



We are all astronauts
of spaceship Earth

AS WORTH SPREADING

PARTNERSHIPS TOOL KIT

2ND EDITION OCTOBER 19 2016

2ND TIME AROUND



1. INTRODUCTION

TEDx events are recognized drivers of change in society. Thousands of scientists, philosophers, psychologists, politicians, business personalities and so many other people with “ideas worth spreading” have passed by its stages. This same spirit is present in all TEDx events organized in the Netherlands, with TEDxArnhem being the first in the Arnhem region, attracting people from all over Gelderland, Arnhem and the rest of the country.

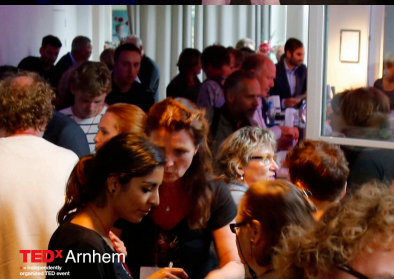
Since our first edition in 2015 we have been surpassing all expectations quality, with 100 participants (standard license) last year and highly influential local and national speakers. The next edition will take place on Oktober 19, 2016 under the theme “2nd Time Around”. This theme is based on the second chance we face as astronauts of spaceship earth. And of course our 2nd time around we managed to upgrade our license to host over 100 guests and more.

As TEDxArnhem we chose to upscale in many ways. We became a foundation on December 31st 2015 and put in hard effort over the last year to bring to the community the ideas worth spreading the 2nd time around. So today we live in a world that is challenged in many ways because of the former choices humanity made. We are aware the spaceship earth needs to be rescued, but how? TEDxArnhem aims at giving a voice to inspiring speakers who are able to explain what is going on in the world, who

envision feasible solutions and spend their energy in chasing endeavors that can change our world for the better. In small or in big steps, we know that every size matters.

These ideas are worth spreading and will empower people in the region and beyond to follow, support and join the efforts. TEDxArnhem's second edition will be a journey that takes us further into the “overview effect” that was portrayed in the first edition. We will take another look from the new perspective that will emerge during this second orbit. Looking for answers and discovering new questions.

Humanity cannot make the same mistakes twice! We will come back with new and fresh perspectives. Economy, society, individual-self, extreme situations, among others, are some of the topics that will be covered. And once again we will create a magical and life-changing experience for all our attendees.





2. WHY PARTNERING WITH TEDxARNHEM?

Because...

- ... you believe in cooperation between companies and people as a way to change the world.*
- ... you believe better futures are created when ideas, technology, design and education come together.*
- ... you believe in the importance of fostering innovation.*
- ... you believe investing in the local community and spreading inspiring ideas.*

As a TEDxArnhem partner, you will have the opportunity to engage in an authentic dialog with an elusive, yet valuable audience of passionate and open-minded people. You'll have an opportunity to test your ideas for the future, and you'll be challenged to positively impact your community and the planet in new ways. Becoming a TEDxArnhem partner means that you share our vision of spreading ideas that are intended to change the world for the better. It

means you'll be joining our global community of thought leaders while benefiting from an individually-tailored TEDxArnhem partnership. For the 2016 edition, we are expecting around 250 attendees, including speakers, partners and teammembers. As a partner, your name, image and value proposition will arrive not only to all our attendees but also to a broader audience (through media coverage, activation activities and online content). The exposure of each partner may be present in the main media channels during a whole year, such as:

- TEDxArnhem website;
- Media news and press coverage;
- Promotional materials used before and during the event;
- Local activation activities;
- PartnerLab – a place inside the event which allows partners to have a more customized and valueadding way to reach the audience.

3. PARTNERSHIP PACKAGES

There are three financial Partnership packages you may choose from:

★
· **PLATINUM**

★
· **GOLD**

★
· **SILVER**



3.1. PLATINUM PARTNER € 5.000,-

The Platinum package was designed to maximize the exposure and visibility of its partners, not only during the whole event but also throughout its preparation.

This package includes:

- DOUBLE SPACE (APPROX. 4M²) IN THE PARTNERLAB FOR BRAND ACTIVATION AND PRODUCT EXPOSURE;
- 2 TICKETS FOR THE EVENT AND ACCREDITATION OF TWO PROMOTERS;
- 2 INVITATIONS TO THE WELCOME SPEAKERS DINNER;
- 2 INVITATIONS TO THE EVENT'S CLOSING DINNER;
- PARTICIPATION IN THE PARTNERS' MEETING;
- LOGO AT THE BEGINNING OR AT THE END OF EACH ONLINE TALK, AT YOUTUBE.COM AND TED.COM (WITH MORE THAN HUNDREDS OF THOUSANDS OF VIEWS)
- LOGO AT THE EVENT PROGRAM;
- BROAD VISIBILITY IN THE MEDIA AND PRESS COVERAGE AROUND TEDXARNHEM;
- MENTION AT THE EVENT STAGE BY OUR HOST THROUGHOUT THE WHOLE EVENT'S DAY;
- BRANDNAME IN EVERY TICKET;
- LOGO AT THE ATTENDEES LIST;
- PRESENCE IN THE GIFT-BAGS OF EACH ATTENDEE (APPROX. 250) WITH PROMOTIONAL MATERIALS, VOUCHERS OR ANY OTHER FORMATS.
- PARTICIPATION IN ACTIVATION CAMPAIGNS (TO BE DEFINED COLLABORATIVELY);
- DISCOUNT OF 20% IN EVERY EXTRA TICKET BOUGHT.

Note: the amount of the partnership should be attributed through donation or payment of event expenses invoices. In this case, the amount will add the VAT at the legal rate.



3.2. GOLD PARTNER € 2.500,-

This package includes:

- SPACE (APPROX. 2M²) IN THE PARTNERLAB FOR BRAND ACTIVATION AND PRODUCT EXPOSURE;
- 2 TICKETS FOR THE EVENT AND ACCREDITATION OF TWO PROMOTERS;
- 1 INVITATIONS TO THE WELCOME SPEAKERS DINNER;
- 2 INVITATIONS TO THE EVENT'S CLOSING DINNER;
- PARTICIPATION IN THE PARTNERS' MEETING;
- LOGO ON THE OFFICIAL EVENT WEBSITE, IN THE SPECIFIC PARTNERS' AREA, MENTIONING GOLD PARTNER;
- LOGO AT THE BEGINNING OR AT THE END OF EACH ONLINE TALK, AT YOUTUBE.COM AND TED.COM (WITH MORE THAN HUNDREDS OF THOUSANDS OF VIEWS)
- LOGO AT THE EVENT PROGRAM;
- BROAD VISIBILITY IN THE MEDIA AND PRESS COVERAGE AROUND TEDXARNHEM;
- MENTION AT THE EVENT STAGE BY OUR HOST THROUGHOUT THE WHOLE EVENT'S DAY;
- BRAND NAME IN EVERY TICKET;
- LOGO AT THE ATTENDEES LIST;
- PRESENCE IN THE GIFT-BAGS OF EACH ATTENDEE (APPROX. 250) WITH PROMOTIONAL MATERIALS, VOUCHERS OR ANY OTHER FORMATS.
- DISCOUNT OF 10% IN EVERY EXTRA TICKET BOUGHT.

Note: the amount of the partnership should be attributed through donation or payment of event expenses invoices. In this case, the amount will add the VAT at the legal rate.



3.3. SILVER PARTNER € 1.250,-

This package includes:

- 2 TICKETS FOR THE EVENT AND ACCREDITATION OF TWO PROMOTERS;
- 1 INVITATIONS TO THE WELCOME SPEAKERS DINNER;
- 2 INVITATIONS TO THE EVENT'S CLOSING DINNER;
- PARTICIPATION IN THE PARTNERS' MEETING;
- LOGO ON THE OFFICIAL EVENT WEBSITE, IN THE SPECIFIC PARTNERS' AREA, MENTIONING SILVER PARTNER;
- LOGO AT THE EVENT PROGRAM;
- BROAD VISIBILITY IN THE MEDIA AND PRESS COVERAGE AROUND TEDXARNHEM;
- LOGO IN EVERY TICKET;
- LOGO AT THE ATTENDEES LIST;
- PRESENCE IN THE GIFT-BAGS OF EACH ATTENDEE (APPROX. 250) WITH PROMOTIONAL MATERIALS, VOUCHERS OR ANY OTHER FORMAT.

Note: the amount of the partnership should be attributed through donation or payment of event expenses invoices. In this case, the amount will add the VAT at the legal rate.



SOME OF OUR PAST AMAZING PARTNERS

STADSVILLA
SONSBEEK



SUPERMASSIVE



ALLIANDER



FIDATO



DSTTL



HAUS OF JOEY



OKIMONO



MONKA



TOM VAN OTTERLOO



VLEUGEL
VERHUUR



OUD HOUT



PUURLAND



ZWARTWERK



DIRKZWAGER



TUSCHE



BREEDBAND ARNHEM



SEECE



TREES FOR ALL



trees for all

OCTAVIUS ART



Breedband Arnhem
ACCOUNTANTS &
ADVISEURS
JONGEJAN





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