



# PiscataquaRiver

x = independently organized TED event

## Dear friend of TEDxPiscataquaRiver —

We have some very exciting plans in store for our next TEDx event, which is set to take place on Friday, May 6, 2016 at 3S Artspace. After three successful events, we are growing our TEDx event this year bigger and better than ever.

An official TEDGlobal conference took place in Geneva this past December. TEDxPiscataquaRiver's licensee, Crystal Paradis, applied for and was accepted to attend. In addition to the single-day TEDGlobal event, she attended three days of TEDx-organizer-focused training and workshops with 500 other TEDx organizers from around the world. She brought back not only boundless inspiration and expertise from these global leaders, but also a coveted upgraded TEDx organizing license!

One of the huge benefits of this upgraded license is the removal of the 100-person attendance limitation from our Portsmouth event. We are now allowed to organize a TEDx event for an audience of any size. For our 2016 event, our goal is to grow our audience to over 200 people — more than doubling the audience size of our first three events. We're excited to include more people from the community as attendees, and we believe that an audience of this size will be a manageable step of growth for our 2016 team. It's also an audience size that allows 3S Artspace to host our event for the third time, ensuring a continued high-quality production and execution of the event.

Another benefit of an upgraded TEDx license is the removal of a limitation on the amount of funds we can raise to organize the event. Our first three events were organized under a TED-mandated limited budget, with which we were able (with great creativity and through strong partnerships throughout the community) to pull off a 100-person day-long conference. For our 2016 event, we expect our budget to grow to accommodate our increased audience. Along with ticket revenue, sponsorship will help to cover expenses necessary to organize an event of more than double the size, allow us to increase the quality of our event both for our attendees and for our sponsors and will help to cover the cost incurred by sending our licensee to TEDGlobal for this upgraded license.

The experience gained from this TEDGlobal conference — receiving world-class organizer training and participating in workshops with a global network of TEDx organizers — has already resulted in new and innovative ideas and exciting connections for our 2016 event, and we are confident that it will bring Portsmouth's TEDx event to a new level.

But we need your help to get there.

We will need more support than ever this year, from sponsors who share our vision of growing this event, igniting big conversations and inspiring meaningful action in our community.

Will you join us?

— The TEDxPiscataquaRiver Organizing Team

## HOW YOU CAN HELP

### BECOME A SPONSOR

TEDxPiscataquaRiver is run entirely by volunteers. As a sponsor of TEDxPiscataquaRiver, your funds support everything from producing videos of the talks to feeding our audience (we provide lunch and morning and afternoon refreshments for attendees of this full-day conference). We are thrilled to have partnerships within the community that are committed to helping us produce this event, but while most of our vendors, including photographers, videographers, caterers, rental companies, designers and printers, offer significant discounts to our non-profit event, we simply can't pull it off without our incredibly valued sponsors.

Portsmouth Music and Arts Center (PMAC) is our fiscal agent once again this year, so your sponsorship checks will be payable to PMAC, and will be fully tax-deductible.

Information on various sponsorship levels, along with sponsor recognition and benefit details, is attached.

### JOIN AN ORGANIZING TEAM

Our speaker brainstorming and curation team has been working hard to find top-notch speakers and performers to bring to our event. If you have interest and expertise working with our speakers and/or performers to develop their presentations, please let us know.

If you have another area of expertise, we welcome those interested in communications, nonprofit engagement, audience experience, event production and general volunteering.

Please let us know what your interest is in participating in TEDxPiscataquaRiver, and we will find the right place for you to be involved.

**We can't do this without you!**

## 2016 SPONSORSHIP OPPORTUNITIES

**Lead Sponsor (1)** / \$5,000 | **Supporting Sponsors (3)** / \$2,500 | **Community Sponsors (2)** / \$1,250

**In-kind Sponsorship** / please inquire

### LEAD SPONSOR / \$5,000

#### Pre-Event Promotion

- Logo and listing as Lead Sponsor on TEDxPiscataquaRiver web site

#### At the Conference

- Four (4) conference passes
- Verbal recognition as Lead Sponsor by host and/or organizer during conference
- Logo and listing as Lead Sponsor on event signage, multimedia presentation and conference materials

#### Post-Event Promotion

- Listing as Lead Sponsor in post-event press releases and press materials
- Logo and listing as sponsor on opening and closing sponsor credit slide TEDx videos on the TEDxTalks YouTube channel (which has over 3.5 million subscribers) and online at TED.com

### SUPPORTING SPONSOR / \$2,500

#### Pre-Event Promotion

- Logo and listing as Supporting Sponsor on TEDxPiscataquaRiver web site

#### At the Conference

- Two (2) conference passes
- Verbal recognition as Supporting Sponsor by host and/or organizer during conference
- Logo and listing as Supporting Sponsor on event signage, multimedia presentation and conference materials

#### Post-Event Promotion

- Listing as Lead Sponsor in post-event press releases and press materials
- Logo and listing as sponsor on opening and closing sponsor credit slide TEDx videos on the TEDxTalks YouTube channel (which has over 3.5 million subscribers) and online at TED.com

### COMMUNITY SPONSOR / \$1,250

#### Pre-Event Promotion

- Logo and listing as a Community Sponsor on TEDxPiscataquaRiver web site

#### At the Conference

- Two (2) conference passes
- Verbal recognition as Community Sponsor by host and/or organizer during conference
- Logo and listing as an Community Sponsor on event signage, multimedia presentation and conference materials

#### Post-Event Promotion

- Listing as Supporting Sponsor in post-event press releases and press materials
- Logo and listing as sponsor on opening and closing sponsor credit slide TEDx videos on the TEDxTalks YouTube channel (which has over 3.5 million subscribers) and online at TED.com

## IN KIND SPONSORSHIP

### In Kind Sponsorship

There are a number of in-kind sponsorship opportunities available for TEDxPiscataquaRiver 2015. In-kind sponsorship will be based on event needs and is a great way to expose your organization to community members and thought leaders in the Seacoast.

#### **In-kind Sponsors who donate goods and services valued greater than \$500 will receive:**

Mention of your organization as In-kind Sponsor on:

- Logo & Website link on TEDxPiscataquaRiver web site
- Logo on conference materials distributed to attendees during event
- Logo on event signage and multimedia presentation
- Verbal recognition as an In-kind Sponsor by host during conference

#### **In-kind Sponsors donating goods and services valued under \$500 will receive:**

Mention of your organization as In-kind Sponsor on:

- Logo & website link on TEDxPiscataquaRiver web site
- Name on conference materials distributed to attendees during event
- Name on event signage

## PAYMENT DETAILS

TEDxPiscataquaRiver is proud to partner with Portsmouth Music and Arts Center (PMAC), a mission-aligned 501(c)3 nonprofit, as our fiscal agent. All sponsorship payments will be made out to PMAC and are fully tax-deductible.

Checks should be made out to: **Portsmouth Music and Arts Center**, (please note "TEDxPiscataquaRiver" in the memo), and mailed to: **TEDxPiscataquaRiver, % Portsmouth Music and Arts Center, 973 Islington Street, Portsmouth, NH 03801.**

## CONTACT

**Crystal Paradis:** crystal@tedxpiscataquariver.com | 603.205.1561

## WHAT IS TED?

TED is a nonprofit devoted to Ideas Worth Spreading. It started out in 1984 as a conference on the west coast bringing together people from three worlds: Technology, Entertainment, Design. Since then its scope has become ever broader, attracting A-list attendees and speakers who want to be associated with everything the TED brand embodies. TED produces two annual conferences along with the award-winning TED Talks video site, the Open Translation Project and TED Conversations, the TED Fellows and TEDx programs, and the annual TED Prize. The TEDx program gives communities, organizations and individuals all over the world the opportunity to stimulate dialogue through TED-like experiences at the local level. TEDx events are planned and coordinated independently under managed guidelines from TED.

## WHAT IS TEDxPiscataquaRiver?

TEDxPiscataquaRiver is a community-organized event where big ideas and challenges that affect our community are openly discussed.

Our mission is to spark conversation and ignite positive community action by bringing together community representatives and showcasing new ideas from local, regional and national voices across diverse disciplines and backgrounds.

## GOALS:

- To provoke conversation among community leaders and members about the issues our community is facing, and enable those conversations to spread as far as possible;
- To expose attendees to new perspectives and innovative ideas and inspire them to think differently about the many topics discussed;
- To create a compelling call to action for each person attending and watching the event to make a real commitment to enact positive change in their community.