



TED^x Atlanta

2024 Partnership Packages

POWERED
BY

IDEAS
INTO ACTION



The TEDxAtlanta mainstage event is an initiative of Ideas into Action (I2A), a Georgia-registered nonprofit. I2A was founded on the premise of connecting thinkers, doers, creators and storytellers by sharing bold ideas. We believe in the power of conversation and community to move Georgians closer to solving the complex challenges facing our state and beyond.

Produced by an all-volunteer team, the annual mainstage event spotlights thinkers, changemakers and storytellers shaping the future of metro Atlanta and beyond. Throughout the year, the team also produces two sets of community engagement programs: Ideas into Action Conversations, and TEDxAtlanta Salons and Adventures.

Mission:

Amplify ideas worth spreading, debating and activating and, facilitate deeper connections across diverse populations with programming that fosters curiosity in each other, ourselves and the world around us.

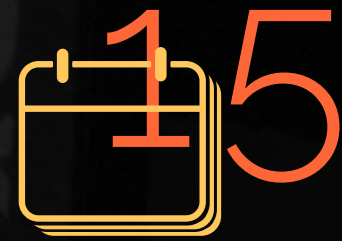
Partnerships

Join us in Creating Connected, Resilient, and Economically Sustainable Communities in Georgia and Beyond

Reasons to Partner:

- ✓ Your financial support enables us to extend our programming reach to underserved communities. It also ensures the consistent delivery of quality programming.
- ✓ Connect with other innovative business, civic, and technology leaders who share a forward-thinking mindset.
- ✓ Add your organization's voice to important issues that align with ESG goals.

By the Numbers

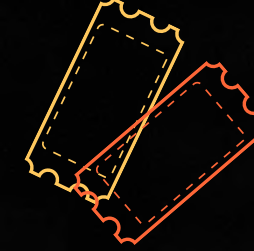


15 years of events.
Largest, most
established TED
affiliate in the South.



260

talks shared by globally-
renowned local experts.



10

sold-out annual
mainstage events.



35m

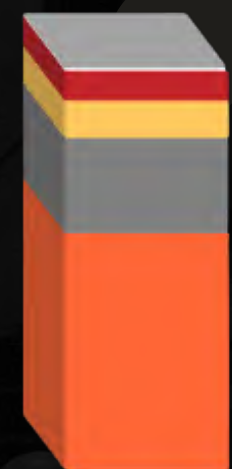
online views & counting.

28



talks selected by
TED for amplification.

2023 Mainstage Event Attendees



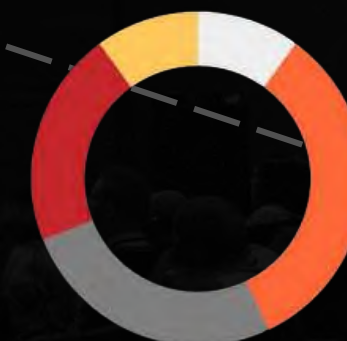
by Role

≥ Director level	59%
Specialists	24%
Manager level	9%
High school - college students	7%
Other	1%



by Gender

Men	35%
Women	65%



by Age

25 - 39	33%
40 - 49	26%
50 - 59	21%
≥ 60	10%
16 - 24	10%

Companies Represented

Attendees

BANK OF AMERICA

GP Georgia-Pacific

care

METRO
ATLANTA
CHAMBER

CHOATE
- CONSTRUCTION -

Wellstar

EY
Building a better
working world

MCKESSON

COX
MEDIA

CDC
CENTERS FOR DISEASE
CONTROL AND PREVENTION

ATA
ATLANTA TECHNOLOGY ANGELS

Partners

Georgia
Humanities
Sharing stories that move us and make us

Boarding Pass
COFFEE

skoll

IBDO

WarnerMedia

MSL

wework shutterstock

intuit
mailchimp

ATLANTA
VENTURES

atdc
GEORGIA TECH

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What Attendees Say:

Quotes taken verbatim from surveys administered by TED,

"Warm and welcoming vibe. Well planned and executed. The speaker line up was top notch. Terrific showcase exhibits from the local community. Delicious, dietary need conscious snacks and lunch."

"One of the most educational and inspiring days of my life!"

"The presenters were well prepared with very pertinent presentations. Much thought was given to presentations and activities that helped attendees get to know each other as well as interacting with the presenters. It was a very well organized, well staffed, and we were all well fed and well watered."

"I attended to listen to a co-worker speak. It was a day full of lessons and laughs. Great day."

"So well curated, not just the speakers, but the venue, the food. Loved the way the whole day was set up. The speakers were thought provoking, with clear ideas I hadn't heard before, and very accessible afterwards."

"Great range of speakers and networking opportunities!"

"Thoughtful curation of speakers and intentional inclusion of other experiences. Beautifully done!"

"It's already interesting and enlightening to attend to see a speaker present ideas on the forefront of an area in which you work or study. To then be able to have direct conversations with them later and possibly connect, is priceless."

"The experience was magical. I had engaging conversations, learned new things, and even shed some tears!"

"Just an excellent way to spend a day. Lots of interesting talks on a variety of subjects."

"Well organized. Excellent speakers. Love one-one networking."

Developmental psychologist Sara Botto on kids and age of social awareness.



National Inventor's Hall of Fame inductee Lonnie Johnson and designs for alternative energy.



Debra Lam on addressing wicked problems with a new private-public partnership framework.



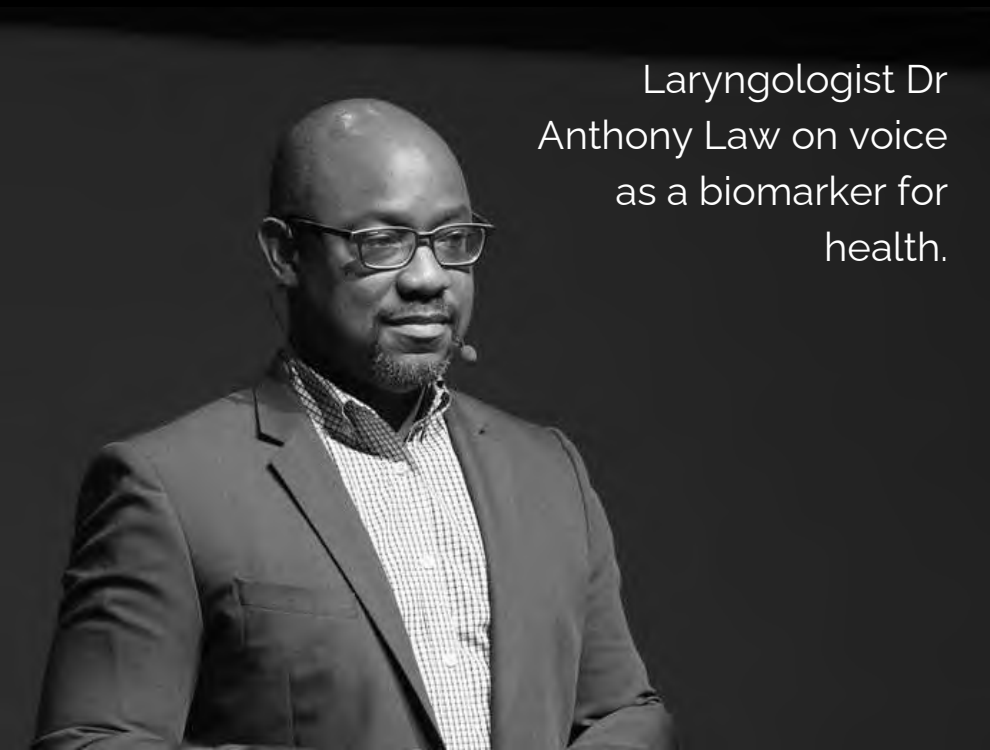
Past Speakers

TED^xAtlanta

Neuroscientist Greg Berns and how dogs really feel about their owners



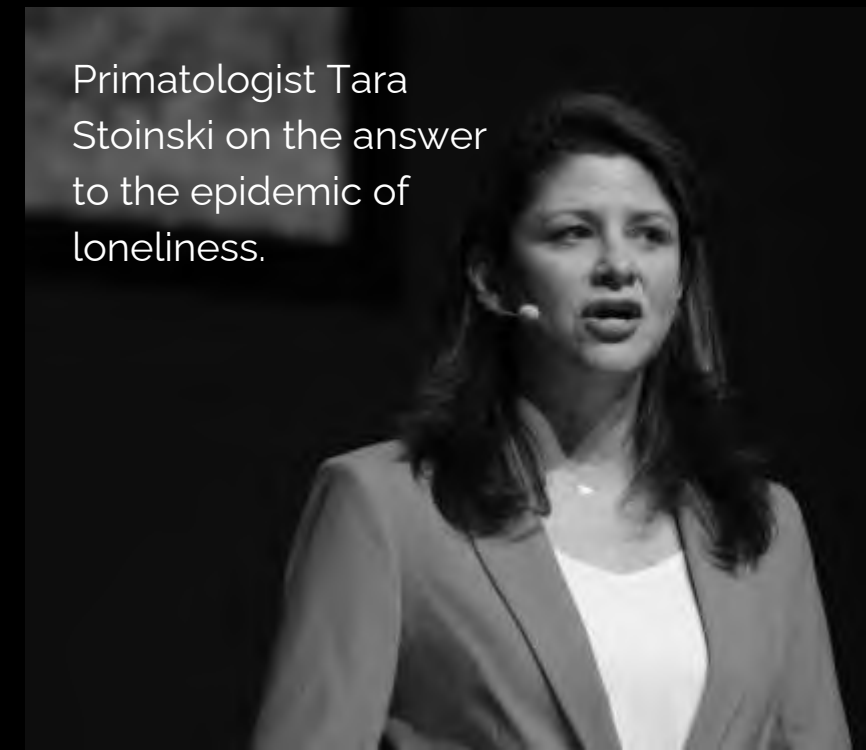
Laryngologist Dr Anthony Law on voice as a biomarker for health.



Primatologist Frans de Waal and the moral behavior of animals



Primatologist Tara Stoinski on the answer to the epidemic of loneliness.



2024 Mainstage Event Theme

“The Future We Will Create”

We stand on the edge of tomorrow. The possibilities ahead are vast: Some tantalizing, ripe with potential, and others terrifying.

The 2024 edition of TEDxAtlanta will feature ideas from local changemakers and beyond that move us closer toward a future where technology and nature are in harmony, societies fuse in unity and innovation dances with tradition.

How will we redefine community in an interconnected world? How can art inspire resilience in the face of change? What roles will science and ethics play in the choices we make?

The conference will be a clarion call to action, urging every thinker, doer, and dreamer to play an active role in designing our collective destiny.

2024 Mainstage Event

Attendance: Limited to 700 for deep connections

Date: Friday, Sept 13, 2024

Venue: Centerstage, Midtown

Format: Full-day, single track experience.

16 Speakers, 4 performances

TEDxAtlanta





Trailblazer - \$30,000

Be the Trailblazer at the Forefront of Innovation! As the **top partner** at the conference, your brand will be most prominently featured across all media, ensuring your brand captures every eye. But that's not all. You'll also gain **exclusive naming rights** to the X-Zone stage, This is more than just sponsorship; it's a statement of your company's commitment to leadership and innovation

Benefits:

- **Exclusive Naming Rights** to the X-Zone Stage
- Logo displayed on X-Zone stage
- Most prominent logo placement in all media
- Logo inclusion on all event promotion emails (conference emails, e-newsletters)
- Logo placement on website, event signage & on-screen on the mainstage
- **Choice** of inside back cover OR a full spread in the conference booklet
- Ten **(10)** tickets to the conference
- Four **(4)** tickets to the VIP Party on Sept 9, 2024
- Stage time during one **(1)** X-Zone session
- Exclusive logo on TEDxAtlanta 2024 Step 'n' Repeat photo background
- Exclusive logo on pre-roll of up to three **(3) Speaker Videos** published to YouTube.



Innovator's Circle- \$15,000

As an Innovation Circle Partner, you become a part of ***"The Future We Create"*** it by branding an entire TEDxAtlanta conference experience. Align your company with innovation and thought leadership! Along with the basic benefits, you'll receive the added perks of your selected conference experience. Join the Innovation Circle today and set your brand apart at TEDxAtlanta!

Benefits:

- Prominent logo placement in all media
- Logo inclusion on all event promotion emails (conference emails, e-newsletters)
- Logo placement on website, event signage & on-screen on the mainstage
- Full spread in the conference booklet
- Six **(6)** tickets to the conference
- Ticket to the VIP Party on Sept 9, 2024
- Exclusive logo on pre-roll of one **(1)** Speaker Video published to YouTube.

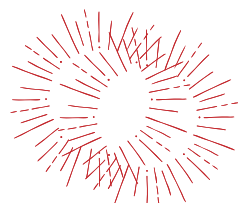
Branding Opportunities:

Only 1 available VIP Party - held on Monday, Sept 9, 2024

Start the conversation early at this exclusive annual cocktail event. Attended by 100+ of Atlanta's thinkers and doers, including 2024 TEDxAtlanta speakers, speaker alumni, and leaders from the civic, business and government sectors, you'll have exclusive early access to the ideas that will be featured on the 2024 stage and the opportunity to provide welcome remarks during the party. Your logo will be displayed at the event and on invitations. You'll also receive 6 tickets to the party.

Only 1 available Post-event Reception - held onsite on Friday, Sept 13, 2024

After a day of inspiring talks and memorable experiences, kick back and wait out traffic with great networking, light bites and adult beverages. Perhaps there'll be an impromptu performance, or a mixologist with signature cocktails. Own this experience with your logo on napkins and event signage.



Change Catalyst- \$10,000

Seize the opportunity to brand ONE ENTIRE TEDxAtlanta conference experience, station, or keepsake. Change Catalyst Partners get exclusive access to the unique advantages associated with their chosen experience, station, or keepsake. Don't just be part of the event; define it. Make your mark in **"The Future We Create"** in a way that resonates with every attendee. In addition to the basic benefits outlined, Change Catalyst Partners receive the benefits of the experience/station or keepsake selected,

Benefits:

- Prominent logo placement in all media
- Logo inclusion on all event promotion emails (conference emails, e-newsletters)
- Logo placement on website, event signage & on-screen on the mainstage
- Full page in the conference booklet
- Four **(4)** tickets to the conference
- Ticket to the VIP Party on Sept 9, 2024

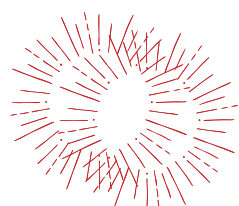
Branding Opportunities:

Only 1 available Conference Breakfast

Own the most important meal of the day: Breakfast! Boost your brand's visibility while underwriting nourishing sustenance to inspire minds. Think yoghurt parfait bar! This unique opportunity showcases your commitment to wellness and leaves a lasting, positive impression. Put your brand in attendees' hands with custom logo plates.

Only 1 available Speaker Briefing (April 8, 2024) & Mixer (July 28, 2024)

Support the heart of TEDxAtlanta - Ideas worth spreading - and propel voices shaping our world. Be the exclusive partner in the Speaker Briefing and Speaker Mixer events and celebrate critical speaker milestones during the rigorous 4-month speaker prep journey. Network with speakers, the coaching team and the TEDxAtlanta Braintrust during both events



Change Catalyst- \$10,000

Branding Opportunities - continued

Benefits:

- Prominent logo placement in all media
- Logo inclusion on all event promotion emails (conference emails, e-newsletters)
- Logo placement on website, event signage & on-screen on the mainstage
- Full page in the conference booklet
- Four **(4)** tickets to the conference
- Ticket to the VIP Party on Sept 9, 2024

Only 1 available **VIP Seating Area**

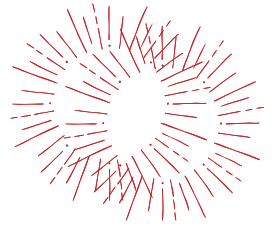
See your logo prominently displayed in the VIP section located immediately in front of the stage. Exclusively reserved for partners, speakers and other luminaries, the VIP seating area will feature couches and other “soft seating” options. You also have the option to add your own creative branding options such as branded pillows,

Only 1 available **Event Day Lunch**

TEDxAtlanta is known for going beyond the usual lunch options to provide creative cuisine during this bustling conversation break. Own this 70-minute break with signage and branded napkins.

Only 1 available **Video Booth**

We will be setting up a TEDxAtlanta video booth to capture attendee stories that will be used throughout the following year for promotional purposes. The backdrop will be branded with your logo. You will also have the option of scheduling your own interview with a speaker, a member of your group or someone you want footage of for your marketing purposes. We will ensure that a snippet is incorporated into the recap/sizzle.



Change Catalyst - \$10,000

Branding Opportunities - continued

Benefits:

- Prominent logo placement in all media
- Logo inclusion on all event promotion emails (conference emails, e-newsletters)
- Logo placement on website, event signage & on-screen on the mainstage
- Full page in the conference booklet
- Four **(4)** tickets to the conference
- Ticket to the VIP Party on Sept 9, 2024

only 1 available **Conference Water Bottle**

Boost your brand's visibility as the exclusive sponsor of the official conference water bottle. This eco-friendly move showcases your commitment to sustainability, keeping your logo in every attendee's hand and mind. Be memorable, be green.

Only 1 available **Premium Coffee Station**

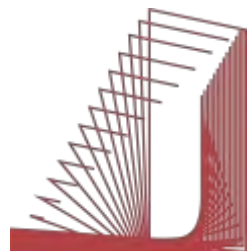
We will have multiple coffee stations and a made-to-order coffee bar set up. Put your logo in everyone's hands as yours will be the exclusive logo on coffee cup sleeves.

Only 1 available **Conference Tote**

Extend your brand's visibility beyond the conference and show your brand commitment to sustainability by sponsoring the official conference tote made with natural fibers. Yours will be the exclusive logo.

Only 1 available **Artisanal Tea Bar**

For tea lovers, we will have a tea bar featuring custom-blended hot and cold teas throughout the day. Own this experience with a custom tea blend named for your company along with your logo on cup sleeves.



Architect - \$4,250

Architect with optional add-ons*

Atlanta influences EVERYTHING! Show your support for Atlanta's innovation economy as we spotlight the thinkers and doers that drive it forward,

Benefits:

- Logo inclusion on all event promotion emails (conference emails,)
- Logo placement on website, event signage & on-screen on the mainstage
- Half-page in the conference booklet
- Two **(2)** tickets to the conference
- Additional tickets can be purchased at a heavily discounted rate
- Ticket to the VIP Party on Sept 9, 2024
- Option to provide branded giveaways in a shared partner table (skirted 6-foot table)

Optional Add-ons

- **Lanyard - \$1,500.** Put your brand front and center during the conference and beyond.
- **Speaker Green Room Hospitality - \$1,800.** The Green Room is where speakers go to get in the zone before they take the stage and give the talk of their lives! Own the Green Room experience and align your brand with healthful wellness!
- **2024 Salon Series (2 tracks: Financial Inclusion & Inclusive Sustainability).** Salons take place throughout 2024 and each salon explores one topic over the course of three hours using a TED Talk to spark discussion. Six experts serve as facilitators during the salon and insights are shared via the TEDxAtlanta blog. **Attendance is limited to 60 people.**

Limited to 3 partners per Salon. \$1,500/salon.

Secure your 2024 Conference Partnership Now!

It is no accident that the 2024 theme, “The Future We Will Create” coincides with 15 years of TEDxAtlanta events. And with attendance limited to 700, we expect sold-out attendance and high interest in partnership opportunities. We look forward to meeting with you and helping you select the package that is right for you. Since many of the options are exclusive to one company, please contact us to lock in your selection. If you don't see exactly what you want, we would love to create a bespoke package for you!

Payment Terms

As a nonprofit entity, all funds raised through ticket sales and partnerships go toward covering the costs associated with presenting TEDxAtlanta event(s). We will send you an invoice with net 30 payment terms. However, benefits and logistics begin once payment is received. Your payment must be received before the event.

We accept credit card payments and process these through Stripe. Card payments do incur a 5% surcharge. We also accept checks and payments via ACH.

Please send checks to:

Ideas into Action / TEDxAtlanta

c/o Jacqui Chew
2574 Brookhaven Chase Lane
Brookhaven, GA 30319

Community Engagement

TEDxAtlanta Salon

Why:

Foster deeper understanding about a specific subject.

Format:

A TED Talk is shown and used to spark discussion.

Discussions are led by subject matters experts whose role is to:

- Facilitate conversation
- Debunk myths
- Provide fact-based information

Time / Duration: 5:30 - 9:00 pm

Venue: Varies

What's Unique:

- Experts switch groups every 10 minutes
- When all groups have been visited, experts provide a 2-3 minute verbal update on
 - Myths debunked
 - Top insights
- Participants offer lessons learned verbally and via an expression wall

Attendance: Capacity determined based on the ratio of participants to expert. [9:1]

TEDxAtlanta

ETHICS & FOOD

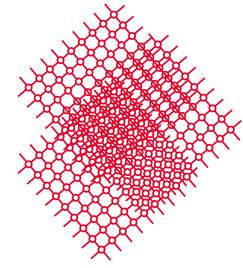


CIVIC ENGAGEMENT



RADICAL INCLUSION





Salon Connect - \$4,500

TEDxAtlanta Salons take place throughout 2024 and each salon explores one topic over the course of three hours. Each event will feature a TED Talk and a cadre of subject matter experts(SMEs) to spark discussion and learning. In the spirit of TEDx where learning and insights emerge from all directions, both groups - SMEs and attendees - gain insights from the conversations.

Benefits:

- Logo inclusion on all Salon event promotion emails, social media promotions
- Event sign-up page
- Logo placement on Salon event signage & on-screen during the networking portions of the event
- Option to provide an expert for the program in which the organization is sponsoring
- Option to provide collateral materials to attendees

Impact Report

- Post-event recap with event statistics and summary of discussions
- Salon Stories - **NEW**
 - Attendees will be asked to respond to one question (what's the one action you will take after the event?) in a post-event survey. We will share these responses with Partners.
 - We will conduct follow-ups at 45 days, 90 days and 120 days to those who opt-in and in stories that are generated and published publicly, Partners will be acknowledged in the intro.