



**TED<sup>x</sup>Berkeley**  
x = independently organized TED event

2017  
SPONSORSHIP  
PROGRAM

## PROGRAM DESCRIPTION

### TED

TED is an annual event where the world's leading thinkers and doers are invited to share their passions. "TED" stands for Technology, Entertainment, Design - three broad subject areas that are shaping our future.

### TEDx

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. These local, self-organized events are branded TEDx, where x = independently organized TED event.

### TEDxBerkeley

Started in 2010 and hosted on the UC Berkeley campus, TEDxBerkeley is one of the largest TEDx events in the world, featuring over 2000 attendees every year. TEDxBerkeley is organized by the Regents' and Chancellor's Scholarship Association, the recipients of the highest university honor awarded to undergraduate students.



BY THE NUMBERS

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1,000,000	+	livestream views
570,000	+	total video views
25,000	+	emails sent
5,900	+	twitter followers
3,100	+	total attendees
4,500	+	facebook fans
167	lb	weight of bagels consumed
110	+	speakers and performers
46		countries represented
6		continents represented
#1		public university in the world



FORMER SPEAKERS

**CARL BASS**  
CEO, AUTODESK



**MARIA FADIMAN**  
NAT GEO EXPLORER



**RANDY SCHEKMAN**  
2013 NOBEL LAUREATE



**STEVE WOZNIAK**  
CO-FOUNDER, APPL



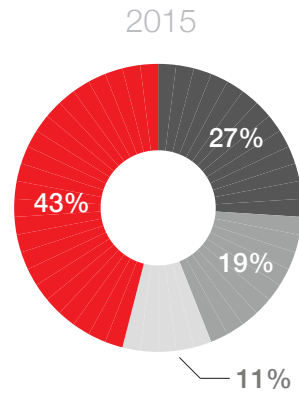
**GUY KAWASAKI**  
AUTHOR, ADVISOR, EVANGELIST



**LINDSEY STIRLING**  
VIOLINIST

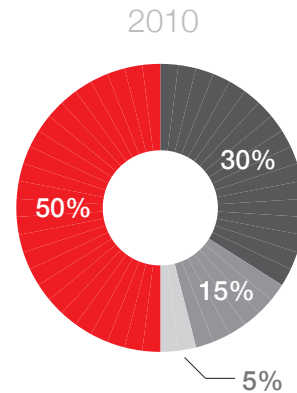


## ATTENDEE DEMOGRAPHICS



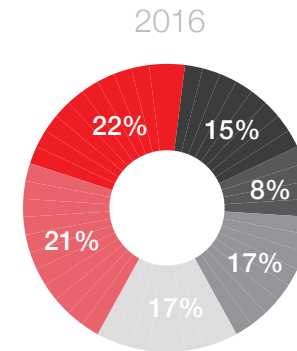
### COMPOSITION

- GENERAL AUDIENCE
- UNDERGRADUATES
- GRADUATE STUDENTS
- ALUMNI



### GENERAL AUDIENCE

- FOUNDERS / V.P.s
- DEVELOPERS
- INVESTORS
- PRESS



### STUDENT AUDIENCE

- BUSINESS
- ENGINEERING
- SCIENCES
- SOCIAL SCIENCES
- HUMANITIES
- OTHER

### THE AUDIENCE

The audience itself is quite impressive. Just as varied as the program, individuals from all walks of life come together to share the TEDxBerkeley experience.

Over the years, audience members of TEDxBerkeley have included award-winning ocean photographers, interaction designers, C-level executives, a trained hypnotist, and even other TEDx organizers.

Working with the best public university in the world also provides us the opportunity to connect some of the best young minds with experienced professionals from the Bay Area and beyond.

## INTERNATIONAL DIVERSITY

2016 ATTENDEE MAP



TEDxBerkeley has drawn attendees from 46 countries and 6 continents. The TEDx program has featured over 5800 events in 145 countries since it began in 2009.

## SPONSORSHIP LEVELS

	<b>GOLD</b> \$10,000	<b>SILVER</b> \$5,000	<b>BRONZE</b> \$1,000	<b>BLUE</b> \$500	<b>PRODUCT*</b>
a stand in the conference exhibition space	✓				
mention in press release	✓	✓			
your logo on our website	✓	✓	✓		✓
your logo in the conference program	✓	✓	✓	✓	✓
your logo displayed on a “thank you” slide	✓	✓	✓	✓	✓
your logo in each TEDxBerkeley video	✓	✓	✓	✓	✓
complimentary tickets	8	5	2	1	2

\*Product sponsorships are in-kind donations of items for the conference such as food, drinks, gift items, etc. Benefits may vary with level of donation.



## REACH OUT TO US

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### HAVE A NEW IDEA?

IF YOU HAVE A SPONSORSHIP IDEA WE HAVE NOT LISTED, PLEASE REACH OUT TO US! WE'RE ALWAYS LOOKING FOR NEW PARTNERS AND OPPORTUNITIES TO WORK WITH MORE PEOPLE. CONTACT US AT [INFO@TEDXBERKELEY.ORG](mailto:INFO@TEDXBERKELEY.ORG).





The logo features the word "TED" in a bold, red, sans-serif font, followed by a red "x" and the word "Berkeley" in a black, sans-serif font. Below this, the text "x = independently organized TED event" is written in a smaller, black, sans-serif font. The entire logo is centered within a white hexagonal shape that has a thin red border. This hexagon is part of a larger grid of hexagons, with some being red and others being light gray.

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Photos by Tony Zhou, Steve Cohn, and Kevin Gong  
Designed by Kevin Gong  
and Melody Jung