SOMETHING SPECIAL IS HAPPENING IN CENTRAL MINNESOTA

TEDxGullLake

x = independently organized TED event

2015 Sponsorship Opportunities
What is TED?

TED is a nonprofit devoted to spreading ideas, usually in the form of short, powerful talks. TED began in 1984 as a conference where Technology, Entertainment and Design converged, and today covers almost all topics — from science to business to global issues — in more than 100 languages. TED holds two large, creative conferences a year where the some of the most innovative and inspirational people share their ideas with the conference attendees in person, and videos of their talks become freely accessible to anyone in the world with internet access (ted.com).

Meanwhile, independently run TEDx events help share ideas in local communities around the world. TEDxGullLake will be a unique TEDx, one of few exploring ideas from and for the rural space, and the first TEDx in the Central Lakes region.

About TEDx

x = independently organized event

In the spirit of “ideas worth spreading,” TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TED Talks video and live speakers combine to spark deep discussion and connection. These local, self-organized events are branded TEDx, where x = independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized. (Subject to certain rules and regulations.)

About TEDxGullLake

The Theme: Our inaugural event theme will be The Art of Resilience, motivated by the resilience of the Central Lakes area and the Resilient Region’s 10-theme initiatives concerning Education, Renewable energy, Efficiency & effectiveness, Natural Resources, Connectivity, Transportation, Housing, Economic Engines, Changing Populations, and Healthcare. We will have inspiring speakers and performers present on a variety of these theme topics, as well as art, technology, philosophy, science, medicine and other aspects of resiliency in the community, workplace, family, environment, self, and the world.

The Team: Organized and curated by TED Fellow & Speaker, Katie Hunt. Joined by an all-star team of creative thinkers, doers, and change-makers in the Lakes region including Region Five’s Cheryal Hills and Happy Dancing Turtle’s Bob McLean. Designed for rural communities and participants of all backgrounds. We believe in the power of ideas to change attitudes, lives, and ultimately, the world.

The Venue: We’ve partnered with Maddens Lodge on Gull Lake to offer 300+ attendees, speakers and volunteers a unique and inspiring event in the heart of the Minnesota Central Lakes area. We are cultivating a uniquely designed space - organized to stimulate networking, connections, discussion, collaboration, and creativity.

The Date: Saturday October 17, 2015 - All Day

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TED is a global community, welcoming people from every discipline and culture who seek a deeper understanding of the world. We believe passionately in the power of ideas to change attitudes, lives and, ultimately, the world. On TED.com, we’re building a clearinghouse of free knowledge from the world’s most inspired thinkers — and a community of curious souls to engage with ideas and each other, both online and at TED and TEDx events around the world, all year long.

TEDxGullLake GOALS:

◆ Provide a platform for local and global change-makers to share their unique ideas with the rural space, and global community.

◆ Showcase the unique and innovative ideas of the rural space in the global spotlight.

◆ Bring new ideas into the rural Minnesota regions from other resilient regions around the nation and the world.

◆ Foster the exchange of ideas, perspective shifts, and collaborative connections between attendees and speakers.

◆ Create a diverse environment of speakers and attendees from different disciplines, perspectives, backgrounds, ethnicities, and incomes through scholarship programs and widespread marketing.

◆ Incorporate sustainability into the planning and production process.

◆ Stimulate broad discussions before and after TEDx talks, extending beyond the event itself.

◆ Inspire our speakers, attendees, and volunteers to see the world differently.

◆ Offer Livecasting opportunities for those that cannot attend the main event, so that they may experience the event at satellite locations around the region and state.

Rural Central Minnesota needs more people who believe they can accomplish something great - and then go do it! TEDxGullLake helps members of our community believe in their own capacity for greatness. TEDxGullLake gives them a platform and connects them to the people, tools, ideas, and inspiration for them to create large-scale change quickly.

We find that as we let people share their great ideas, others are sparked. Through our event, people will become inspired, and that inspiration will sparking a movement of hope in our community.

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www.ted.com

2015 Sponsorship Opportunities
2015 – A Year of Possibility

In our inaugural year of 2015, our goal is to build a strong infrastructure that will support the yearly TEDxGullLake event and will allow us to continue expanding, inspiring, connecting, and impacting rural and Central Minnesota.

TEDxGullLake is a volunteer driven organization. Our passionate supporters come in many varieties and unselfishly offer their time, skills and talents, resources and funds. This allows us to offer our programming at significant cost reductions.

This year, we will create strategic partnerships with like-minded organizations that are committed to the future potential of rural Minnesotan innovation. We will also give our passionate supporters the opportunity to join us as we continue to expand, offering events throughout the year.
TEDxGullLake events are significantly supported by hundreds of hours of volunteer labor, providing extremely cost-effective programming that will reach hundreds of thousands of people.

What is a TEDxGullLake Partner?

TEDxGullLake partners are forward-thinking companies and organizations that share our vision for a world shaped by powerful ideas. We are committed to the success of our programming and are excited to welcome sponsors to the TEDxGullLake community.

As a TEDxGullLake partner, you will have the opportunity to engage in an authentic dialogue with passionate, open-minded people in your community. And you will be challenged to positively impact your community in new ways.

TEDxGullLake has been embraced with passion and dedication by our supporters, our volunteers, and our partners. We encourage you to see TEDxGullLake as an incubator for new ideas and outreach for your organization. Partners should join TEDxGullLake events not only to present new ideas, but as learners – to learn from the community.

Why Get Involved?

You will be investing in a community who believe in the power of “ideas worth spreading”...and are working to turn those ideas into realities.

You will help bring together organizational and individual change agents whose combined brain power, passion, and commitment to purpose can spark new opportunities for Central Minnesota.

You want to leverage innovative ideas, technologies, design and education to help create a better future.
Partnering with TEDxGullLake

In order to make this event a successful one, we need support in the form of financial sponsorship (cash and in-kind). Our partners are crucial to the success of TEDxGullLake, a unique and multi-faceted event, unlike any other in the Central Lakes region, dedicated to ideas worth spreading within the rural region and beyond.

Here is how you can financially support TEDxGullLake:

- Cash donations: Please consult the Sponsorship Levels grid.
- Donating in-kind services, or cash materials for the following:
  - Design materials for exhibits, demos, stage, and event set-up.
  - Printing materials and associated costs
  - Speaker expenses: Travel, Hotels and/or speaker gifts
  - Local Wine, Beer & Spirits for the closing dinner
  - Videography
  - Simulcast viewing events around Minnesota
  - Gift Bag items (unique gifts for each of our attendees)
  - Closing Dinner Celebration
  - Volunteer t-shirts
  - Attendee Lanyards + Badges
  - Paper Pads + Pens
  - ...among others

Becoming a TEDxGullLake partner means you share in our vision of spreading ideas that are intended to change our community and world for the better.

By Partnering with TEDxGullLake, you are providing a place to bring Ideas to Action: A place to start the conversation leading to the next steps, and a place to join the conversation through discussions, meet-ups, idea sharing, problem solving, and collaborating to better our community and our world.

TEDxGullLake
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We're excited to be a TEDx licensee and are reaching out to a select group of companies that are committed to the power of ideas to support our TEDx event. We felt your organization would add to the unique atmosphere. We are looking forward to discussing ways in which your organization could help underwrite and add to this incredible new experience.

Sponsorships come in many forms and various levels. Sponsor benefits are tailored to your goals and our audience, including brand activation at the event through broadcasts worldwide. Depending on your level of support, we offer:

- Logo inclusion on the TEDxGullLake website and in all print and web promotional materials
- On-site display of logo
- Thousands of people directly reached through interactive (email and social media) marketing
- Captive audience of 250+ curated thought leaders, influential individuals, and active community members
- Display of company logo on-screen during transitions at the event
- Invitations to the exclusive Speaker and Sponsor Reception
- The opportunity to host a pitch-free interactive space, activity, or innovation exhibition for the attendees
- The option to add items to attendee gift bags
# SPONSORSHIP LEVELS

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<th>LEAD Granting Sponsor</th>
<th>Resilience Maker</th>
<th>Difference Maker</th>
<th>Community Maker</th>
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* See FAQs for further information

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* TEDxGullLake

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FAQs

Is TEDxGullLake a non-profit organization?
TEDxGullLake itself is a not-for-profit event that does not handle or collect any sponsor money.

If TEDxGullLake doesn't handle sponsor money, then who does?
We request that all sponsor money be donated directly through Happy Dancing Turtle, a local 501(c)(3) non-profit organization that is acting at TEDxGullLake’s third party administrator. Happy Dancing Turtle will oversee the payment of event expenses.

What are “Interactive Spaces” or “Adventures”?
They are the TEDxGullLake version of vendor booths. Instead of manning a table and offering pens and pamphlets, we specially design a space for you to host interactive activities with attendees - facilitating discussions on timely topics, fostering communication, and encouraging collaboration on creative solutions to common issues. We will work directly with you in the design and plan of your Interactive Space or Adventure. These spaces would bare your organization or company’s logo according to TEDxGullLake design specifications. The idea behind our partner-hosted spaces, is to get attendees to interact with eachother, and our partners in a meaningful way. The objectives of the spaces is to engage attendees instead of promoting to them.

What are some examples of an “Interactive Space” or “Adventure”?  
• Host a break-time discussion about a new innovative idea or approach your organization would like to explore with attendees in a unique way, like in a ball-pit.  
• Facilitate a collaborative brainstorming session between attendees working on a creative solution to a common problem (e.g. concerning life, work, or the larger world).  
• Host a Resilient Region Theme space on topics like Housing, Energy, Education, Connectivity and engage attendees on each of the topics.  
• Host a “Project Space” where attendees work together to create a collective project, starting from nothing, working together to build it throughout the event, and showcase it on stage toward the end of the event.  
• Host an external “Simulcast Lounge” so that those unable to attend, can gather in a collective space with others to watch the live event, and engage in lively discussion about the talks and performances.  
• We will work with you to create a special space for your organization or company to host or facilitate.
**FAQs (cont.)**

**Can we sell products or services at the venue?**
Sponsors cannot sell or pitch products or services at the venue. TEDxGullLake is a pitch-free event. Our ‘Lead Innovator’, ‘Resilience Maker’, and ‘Difference Maker’ sponsors have the option to give a gift to our speakers, or allow attendees to demo a unique and not publicly available software, gadget, technology, or product. Any demo or gift must gain the approval of the TEDxGullLake team as supported by TEDx rules.

**Why are demos subject to approval?**
TEDxGullLake’s goal is to provide attendees with an experience that they cannot get elsewhere, thus we strive to avoid standard product and service pitches found at most conferences. Acceptable demos by sponsors are limited to a unique and not publicly available software, gadget, technology, or product that can be tried out by attendees.

**Are tables or booths available to sponsors?**
Booths and tables are reserved for ‘Lead Innovator’, ‘Resilience Maker’, and ‘Difference Maker’ sponsors who would like attendees to demo a unique and not publicly available software, gadget, technology, or product. For in-kind sponsors who will be providing attendees with drinks, snacks, and food, we will try our best to accommodate requests for tables. We cannot provide a booth or table to monetary or in-kind sponsors who intend to sell a product, service, or food.

**If we’re providing drinks, snacks, or food, may we sell to non TEDxGullLake attendees?**
In-kind drink, snack, or food sponsors cannot sell items at the venue. In addition, drink, snack, or food sponsors cannot give their items away to non TEDxGullLake attendees while on the venue’s premises.
TEDxGullLake is a fantastic place to expose your brand to the community leaders and decision makers in the area. Please consider this Sponsor Pack as a starting point. We are more than happy to receive news from you so let us know what you think, and if there is something crossing your mind share your thoughts with so that we can go through them together.

For more information please checkout our website:
www.TEDxGullLake.com

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