

MEET ^{the} MOMENT

ideas to invite connection + momentum forward

TEDx Asheville 2024 is a personal, collective, and global invitation to explore our new theme: Meet the Moment. Is it a catalyst to change or the time to savor? Is the moment an awakening to a new paradigm or a beckoning toward the unknown?

The invitation is to wrestle the paradoxes and complexities shaping ourselves and our brave new world. How can we be present with hope and heartache? Hold space for meaningful dialogue and wholehearted disagreement?

Globally and locally, as we contend with the tensions of growth and sustainability; inequality and prosperity; divisiveness and reconciliation; TEDx Asheville seeks to bring diverse, leading-edge voices with big ideas, inspiring conversations, and innovative solutions to Western North Carolina.

We invite you to accompany us as we grapple with and embrace the uncertainty and opportunity provided by the seemingly intractable challenges of our time.

FRIDAY, MARCH 15, 2024

Wortham Center For The Performing Arts

Why Sponsor TEDxAsheville

This event will be integral for the Buncombe County community, and the greater WNC area. Audiences – in person, online and offline – range from high profile Asheville Buncombe County leaders to local influencers and millions of viewers on TED's own website where videos of the speakers are posted.

- **Share** our mission of spreading ideas that can change the world!
- **Build** awareness and recognition with an engaged and valuable audience of individuals committed to making an impact;
- **Grow** your brand image and vision in front of top entrepreneurs, professionals, and students;
- **Connect** your brand message to a big idea, unveil surprises, expand your audience;
- **Engage** with thought leaders and accomplished experts in specific fields.

TED^x Asheville
x = independently organized TED event

SPONSORSHIP TIERS

In addition to in-person promotion at the TEDxAsheville 2024 event, sponsors will receive additional benefits based on their partnership tier, as well as promotion at upcoming TEDxAsheville Salons taking place throughout Fall 2023. Signing on early provides you additional opportunities to be included in press releases, email newsletters, and on site promotions in advance of the March event.

\$5,000

- Full page ad in event program
- Prime placement on all marketing
- Linked logo on TEDx Asheville website
- Social media announcements
- Display table at main event
- 4 VIP tickets that include:
 - › Invitation to Pass the Mic event
 - › Invitation to event dress rehearsal
 - › Reserved seating at the event
 - › VIP gift bag

\$2,500

- Half page ad in event program
- 2nd largest placement on all marketing
- Linked logo on TEDx Asheville website
- Social media announcements
- Display table at main event
- 3 VIP tickets that include:
 - › Invitation to Pass the Mic event
 - › Invitation to event dress rehearsal
 - › Reserved seating at the event
 - › VIP gift bag

\$1,000

- Quarter page ad in event program
- 3rd largest placement on all marketing
- Linked logo on TEDx Asheville website
- Social media announcements
- Display table at main event
- 2 VIP tickets that include:
 - › Invitation to Pass the Mic event
 - › Invitation to event dress rehearsal
 - › Reserved seating at the event
 - › VIP gift bag

\$500

- Eighth page ad in event program
- 4th largest placement on all marketing
- Linked logo on TEDx Asheville website
- Social media announcements
- Shared display table at main event
- 1 VIP ticket to main event

\$250

- Listing in event program
- Placement on all marketing
- Linked logo on TEDx Asheville website
- Social media announcements

In-kind

In addition to financial sponsorship, there are also opportunities to support TEDxAsheville through in-kind sponsorship. Reach out to Sarah Gilkerson or your TEDxAsheville sponsorship representative for additional information.

SPONSORSHIP PLEDGE

NAME _____ PHONE _____

BUSINESS NAME _____

SPONSORSHIP AMOUNT _____ EMAIL _____

* TEDx Asheville Sponsorship team will be in touch for payment information. All payments will be processed through our fiscal sponsorship 501(c)3 organization, Eagle Market Streets Development Corporation, 70 S Market St, Asheville, NC 28801.

For sponsorship questions or more information, please contact:
Sarah Gilkeyson at (828) 301-6279, or email her at sponsors@TEDxAsheville.com

Serving a Wide Audience

This event will be integral for the Buncombe County community, and the greater WNC area. Audiences – in person, online and offline – range from high profile Asheville Buncombe County leaders to local influencers, and millions of viewers on TED’s own website where videos of the speakers are posted.

Our Network + Media Exposure

In addition to an extensive network existing within our team of speakers and event partners, the TEDxAsheville team will conduct direct digital outreach through email newsletters, social media campaigns, press release circulation, and mentions on local radio.

Previous Event Reach	
FB views 2023	100,000
FB followers	4,400
Email subscribers	1,400

Anticipated Exposure
50,000+ individuals across Southeastern US and Appalachia

Marketing Rollout

August 2023 - March 2024: ongoing email promotion through contact circles and Sponsor/ Partner networks; social media promotion on Facebook, Instagram, LinkedIn; press release circulation to regional newspapers, magazines and other publications; radio mentions/ advertisements will occur for the top level sponsors according to mutually agreed upon dates.

Logo Submission

Please email organizational logo, immediately following sponsorship confirmation, to Vanessa Bell at *team@tedxasheville.com*. Formats accepted:

- High (300 dpi) resolution JPEG or PNG
- Illustrator EPS with no linked files, all fonts converted to outlines, and transparencies flattened
- Please include your business name in the file name

Please note: logo and organizational information is due no later than 5pm on January 12, 2024 to ensure inclusion in printed event collateral.

General Sponsorship Terms and Conditions

Cancellations or changes to a Sponsorship Agreement are accepted only in writing to TEDxAVL (*sponsors@TEDxAsheville.com*), and must be received on or before the deadline for Sponsorship enrollment - January 12, 2024 at 5pm - in order to guarantee inclusion in printed materials and presentations.

FAQ

What is the theme?

MEET THE MOMENT: ideas to invite connection + momentum forward

What size is the program?

- We have an allowance of 300 event tickets that we can sell
- Marketing 'reach' before, during and after is considerable and will include press release circulation, local media coverage, and social media campaigns
- Promotions for our 2022 event reached over 100,000
- We have 4,400 FB followers
- Our direct email list is over 1200 and growing daily
- Over 5 million views on YouTube

What is the deadline date for payment?

January 12, 2024

Payment options

Credit card or checks are preferred. All payments will be processed through our fiscal sponsorship 501(c)3 organization, Eagle Market Streets Development Corporation.

If paying by check, who do I make it payable to?

Eagle Market Streets Development Corporation, 70 S Market St, Asheville, NC 28801
(in the note area, please mark it TEDxAsheville)

Is my donation tax deductible?

Yes, any donation of \$250 and up is eligible for a tax deduction verification from Eagle Market Streets Development Corporation.

Do I get a table?

Sponsors at the \$5,000, \$2,500 and \$1,000 levels will receive a display table in the theatre lobby for marketing purposes. \$500 level will share a display table.

Where do I pick up my tickets?

Tickets will be available to purchase online through the Wortham Center for Performing Arts. Comp tickets for Sponsors will be available at the theatre.

Who are the speakers?

Final speakers will be announced early November, 2023.

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About TED

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a conference in California 26 years ago, TED has grown to support those world-changing ideas with many initiatives.

At a TED conference, the world's leading thinkers and doers are asked to give the talk of their lives in 18 minutes or less. TED speakers have included Roger Ebert, Sheryl Sandberg, Bill Gates, Elizabeth Gilbert, Benoit Mandelbrot, Philippe Starck, Ngozi Okonjo-Iweala, Brian Greene, Isabel Allende and former UK Prime Minister Gordon Brown. Three major TED events are held each year: The TED Conference takes place every spring in Vancouver, Canada, simultaneous with TEDActive, in Whistler, BC; and the TEDGlobal Conference takes place each summer in Edinburgh, Scotland.

On TED.com, talks from TED conferences are shared with the world for free as TED Talks videos. A new TED Talk is posted every weekday. Through the Open Translation Project, TED Talks are subtitled by volunteers worldwide into more than 90 languages. Through our distribution networks, TED Talks are shared on TV, radio, Netflix and many websites.

The TEDx initiative grants free licenses to people around the world to organize TED-style events in their communities with TED Talks and live speakers. More than 5,000 TEDx events have been held, and selected talks from these events are also turned into TED Talks videos.

The annual TED Prize grants \$1 million to an exceptional individual with a wish to change the world. The TED Fellows program helps world-changing innovators from around the globe to become part of the TED community and, with its help, amplify the impact of their remarkable projects and activities. TED-Ed creates short video lessons by pairing master teachers with animators, for use in classroom instruction or independent learning.

TEDx

x = independently organized event

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TED Talks video and live speakers combine to spark deep discussion and connection in a small group. These local, self-organized events are branded TEDx, where x = independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized. (Subject to certain rules and regulations.)

About TEDxAsheville

TEDxAsheville launched in 2009 as an independently organized event licensed by TED to bring ideas worth spreading and TED-like events to the mountains of Western North Carolina. In addition to the annual TEDxAsheville event, TEDxAsheville also organizes periodic salons, convening the Asheville community for intimate, discussion-based gatherings around topics relevant to the region.

Since launch, TEDxAsheville has hosted 10+ events, featuring nearly 100 speakers, whose talks have been viewed more than 5 million times. To learn more, visit www.TEDxAsheville.com and follow TEDxAsheville on Twitter, Facebook, Instagram, and on LinkedIn.