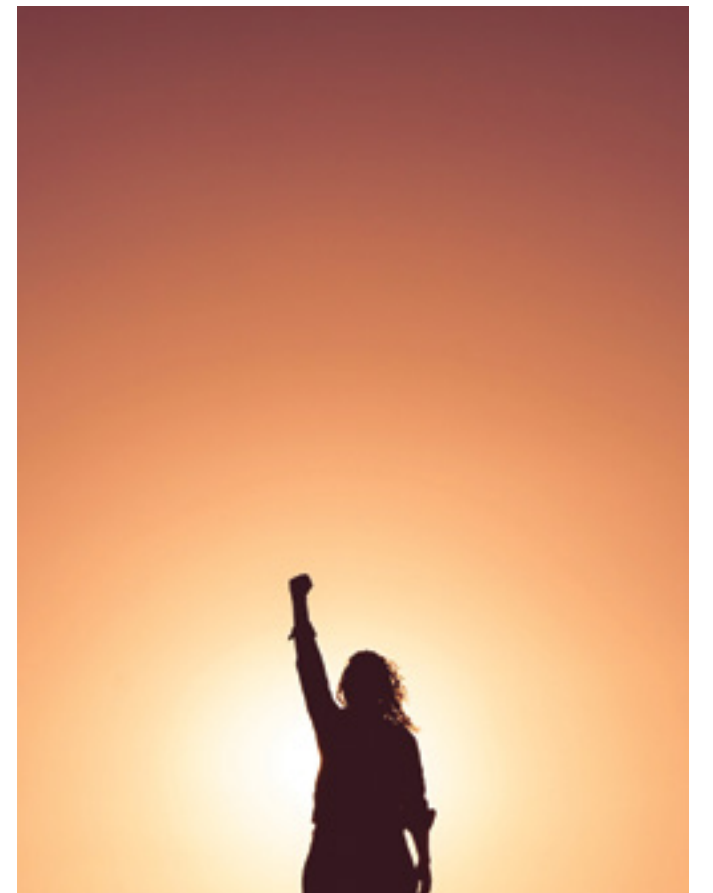
## About TED

The annual TED conferences brings together the world's most fascinating thinkers and doers, who are challenged to give the talk of their lives (in 18 minutes or less).

On TED.com, we make the best talks and performances from TED and partners available to the world, for free. More than 900 TEDTalks are now available, with more added each week. All of the talks are subtitled in English, and many are subtitled in various languages. These videos are released under a Creative Commons license, so they can be freely shared and reposted.

### **Our mission: Spreading ideas.**

We believe passionately in the power of ideas to change attitudes, lives and ultimately, the world. So we're building here a clearinghouse that offers free knowledge and inspiration from the world's most inspired thinkers, and also a community of curious souls to engage with ideas and each other. This site, launched April 2007, is an ever-evolving work in progress, and you're an important part of it. Have an idea? We want to hear from you.



### **About TEDx, x=independently organized TED event**

TEDx was created in the spirit of TED's mission, "ideas worth spreading."

The program is designed to give communities, organizations and individuals the opportunity to stimulate dialogue through TED-like experiences at the local level.

At TEDx events, a screening of TEDTalks videos, or a combination of live presenters and TEDTalks videos sparks deep conversation and connections. TEDx events are fully planned and coordinated independently, on a community-by-community basis.

The springtime TED Conference, held annually is at the heart of TED. More than a thousand people now attend. The event sells out a year in advance and the content has expanded to include science, business, the arts and the global issues facing our world. Over four days, 50 speakers each take an 18-minute slot, and there are many shorter presentations, including music, performance and comedy. There are no breakout groups. Everyone shares the same experience.

**It shouldn't work, but it does.**





# Sponsorship

Sponsoring a TEDx event isn't just providing support. Rather, it's about creating a unique partnership. Here's what you need to know about what it means to partner with TEDxKanata.

## About TEDx partnerships

TEDx is an open source community of events that inspire innovation, thought leadership, and visionary insights. Each TEDx event is independently organized by an extraordinary individual. These individuals are not hosting TEDx events for political reasons, monetary reward or personal gain.

They are doing this because they truly believe in the power of ideas to change the world.

## Why become a TEDxKanata partner?

As a TEDx partner, you will have the opportunity to engage in an authentic dialogue with an elusive, yet valuable audience: passionate, open-minded people in your community. You'll have an opportunity to test your ideas for the future, and you'll be challenged to positively impact your community in new ways.

Becoming a TEDx partner means you share in our vision of spreading ideas that are intended to change the world for the better. It means you'll be joining our global community of thought leaders while benefiting from an individually-tailored TEDx partnership.

Do you want your brand associated with the organization that is the world leader in innovation? Our TEDxKanata videos, featured on the TED.com website and YouTube, are seen and shared across a community of innovators worldwide. In just four months, our TEDxKanata videos have been seen by close to 35,000 viewers.

# Sponsorship Rules

## Unacceptable Sponsors

- Weapons manufacturers
- Ammunition companies
- Cigarette companies

## Editorial Control

- Sponsors may have no editorial control or veto power over the program.
- Type of Sponsorship
- Cash donations
- We encourage in-kind sponsors that can help meet our space, food, audiovisual and other needs.

This is a TEDx Event. In the spirit of "ideas worth spreading," TED has created TEDx, a program of local, self-organized events that bring people together to share a TED-like experience.

At a TEDx event, TEDTalks video and live speakers combine to spark deep discussion and connections.

TEDxKanata event is not organized by TED conferences, but is operated under a license from TED.

We are excited to be a TEDx licensee and are reaching out to a select group of companies that are committed to the power of ideas to support our TEDx event. We felt your organization would add to the unique atmosphere. We are looking forward to discussing ways in which your organization could help underwrite and add to this incredible new experience.

*"As a sponsor, everywhere I looked I saw my branding. The TEDx team did an amazing job of ensuring that our sponsorship was well recognized. It was above and beyond our expectations."*





## *Sponsorship Packages*

### **Gold Sponsor: \$5,000**

- Four VIP tickets to attend the event.
- Explicit mention by the TEDxKanata host. Recognition in all slide shows and printed program.
- Logo 1st Ranking.
- Acknowledgment on event website.
- Potential for exhibit space or sponsored space at the event.
- Opportunity to purchase additional advance tickets.

### **Silver Sponsor: \$3,000**

- Two VIP tickets to attend the event.
- Explicit mention by the TEDxKanata host. Recognition in all slide shows and printed program.
- Logo 2nd Ranking.
- Acknowledgment on event website.
- Potential for exhibit space or sponsored space at the event.
- Opportunity to purchase additional advance tickets.

### **Bronze Sponsor: \$2,000**

- Two VIP tickets to attend the event.
- Explicit mention by the TEDxKanata host. Recognition in all slide shows and printed program.
- Logo 3rd Ranking.
- Acknowledgment on event website.
- Opportunity to purchase additional advance tickets.

### **Affiliate Partner: \$1,000**

- Two VIP tickets to attend the event.
- Recognition in all slide shows and printed program.
- Acknowledgment on event website.
- Also available: In Kind Sponsorship
- In addition to the above sponsorship levels, there are numerous ways you can participate through in kind donations. Please contact us to discuss.

## *Partner Perks*

**In addition to the commitment outlined on the previous page, you can expect:**

- Invitation to VIP Reception the evening after the event. This is an opportunity for Partners, Speakers, and local VIPs to network exclusively, after the event.
- VIP Seating, reserved just for you!

### **What's next?**

We very much hope you will come and be part of TEDxKanata. Remember that all marketing efforts to promote TEDxKanata will lead to your brand!

We are here to help your company reach its marketing goals. TEDxKanata is a fantastic place to expose your brand to industry leaders and decision makers.

Please consider this Sponsor Pack as a starting point. We are available to review any ideas you may have. You can reach us by email at [info@tedxkanata.com](mailto:info@tedxkanata.com).

### **2019 Sponsors:**

Kanata North Business Association • Baird Benefits Plus • Beyond Yoga • Calabogie Brewing Company  
Fidus Systems • Gilmore Global • Invest Ottawa • MNP • Nokia • Ottawa Business Journal • Pleora  
KRP • Techopia • True Course Communications

*As a TEDxKanata Partner, you can be assured that we will do everything in our power to give your company the recognition it deserves.*



# Testimonials

*"I truly enjoyed the speakers and the networking sessions were an added bonus. I was inspired, moved and encouraged to look outside my world to better understand the many things that people are doing."*



*"I just wanted to say congrats and excellent job last night at the TEDx event. The entire event was flawless and I really enjoyed the speakers, their topics, the variety in their delivery styles and the venue was great."*



*"It was one of the best events I've been to in a long time."*



*"Great talks from diverse speakers. Gave me motivation and insights that I normally wouldn't get in my work."*

*"As a sponsor, everywhere I looked I saw my branding. The TEDx team did an amazing job of ensuring that our sponsorship was well recognized. It was above and beyond our expectations."*



*"A quick note to thank you for putting on such a fantastic TEDxKanata event last night. It was outstanding. All of the speakers were interesting and thought-provoking. It has got my brain thinking outside the box and bigger this morning."*



A large, three-dimensional sign for TEDx Kanata. The word "TED" is in large, red, block letters. The "x" is in a smaller, red, block letter. The word "Kanata" is in a smaller, white, block letter. The sign is illuminated from below, casting a glow. The background features a dark, textured wall with vertical green and blue light strips. The sign is mounted on a dark, textured surface.

TEDx Kanata

Ideas worth spreading.



# ignite

A large bonfire is the central focus, with bright orange and yellow flames consuming a pile of logs. A dense cloud of glowing sparks and embers rises from the fire, filling the upper half of the frame. The background is a deep, dark blue or black, suggesting a night sky. The overall mood is one of energy, passion, and inspiration.

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**tedxkanata.com | info@tedxkanata.com**