

# TEDxSF

x = independently organized TED event



## SPONSORSHIP OVERVIEW

SAN FRANCISCO, CA

CREATING COMMUNITY • SHARING IDEAS • CHANGING THE WORLD

[TEDXSf.ORG](http://TEDXSf.ORG)

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**TEDxSF** is 4,000 people who ideate, create & get things done in the Bay Area.

**MISSION** TEDxSF seeks to extend the TED mission of ideas worth sharing on a regional basis, highlighting exceptional people and creative works, connecting people across disciplines, creating conversations and driving action. We explore big questions through the eyes of science, business, arts, letters, music and more.

Our events have a San Francisco flavor, in that they have a technology and startup bias, and a broad spirit of inquiry.

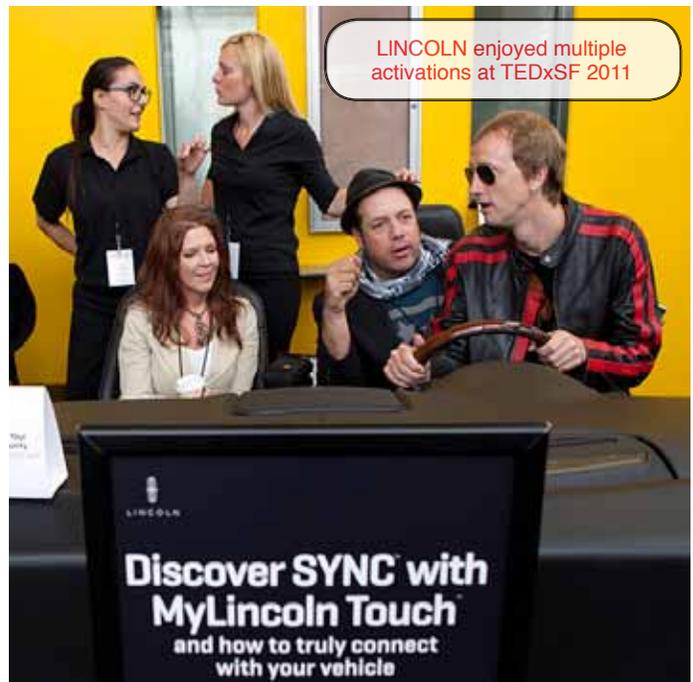
**BACKGROUND** TEDxSF was the first global TEDx community. We held our first community gathering at Dolby Labs in 2009, and have held 5 more major events, each with world-class speakers and production quality. We have grown to more than 4,000 members and 60+ hands-on volunteers.

**TEDxSF** values the commitment, diversity and quality of our recent sponsors and partners.



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**ABOUT TED** TED's mission is 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.



The TED Conference, held annually in Long Beach, is still the heart of TED. More than a thousand people now attend. Indeed, 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 pieces of content,



**“TEDxSF is like no other event in the city. It has mind, heart & soul, and really makes you think and engage. We're definitely going back.”**

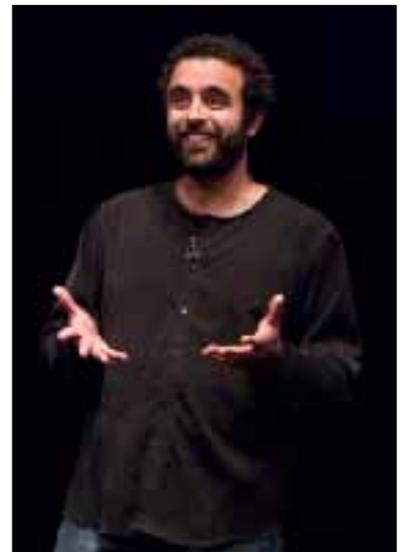
including music, performance and comedy. There are no breakout groups. Everyone shares the same experience. It shouldn't work, but it does. It works because all of knowledge is connected. Every so often it makes sense to emerge from the trenches we dig for a living, and ascend to a 30,000-foot view, where we see, to our astonishment, an intricately interconnected whole.

**ABOUT TEDx** 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. The TED Conference provides general guidance for the TEDx program, but individual TEDx events, including ours, are self-organized and financed.



2011 TEDxSF ALIVE! presenters included (counter-clockwise left to right) Simon Mainwaring, Mel Robbins, Louis Schwartzberg, Carey Perloff, Bill Thomas, Pamela Wilhelms, Shereef Bishay and more!



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## Main 2012 conference

### TEDxSF VI:

### Institutionalized: Activating & Accelerating Change for the Better

In addition to our main 2012 event, new this year is our Salon format - five (5) events in the fall (2011), winter and spring (2012), each on a single institution under fire.

Salons feature select speakers and artisans offering new understandings, alternative models and practical takeaways for change. Each salon enables deeper connections on a single topic.

As always, salons will be simulcast, with video footage archived on TED.com on the TEDx channel.

Past themes have included *Alive! Maximum Living as a Human, Creativity & Reinvention, Courage & Resilience, or the Edge of What We Know, and The Big Shift.*

The New **TEDxSF Salon**: Get ready to be moved, inspired, provoked...to learn, debate and to share your ideas with others. Our 2012 year long theme on **THE REDESIGN OF INSTITUTIONS**, will explore...

- What we can do when the structures we design to meet our collective needs are no longer working...
- What we can do to accelerate change-especially when it is urgent, controversial, or there are a lot of stakeholders, many of who have a vested interest in the status quo...
- How technology, media and design play a role, and what our own role is in all of it.



## 2011/2012 TEDxSF SALONS

\*Sponsorship opportunities remain

Government | OCT

Education | NOV

Future Internet | JAN

\*Oceans | APR

\*Health | MAY



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We invite **YOU** to join our community and become a **TEDxSanFrancisco** title or supporting sponsor.

## SPONSOR ENGAGEMENT & COLLABORATION

TEDxSF events are supported by our members and sponsors. We couldn't hold our events without the many individuals and organizations that provide financial and in-kind support through the year.

As a TEDx Partner, you have the opportunity to engage in an authentic dialogue with passionate, open-minded early adopters and innovators throughout your community. We encourage sponsors and partners to join TEDxSF in a collaborative relationship, taking this opportunity to test your newest ideas and products, and be challenged to positively impact your community and the planet in new ways.

Join the expanding global TEDx community, while benefiting from TEDxSF's individually tailored, local flavor. Share in our vision of spreading ideas that are intended to change the world for the better, now and for years to come. A partnership with TEDxSF is your opportunity to join a locally based incubator of global thought and action.

**There are infinite ways to make this happen!**



## Exposure, Recognition & Collaboration Opportunities

There are many ways to engage with our community.

### UNIQUE & CUSTOM SPONSORSHIP TYPES

- Marquee Partner (TEDxSF Presented by...)
- Salon Series Sponsor (5 total events)
- Individual Salon Sponsorships
- Specific item support:
  - Venue
  - Webcast
  - Printing
  - Stage
  - Exhibits
  - Demos
  - Workshops
  - Videotaping
  - Reception (Food/ Beverage)
  - Evening After Party & Live Concert

### RECOGNITION OPPORTUNITIES

- Logo placement on TEDxSF website
- Logo placement on regional outreach
- Logo placement in digital stage slides
- Logo placement in Program Guide
- Logo placement in event video
- Exclusive interactive booth space (10'x10' and larger available)

### COLLABORATION

TEDxSF is open to your concepts to assist in meeting your activation objectives. For main event partners and Salon sponsors, we welcome co-development of unique ways to engage in the TEDxSF community.

Original webcast and video content from **TEDxSF 2011: ALIVE! Maximizing Living as a Human** presenters has garnered over **2 Million on-line views** within 7 months\* via [tedxsf.org](http://tedxsf.org) and YouTube, and continues to be **among the most widely viewed** of all global TEDTalks!

\*July 2011 - January 2012

The screenshot shows the TEDxSF website interface. At the top, it says 'TEDxSF x = Independently Organized TED Event'. Below that, it says 'TEDxSF Presents: Videos from our Events'. The main content is a grid of 24 video thumbnails, each with a title and presenter name. The thumbnails are arranged in 4 rows and 6 columns. The titles and presenter names are as follows:

Thumbnail 1	Thumbnail 2	Thumbnail 3	Thumbnail 4	Thumbnail 5	Thumbnail 6
Waney Northcutt Darwin Awards: Quarantine Is Exciting	Jonathan Goswami Non-synchronous with the Internet: Elderhood Rising: The Dawn of a New World Age	Dr. William Thomas Elderhood Rising: The Dawn of a New World Age	Levin Schwartzberg Elderhood Rising: The Dawn of a New World Age	Scott Hesse Millennials: Who They Are & Why We Hate Them	Reckless Gene A Sound and a Fury: American Revolution
Jessica Matheson Tropics	Akane Senoo Dying to Live: A Life	Rupakind Piband Smiling: Testimony of a Home School Work: Play	Joe Della LaGrone Smiling: Testimony of a Home School Work: Play	Ernest Dunder Merging Technology and the Human Body	Deey Panjif How Live: Testimony of a Human
Dave Kim One Man Band	Simon McKeown From Me First to We First: Living	Glenn of Glancey Open Enterprise	Neil Robinson From YOU - How to Stop Screwing Yourself Over	Chase Jandrea Scoring	Nicole Deodone The Call for Change: It's Not Just for Men
Nina Wace Mildly Mad: A performance by Nina Wace	Nora Shoo-Bang Move to the Rhythm of Your Soul and You'll Never Miss a Beat	Marque Corneil & Christine MM Mar, Matthew & Liberty	Grow a New Eye	Biological Civilization Video	

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The **TEDxSF** community **celebrates** & **shares** wide-ranging ideas and experiences from throughout the San Francisco Bay Area.



## PRINCIPLES:

Live in Inquiry.

Be a Whole Person.

Celebrate Excellence.

Elevate the Ideas at the Edge.

Practice Ferocious Generosity.

Act for the World.

Dream Out Loud: Share your Ideas!

Connect & Collaborate.

Live it Up!

&

Be Kind.

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## TEDXSf SPONSORSHIP CONTACT

Eric Weisz, Sponsorship Director  
sponsors@tedxsf.org  
215.499.9654 (mobile/text)

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This TEDx event is independently organized and operated under license from TED.

## CORE COMMITTEE

Christine Mason McCaull\* | Producer/Curator

Emily Chiu\* | Co-Curator

Lauren Lee Anderson\* | Social Media/ Film Competition

Eric Weisz | Sponsorships

Suzie Katz\* | Photography/ Signage

Jonathan Jackson | Technical Director

## EVENT COMMITTEE

Jeanne Alford | Media Relations

Marge Betley | Stage Manager

Andrew d'Souza | Volunteer Coordinator

Tony Deifell | Interactions

Amanda Gerard | Program and Signage

Katherine LeRoy\*

Taylor Milsal | Speaker Dinner

Anna-Marie Panlilio | Website

Marcus Ratnathicam | Outreach

Jay Siegan\* | Music, Performance

Kenan Wang\* | Technical Director

Diane Bisgeier\* | Emeritus

Jason Johnson\* | Emeritus

...and **60+ volunteers** who assist in pre-event planning, setup, registration & backstage management. **THANK YOU!**

\* Indicates program committee