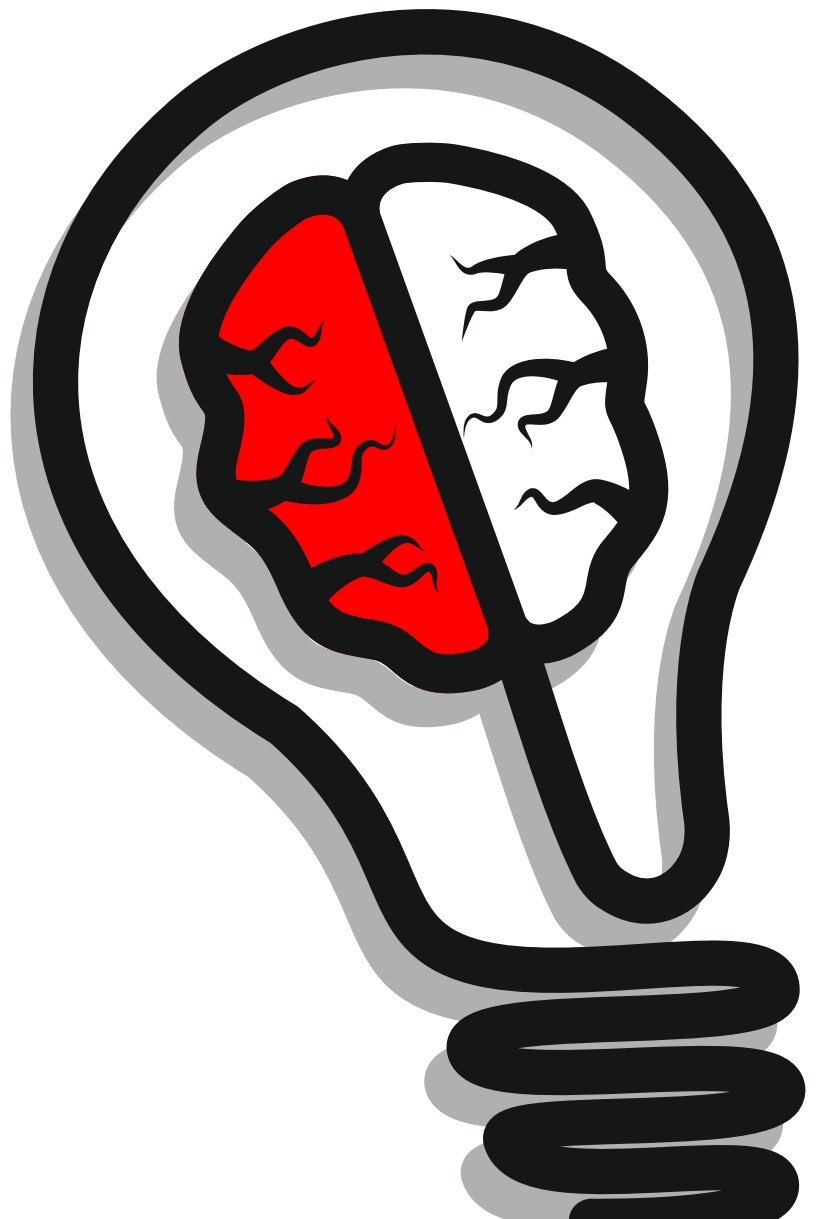


# TED<sup>x</sup>FUTO

**x** = independently organized TED event

## PARTNERSHIP PROPOSAL

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**Disc****ver.**

8th May, 2021

# Background

## About TED

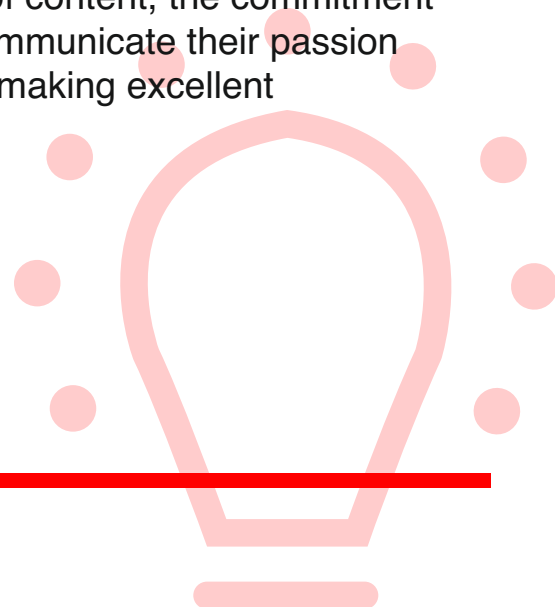
TED, an acronym for *Technology, Entertainment and Design*, is an annual global conference that brings together the world's leading thinkers and doers to share ideas that matter in any discipline. TED, as of November 2012, has been watched over one billion times worldwide.

TED was born in 1984 when Richard Saul Wurman yearned for a conference where experts in technology, entertainment and design fields could share ideas in the most engaging ways. Today, TED events have become an annual event in various parts of the world. In the spirit of “ideas worth spreading,” TED has created TEDx, a local, self-organized event that brings communities together to share a TED-like experience.

## About TEDx

TEDx is an international community that organizes TED-style events, announcing and celebrating locally driven ideas and elevating them to a global stage.

TEDx conferences are unique because of the breadth of content, the commitment to seek out the most interesting people and let them communicate their passion through simplified and authentic storytelling whilst also making excellent predictions.



## About **TED<sup>x</sup>** FUTO

TEDxFUTO is an independently organized event which will be held at the Federal University of Technology, Owerri. Our event is aimed at giving our community a chance to stimulate important conversations at a local level, groom connections, raise awareness, initiate collaborations and, most importantly, learn and innovate.

With our theme “**Discover**”, we hope to present innovative ideas to a new generation of thinkers and creatives, helping to switch the narrative and solve our current problems as a country.

With about 300 offline attendees, 1.5 million YouTube subscribers and 10 million others across various TED global social media pages where our event will be visible, our attendees are part of a growing community of thought leaders who believe in a better world and are committed to fostering this betterment.

As a volunteer-only organization, curators, organizing team members, volunteers and speakers are not paid.

### **By choosing to partner with us:**

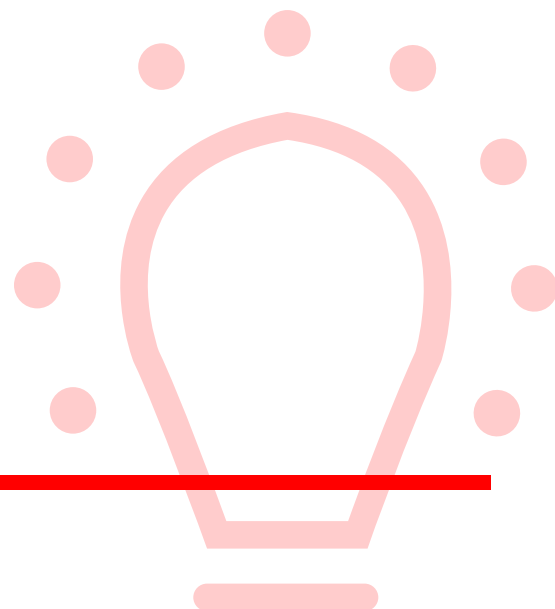
- You associate your company with a globally recognized movement known for education, creativity and innovation.
- You add your brand to TED's list of global sponsors and the TEDx website.
- You promote and cement your brand before the emerging thought leaders and innovative young people who will be steering our nation forward for the next half-century.
- You feature your company's name and logo on all videos of our talks which is guaranteed to get you a total of 1.5 million viewers on TED's website and YouTube channel.
- You fulfil your corporate social responsibility by helping with the education of a generation of future leaders.

# Proposal Request

TEDxFUTO will like to propose a strategic partnership with your brand. We strongly believe that your organization will benefit immensely from partnering with our event because we provide the platform to reach your desired audience and the visibility that being part of the global TED network provides.

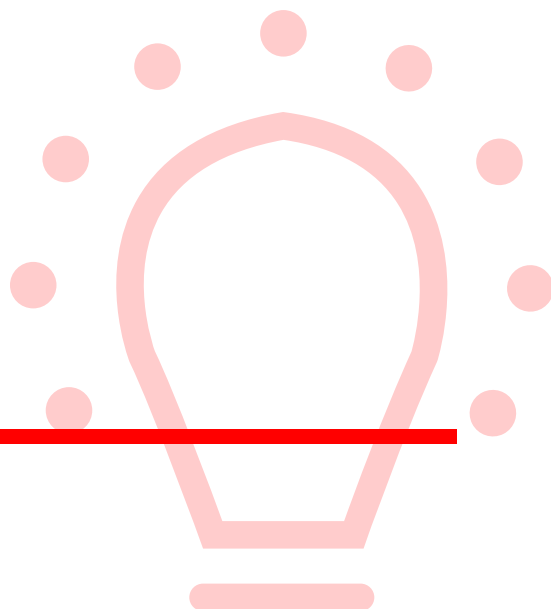
Also, TEDxFUTO is well positioned to be an anchor for the status quo upheaval that the FUTO community needs. Becoming a TEDxFUTO partner shows that you're a forward-thinking brand, one that shares our vision of spreading ideas intended to foster the change we want to see in the world.

While we believe these packages will help to maximize our partnership with your brand, our team strives to deliver utmost value to our sponsors. Hence, whilst standard sponsorship categories exist, our team is available to work with you to design a bespoke package that will best suit your unique requirements.



# Sponsor Benefits

Benefits	Platinum ₦100,000	Gold ₦75,000	Silver ₦50,000	Bronze ₦25,000
Logo on website	●	●	●	●
Logo on advertisements, files, booklets, name tags, backdrops, banners tickets and any TEDxFUTO souvenir.	●	●	●	●
Logo on monitors during breaks	●	●	●	
Dedicated page on website	●	●		
Logo in intro video on TEDx global channel	●	●		
Complimentary tickets	●	●		
Promo video during breaks	●			



## In-kind sponsorship

There are numerous ways you can participate through in-kind assistance. Below are some areas we have identified, but the range of possibilities are wide-open and we welcome your originality and creativity.

We will customize benefits packages based on the relative value of the in-kind gift.

Multimedia Equipment (Projector, Live-web chat, LED/LCD Television Screen)

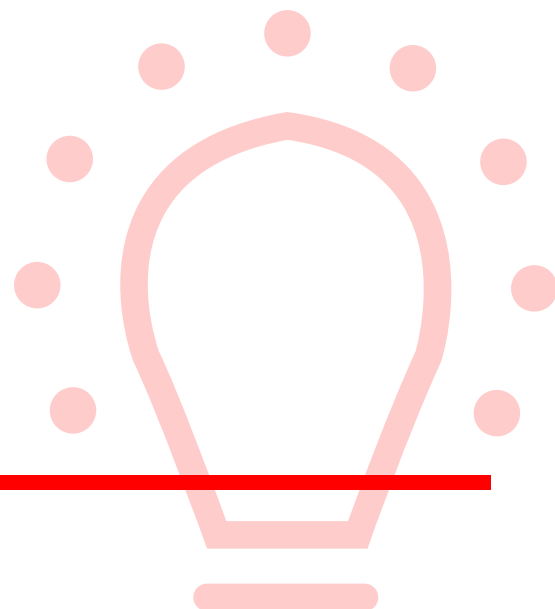
Sound and Lightening Systems

Stage and Hall Décor

Return gifts for speakers

Catering and Drinks

Memorabilia for Attendees (Notepads, Pens, Key-chains)



# Contact

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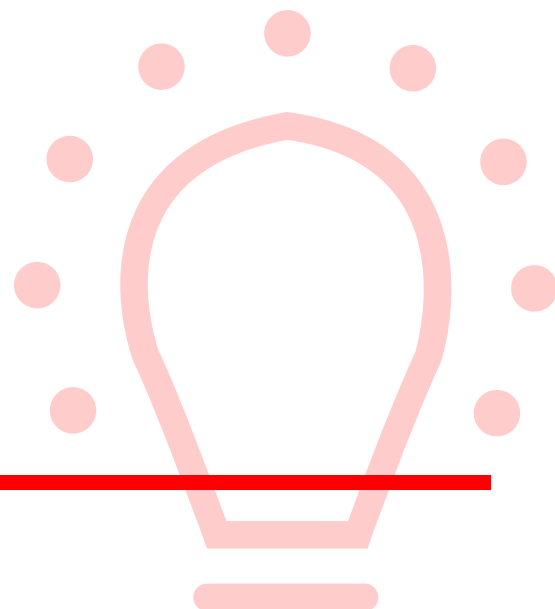
We look forward to working with you and your team to deliver the great objectives set out in this proposal, the comprehensive support of your brand and promoting the important work that you already do.

Should you require additional information, do not hesitate to contact:

**Agu Christian**

**Phone:** +2348162747489

**Email:** christianikye@gmail.com



# Thank you.

[www.tedxfuto.com](http://www.tedxfuto.com)

   | @tedxfuto

