



TED^x
TraverseCity
x = independently organized TED event

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Partnership Packages 2020



RETHINKING
OUR HEALTH

Since 2011 our community has been growing.

8,000+

Total Attendees

12+

Events

160+

Speakers &
Performers

3,000

Fans

7.5 million+

Total Video Views

60+

Partners & Sponsors

TEDx Traverse City
A community engaged TED event

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A community engaged TED event

Meet some of our former speakers.



Dr. Alia Crum
Professor,
Researcher
on Mindsets



**Glenn Doyle
Melton**
Author, Blogger -
Momastery



Thomas Morgan
Documentary
Filmmaker



Dr. Meg Meeker
Pediatrician,
Author



John Perkins
Economist,
Author, Activist



Victor J. Strecher
PhD, MPH
University of Michigan

We are celebrating 10 years!

And this year we want to invite you...



10

... to keep improving.

TEDxTraverseCity 2020: “Rethinking Our Health”

The health care landscape is rapidly changing as well as the impacts on our community. Cross-cutting themes of aging and well-being challenge our values and converge with economics in health discussions. We can discover transformative change and produce better health and well-being for our entire community.

There are strong economic and social implications for investing in health. Well-directed health spending produces optimal health outcomes, and increases productivity and earning potential. Health and health systems contribute to well-being by protecting individuals and families from financial hardship, reducing poverty and inequity, and supporting social cohesion. Let's step back and take time to take a deeper look, broaden our perspective and help contribute to a better community and world.

Wednesday
JUNE 17
2020

@NMC
Milliken
Auditorium

400
Attendees
+ 550
at State Theatre
Simulcast

12-16
Speakers &
Performers

Livestreaming

BECOME OUR PROUD

Presenting Partner

WHY SHOULD YOU BECOME OUR PRESENTING PARTNER?

This package offers the highest visibility to our 1,000+ attendees. It also provides you the best seats in the house, and enables us to bring this high-quality event to our Grand Traverse community, introducing life-enhancing, thought-provoking ideas worth sharing.

WHAT YOU GET

- **Includes 8 tickets to TEDxTraverseCity @ Milliken (reserved seating)**
- **Opportunity to purchase 22 tickets before the general public**
- First full-page listing in the TEDxTraverseCity program
- Placement of logo on screens at both venues - Milliken Auditorium and the State Theatre - during breaks
- Your logo on the tedxtraversecity.com website
- Acknowledgment in the program and on attendee name tags
- Two invitations to the pre-event meet up Tuesday evening
- “Proud Sponsor” icon for your website/signature block
- Promotional item in the goodie bags handed to attendees and speakers

Price: \$10,000

BECOME OUR PROUD

Catalyst Partner

WHY SHOULD YOU BECOME OUR CATALYST PARTNER?

We bring together 1,000+ members of the community who are curious and open to new ideas. This forum provides a tremendous opportunity to interact and generate momentum towards strengthening people individually as well as community-wide.

WHAT YOU GET

- **Includes 6 tickets to TEDxTraverseCity @ Milliken (reserved seating)**
- **Opportunity to purchase 12 tickets before the general public**
- Full-page listing in the TEDxTraverseCity program
- Placement of logo on screens at both venues - Milliken Auditorium and the State Theatre - during breaks
- Your logo on the tedxtraversecity.com website
- Acknowledgment in the program and on attendee name tags
- Two invitations to the pre-event meet up Tuesday evening
- “Proud Sponsor” icon for your website/signature block
- Promotional item in the goodie bags handed to attendees and speakers

Price: \$5,000

BECOME OUR PROUD

Contributing Partner

WHY SHOULD YOU BECOME OUR CONTRIBUTING PARTNER?

This is an excellent way to have your brand show effectively to our attendees, while supporting an invigorating day in our community.

WHAT YOU GET

- **Includes 4 tickets to TEDxTraverseCity @ Milliken (reserved seating)**
- **Opportunity to purchase 6 tickets before the general public**
- Full-page listing in the TEDxTraverseCity program
- Placement of logo on screens at both venues - Milliken Auditorium and the State Theatre - during breaks
- Your logo on the tedxtraversecity.com website
- Acknowledgment in the program and on attendee name tags
- Two invitations to the pre-event meet up Tuesday evening
- “Proud Sponsor” icon for your website/signature block
- Promotional item in the goodie bags handed to attendees and speakers

Price: \$3,000

BECOME OUR PROUD

Community Partner

WHY SHOULD YOU BECOME OUR COMMUNITY PARTNER?

You know that you want to attend! Your brand will be recognized on screen during the breaks and you'll have the opportunity to place a memorable item in the goodie bags.

WHAT YOU GET

- **Includes 2 tickets to TEDxTraverseCity @ Milliken (reserved seating)**
- **Opportunity to purchase 4 tickets before the general public**
- Full-page listing in the TEDxTraverseCity program
- Placement of logo on screens at both venues - Milliken Auditorium and the State Theatre - during breaks
- Your logo on the tedxtraversecity.com website
- Acknowledgment in the program and on attendee name tags
- Two invitations to the pre-event meet up Tuesday evening
- "Proud Sponsor" icon for your website/signature block
- Promotional item in the goodie bags handed to attendees and speakers

Price: \$2,000

TEDxTraverseCity

BECOME OUR PROUD

State Theatre Patron

WHY SHOULD YOU BECOME OUR STATE THEATRE PATRON?

This is a great entrance to make your brand visible to our community, and at the same time, do good for two very popular non-profit organizations here!

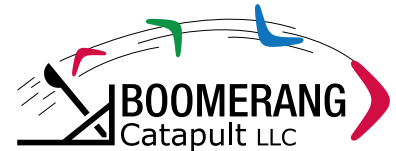
WHAT YOU GET

- **Includes 16 tickets to the simulcast TEDxTraverseCity @ State Theatre (reserved seating)**
- Goodie bags for each of the 16 simulcast attendees
- Full-page listing in the TEDxTraverseCity program
- Placement of logo on screens at both venues - Milliken Auditorium and the State Theatre - during breaks
- Your logo on the tedxtraversecity.com website
- Acknowledgment in the program and on attendee name tags
- Two invitations to the pre-event meet up Tuesday evening
- “Proud Sponsor” icon for your website/signature block
- Promotional item in the goodie bags handed to attendees and speakers @ Milliken

Price: \$500

* Note: a portion of your State Theatre support benefits the 501(c)3 Traverse City Film Festival and the State Theatre.

Meet some of our previous partners.



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YEN YOGA & FITNESS

REDGINGER

Team

Paul Sutherland
Founding Partner

Tim Nelson
Founding Partner

Sara Harding
Lead Organizer and Curator

Diana Fairbanks
NMC Liaison and Lead

Kyle Morrison
Technical Lead

Renee Sovis
Event Lead

Wes Sovis
Marketing Lead

Erin Ellison
Graphic Design

Advisory Board

Bonnie Alfonso

Alison Arnold

Laura Asiala

Ann Bollinger

Mary Byl

Diana Fairbanks

Trish Fiebing

Mary Gruman

Kim Hagerty

Sara Harding

Kate Hogan

Kyle Morrison

Tim Nelson

Sean Skarshaug



Thank you for your support!

Thank you for your support in partnering with us to make TEDxTraverseCity a success. Our team will modify each package according to your company's mission and marketing focus. We will make sure you get the most out of this partnership! Please feel free to contact us at any time.

tedxtraversecity.com | info@tedxtraversecity.com | (231) 883-2321