

TEDx Asheville

x = independently organized TED event

Sunday, August 29, 2010 5:00pm
The Orange Peel, Downtown Asheville

<http://tedxavl.com>

Twitter: @TEDxAvl

Facebook: search TEDxAsheville

Visit <http://tedxavl.com>

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2010 TEDxAsheville Conference

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TEDxAsheville 2010

Presents:

2009 CNN Hero

Doc Hendley

“Last American Man”

Eustace Conway

with: Jame Navé, Jeff Schmitt,
John Miles, Laurey Masterton,
Breah Parker, Billy Jonas and
more

The 2010 TEDxAsheville Conference:

Building a Community for Ideas Worth Spreading

- 350 Live Audience Participants
- 7 Speakers, 3 + entertainers
- National Headliners: bell hooks and Eustace Conway
- Livestream Viewing Forums all across Asheville
- Corporate and Private Viewing Parties
- Coordinated Off-site Break Sessions for conference attendee collaboration
- All new conference registration process
- All new electronic communication process
- All new website with sponsor pages
- At Conference Computer Recycling Program

New to 2010

Livestream Off-site Partnerships

In order to respond to attendance demands for the 2010 TEDxAsheville Conference, we've created a forum to allow community cafe's, taverns, coffeehouses, corporate entities and private parties to host a Livestream of the TEDxAsheville conference free of charge. All that is required is a media-capable internet connection and monitors large enough for your guests to view. Become our Livestream Partner and we will send TED fans through your door to enjoy the TEDxAsheville Conference. Sponsorship opportunities are provided to our overflow partners. Registration and hosting agreement required.

This independent TEDx event is operated under license from TED. It is not being organized by the TED conferences — this is an independently organized TEDx event.

Support TEDxAsheville 2010

- Be A Sponsor
- Become a Livestream Partner
- Promote the Event
- Volunteer

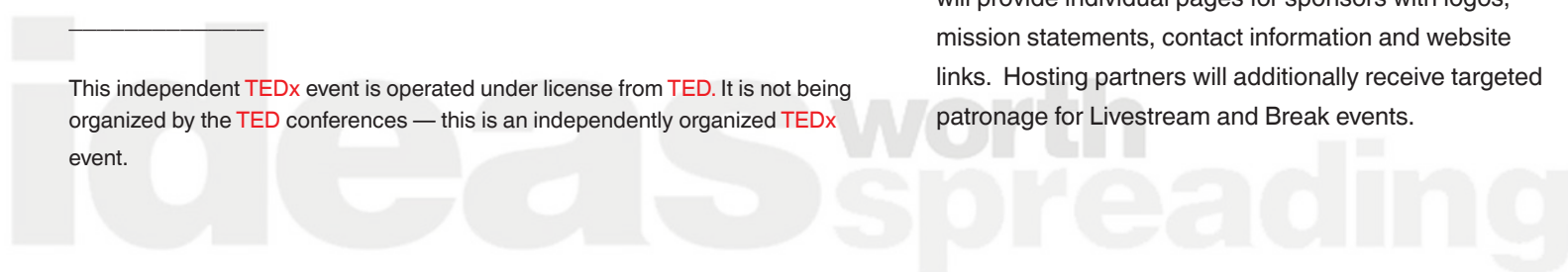
visit tedxavl.com for details

Sponsorship Opportunities: Get involved

- Become a TEDxAsheville Conference Livestream Partner or host a corporate or private viewing event
- Become a TEDxAsheville Conference Break Partner
- Contribute Audience Gifts (music, books, videos, flash drives, ingestible goodies, T-Shirts, coupons, bags to hold it all)
- Provide Lanyards, Conference Badge Holders or ID Bracelets or other items of necessity
- Sponsor Technology Based Raffle and Door Prizes
- Sponsor Individual Expense Items
- Volunteerism (administrative, technical, marketing, social media, ticketing and community coordinators needed)

Benefits of Sponsorship

As sponsors and partners with the 2010 TEDxAsheville Conference, you will enjoy recognition on screen and from the stage at the live event, through our livestream, on our website and in our electronic and printed media. The new website (<http://tedxavl.com>) will provide individual pages for sponsors with logos, mission statements, contact information and website links. Hosting partners will additionally receive targeted patronage for Livestream and Break events.



THE INAUGURAL 2009 TEDxAsheville EVENT:

The 2009 inaugural TEDxAsheville event was free, seating was open, the event was electrically charged and a success by any measure. Some of the commentary we received through social media outlets and other sources is listed on the right.

It was both an unfortunate occurrence and a telling force that we were forced to turn away an idea-hungry audience almost equal to the size of the one we were able to seat. It was an event Asheville was ready for. Support TEDxAsheville 2010 and be involved.

- "I have never been so inspired"
- "Thinking TEDx in Asheville is like new model of a town hall for global citizens & innovators."
- "Worshipping at church of ideas. Mindblowing presentation on unfathomableness of universe"
- "Exhilarating and inspiring."
- "Crowds who can't get in are in cafes & restaurants are listening to TEDx via MtnX feed from computer speakers."
- "At TEDxAsheville. 350 ppm is the magic number, google it!"
- "'TEDx' speaker [equated] fight against climate change w/ fight against Nazi fascism in WWII. 'We're next greatest generation.'"
- "I am completely, totally blown away right now by *TEDx* in Asheville."

2009 Videos available at YouTube

TED's Rules for Sponsorships

- TEDx sponsors may NOT present from the TEDx main stage.
- Approval: Before you approach any sponsors, you must get approval from TED. Send us a list of the sponsors you would like to approach, and how you would like them to be involved.
- Unacceptable sponsors include: Weapons manufacturers, Ammunition companies, Cigarette companies, Companies that might use TEDx to greenwash their image -- to make it seem as though their products or policies are progressive or environmentally friendly, but without making direct investments in improving their business practices.
- Editorial control: Sponsors have no editorial control or veto power over the program, nor do they have the right to time on stage. At TED, we treat our program as a journalist would, and have a strict "separation of church and state." No one can pay to be included in the program; speakers are chosen by merit only.
- Maximum contribution amount: For events with less than 100 attendees, total sponsorship funding, in cash, cannot exceed \$5,000. (Instead, reach out to in-kind sponsors.)
- For events with more than 100 attendees, sponsorship funding, in cash, must not exceed \$20,000 per sponsor. If your budget necessitates funding above this amount, you will need to get prior written approval from TED before approaching sponsors.
- Type of sponsorship: We encourage you to look for in-kind sponsors that can help meet your space, food and audiovisual needs. These relationships are simpler than those with cash sponsors. Reach out to local businesses, not multinational brands.
- Payment: Vendors should be paid directly by sponsors -- not through the TEDx host.

What TED allows us to offer sponsors

- A "thank you" to the sponsor from the stage (including a slide with their logo, briefly shown)
- Acknowledgment of the sponsor in the printed program or on your website. (Note: The sponsor's logo may not appear on the front or back page of your printed program. It may not appear on the homepage of your website. It must always be smaller than the TEDx logo.)
- Placement of the sponsor's logo on video monitors during breaks
- A "sponsored meal": an announcement that a meal or snack was provided by the sponsor
- A gift from the sponsor to all the attendees
- A short demo -- in the general area, not on the stage -- given by the sponsor, to exhibit a new technology
- TED will approve other types of sponsorship acknowledgments on a case-by-case basis. Email us to find out if your idea is appropriate.

What we cannot offer

You cannot offer product advertisements or long-form presentations by sponsors.

Sponsors have absolutely no editorial control over your event and cannot provide creative direction on any of the content you've selected. Sponsors do not have the right to dictate who or what appears on your stage, or who attends your event.

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WHAT IS TED?

TED (Technology, Entertainment & Design) began as a small annual conference in California sponsored by people who believe passionately in the power of ideas to change attitudes, lives and ultimately the world. Since 1984 the TED Conference has developed into a clearinghouse spreading "ideas worth spreading" from the world's most inspired thinkers. For more information about TED, and to view videos of past TED Presentations, visit <http://ted.com>.

In the spirit of ideas worth spreading, TED has created a program called TEDx. TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. Our event is called TEDxAsheville, where "x" = an independently organized TED event. At TEDxAsheville, TEDTalks video and live speakers will combine to spark deep discussion and connection. The TED Conference provides general guidance for the TEDx program, but individual TEDx events, including ours, are self-organized. Asheville has been approved to host a second annual TEDx ("x" = an independently organized event) in August of this year.

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