



Announcing the TEDxPiscataquaRiver Partnership Program.

Portsmouth's 5th annual TEDx event is set for Friday, September 8, 2017, and with just under two months until our 2017 event, we have some exciting news to share!

This year, we are breaking from our past tradition of hierarchical sponsorship and are launching an integrated partnership program that will connect mission-aligned organizations and local businesses with unique leadership development, community engagement and audience experience opportunities. It will also give our partners a shared responsibility in our common purpose — the spreading of great ideas.

This is not your typical sponsor packet; we are hoping to create something truly different with this program. We hope you are as excited as we are to embark on this new endeavor, and we hope you'll help us reach our goal of 10 partners by August 1st (our first partner event is coming soon — Tuesday, August 8th).

We will, of course, welcome more than 10 partners, but note that only the first 10 partnerships will help us distribute four VIP/partner tickets. Additional partners will still be invited to all partner events and will be listed alphabetically on all partner listings.

Attached is an overview of our partnership program. Please review, and let us know if you have any questions.

A handwritten signature in black ink that reads "Crystal Paradis".

Crystal Paradis
Organizer, Licensee & Curator
TEDxPiscataquaRiver

(603) 205-1561

crystal@tedxpiscataquariver.com

TEDxPiscataquaRiver.com

TEDxPiscataquaRiver – Mission, Values & Goals

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

The values that guide our speaker and audience curation model are diversity and inclusion.

Our 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; and
- 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.

TEDxPiscataquaRiver Partnership Program – Ethos

The Ethos.

When we considered our mission, values and goals, it was clear that a non-hierarchical, values-based partnership program was right for our event. We knew, too, that those who have sponsored our TEDx event in the past have largely shared our mission, and valued the spreading of great ideas more highly than the size of their logo on our event materials.

We are also excited to implement a “Percent for Art” policy in our budget starting this year. Inspired by the City of Portsmouth program, we commit to allocating at least 1% of our event’s budget to commission a local artist for services and/or work as part of the event.

All partners will be listed in alphabetical order on our website. Each partner will share in the TEDxPiscataquaRiver mission, will join in the responsibility of spreading great ideas within our community through their organizations and will invest in either monetary (of equal amount) or in-kind services to support our mission.

We look forward to forming meaningful partnerships with mission-aligned businesses and organizations and working to build this partnership program together. We can’t wait to see how far our great ideas can be spread when supported by passionate community leaders across diverse sectors and industries.

TEDxPiscataquaRiver Underwriting Partnership – Benefits

Our partnership program benefits include opportunities for leadership development, community engagement and audience experience. We look forward to finding unique ways to connect with our partners and connect our partners with each other, both at our annual flagship event, and throughout the year.

Admission for up to four (4) representatives to (2) partner-only events.

We are planning two partner-only events for 2017, with the vision of expanding to four events in 2018. [The first 2017 event will take place Tuesday, August 9th](#), and will include some exclusive previews of the upcoming TEDx event and share more information about the partnership program. You are welcome to bring representatives of your organization to this evening cocktail event. The second 2017 event will take place post-TEDxPiscataquaRiver, on a date to be determined in late September, and will feature a post-event facilitated discussion on ideas shared at TEDx, special guests including TEDxPiscataquaRiver speakers and a preview of video highlights from the 2017 event.

Alphabetical listing as partners on all Partners recognition placement.

We'll list all partners, alphabetically, on our website on the Partners page, and at TEDxPiscataquaRiver on materials including a Partners slide displayed at the event.

The following benefits will only be available to first 10 partners

Four (4) partner tickets to TEDxPiscataquaRiver.

As an Underwriting Partner, you will share in the responsibility of ticket distribution by distributing four partner tickets. We encourage you invite individuals, inside or outside of your organization, who will truly plug into our full-day conference and commit to sharing the ideas presented there. This is a great opportunity to show client appreciation, or to help you reinforce your employee development program. We also encourage you to consider inviting people in the community who may not otherwise be able to experience a TEDx event like this. Our ticket distribution model is grounded in the dual principles of diversity and inclusion, and we encourage you to be guided by these same principles when distributing your partner tickets.

VIP Seating & Priority Break Activity and Lunch Access at TEDxPiscataquaRiver.

While the front row will be open on a first-come, first-served basis for each session (ensuring equal access to all TEDx attendees), we will reserve a partner section starting in Row 2, with the best view of the stage. This will allow partner ticket-holders to experience the best view for each TEDx session, while not cutting short breaktime discussions. A TEDx usher will reserve partner seats up to one minute into the start of each session. We'll also have a priority partner access for breakout activities and lunch service.

TEDxPiscataquaRiver Underwriting Partnership – Cost

Cost to join the TEDxPiscataquaRiver Partnership Program is **\$1,250**.

We have set the program cost at the entry level of our past tiered sponsorship model, to ensure that all legacy TEDxPiscataquaRiver sponsors are able to access our new partnership program. Our budget for the 2017 event will be achievable with 10 partners, with enhanced audience experience made possible with 12 partners or more. Enhanced audience experience may include live graphic recording, more local products in TEDx attendee gift bag and enhanced breakout and live watch party activities.

TEDxPiscataquaRiver Partnership – Details

Portsmouth Music & Arts Center (PMAC) is joining us once again as our fiscal agent, meaning that your partnership program fee is fully tax deductible.

You can make your check payable to Portsmouth Music & Arts Center (please note: TEDx), and mail it to:

TEDxPiscataquaRiver Partnership Program
c/o Portsmouth Music and Arts Center
973 Islington Street
Portsmouth, NH 03801.

TEDxPiscataquaRiver Partnership – Partner Contact

This is a completely new program and approach for us at TEDxPiscataquaRiver.

We hope that this model excites you as much as it excites us. If you have any questions, suggestions or concerns about the program, please contact:

Crystal Paradis
Organizer, Licensee & Curator

(603) 205-1561
crystal@tedxpiscataquariver.com

PO Box 1312
Portsmouth, NH 03802