TEDx

Table of Contents

1. Welcome to TEDx!

HOW TO USE THIS GUIDE

This is a basic overview of the TEDx identity system. It covers proper use of our identity and complete specifications for print and on-screen applications.

If you have any questions about this guide, please contact:

TED Conferences LLC
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New York, NY 10013
T 212 346 9333
F 212 227 6397

Lara Stein
lara@ted.com

2. What is TEDx?

TEDˣ

x = independently organized TED event

IDEAS WORTH SHARING

In the spirit of "ideas worth spreading," TED has launched a program that enables individuals and organizations to create and host their own local TED-like events. These events will be branded TEDx, the x standing for Independently Organized TED Events.

By securing a free TEDx license, you'll get access to our 25 years of experience hosting conferences and sharing ideas. Using a mix of 400+ TED videos and your own live speakers and performers, your event can introduce your friends, school, community or workplace to a world of new ideas — and foster rich and inspiring connections and conversations.

Think of TEDx as hosting an awesome dinner party, with great food, inspirational videos, brilliant speakers and mind-blowing conversation. By hosting a TEDx event, you will have opportunity to create a truly unique event that will unleash new ideas, inspire and inform.

PROGRAM FORMATS

Some format suggestions for your TEDx event:

Salons — small gathering for a group of friends at a house or intimate location

Corporate events — midsize gathering: lunch or evening event at a place of work

Schools — events at a middle school or high school

Universities — TED branded think-tank events on campus

Conferences — larger TED-like events, independently organized

See www.ted.com/tedx for examples of TEDx groups

3. Where to use the TEDx brand

TEDx

x= independently organized TED event

PERMISSION

In order to maintain and preserve the TEDx brand identity, the only acceptable versions of the TEDx brand are those appearing in these guidelines.

Please make sure that the TEDx logo appears on your website and on all outbound communications with speakers, attendees, and sponsors, and on all PR and marketing.

Only approved TEDx logos, including the TEDx tagline, should be used.

When you use the TEDx logo it must be accompanied by the tagline "x=independently organized TED event". This is a lockup — the logo can not be used without this tagline.

TED LOGO

Please note that you may not use the TED logo in any way.

4. Messaging

MESSAGING

To support the TEDx graphic identity, several important verbal messages should appear on all TEDx communications, especially outbound materials, PR and marketing.

TEDx MISSION

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, TEDTalks video and live speakers combine to spark deep discussion and connection in a small group. 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.

DESCRIBING TEDx

Copy for TEDx partners to use when describing TEDx, press, bloggers, attendees, and friends:

In the spirit of ideas worth spreading, TED has created a program called TEDx.

TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. Our event is call TEDx (place), where x=independently organized TED event. At our TEDx (place) event, TEDTalks video and live speakers will combine to spark deep discussion and connection in a small group.

The TED Conference provides general guidance for the TEDx program, but individual TEDx events, including ours, are self-organized.

OTHER LANGUAGE

Please include this language in all communications:

"This independent TEDx event is operated under license from TED."

Add additional language on each page that states:

"This TEDx event is independently organized"

or

"This event is not being organized by the TED conferences — this is an independently organized TED event."

5. The TEDx identity

LOGO (one-line tagline)

TED^x

x = independently organized TED event

LOGO (two-line tagline)

TED^x

x = independently
organized TED event

The TEDx logo is unique artwork that has been created to brand and market all TEDx events.

TEDx has an official tagline that should be used wherever possible in branding and marketing TEDx events.

> **"x = independently organized TED event"**

The tagline is an official part of the logo and is in a "lockup" relationship with the TEDx. There are two options for the tagline — one line, or two lines.

The preference is for the one-line tagline logo. However in situations where there is not enough room to use a logo of this width, the two-line tagline logo may be used. For example, it may be better to use the two-line tagline logo on Facebooks pages, where there is a limited area of fixed width for the display of an image or logo.

Do not change the wording of the tagline — the only approved version is shown above.

USING TEDx IN COPY

Please see "Using TEDx in copy" (page 13) when referring to TEDx in body copy.

6. Identifying your event

TED^xAustin

x = independently organized TED event

NAMING

The name of your event should start with TEDx, followed by the name of your city, town, school, neighborhood or organization. For example, organizers of a TEDx event in Sydney might call their event TEDx Sydney.

Please remember: TED will have to approve your event's name. It's best to wait before you purchase a TEDx domain name for your event (or create Facebook, Ning or other social networking service page) until you receive a confirmation email. There is a chance the name you've picked is already in use.

- Please make sure your TEDx website URL, matches the name approved in your license with TED. In addition to this your twitter feed, facebook page and any other digital or material references must match this name.

- When you purchase your TEDx(name of city) domain name you are entitled to keep the name as long as you are a TEDx licensee. If for any reason you decide not to renew your TEDx license after your TEDx event or TED does not renew your license, you must transfer ownership of your TEDx domain name either back to network solutions, godaddy or to another TEDx licensee

- TEDx licensee should not acquire the domain name for their event until their license has been approved by TED

PLACENAME

One of the first steps in creating a TEDx event is giving it a name that relates to its location. This can be the name of a town, city, university, or other location. The placename will differentiate your event and give you a way to communicate. Check Google, www.meetupalliance.com/tedx, and other sources to ensure that your placename is not already being used.

LOGO with placename

Your specific TEDx logo will contain the placename. These templates include an area to type in the placename (in Helvetica) so that it automatically appears in the correct place in the logo.

ACCESS TO LOGO FILES

Access to the template files is limited to licensed TEDx partners. The files are located at **www.TED.com/tedx**

6. Identifying your event

TEDˣ
San Francisco
x = independently organized TED event

TEDˣ
Amsterdam
x = independently organized TED event

LOGO with long placename

For longer placenames, there is an alternative template that puts the placename on a second line. These templates include an area to type in the placename (in Helvetica) so that it automatically appears in the correct place in the logo.

ACCESS TO LOGO FILES

Access to the template files is limited to licensed TEDx partners. The files are located at **www.TED.com/tedx**
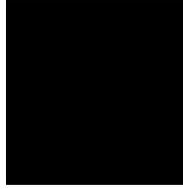
7. TED color (red and black)

TED Red   **TED Black**

Pantone 485   **Pantone Black**

CMYK 0/100/100/0 **CMYK 0/0/0/100**

RGB 255/43/6   **RGB 0/0/0**

Web FF 2B 06   **Web 00 00 00**

OFFSET PRINTING WITH PANTONE INKS

When possible, a spot color should be used for the logo — this is preferable, because this is the best way to reproduce TED red (Pantone 485).

OFFSET PRINTING WITH 4-COLOR PROCESS INKS

If specifying a spot color is not possible, the 4-color process (CMYK) method of printing may be used to print the TEDx logo. 4-color process printing is acceptable, although it is not the preferable way to reproduce our logo. In 4-color process printing the TED red color will only be simulated.

Please note that even though you may be offset printing a publication using 4-color process, it is often possible (and highly recommended) to specify an additional spot color (Pantone 485) for the logo.

DESKTOP PRINTING

Sometimes it is more appropriate to produce branded publications and other communications using a digital process — such as printing from a computer directly to a desktop laser or ink-jet printer. Local settings and calibrations should be used to determine the best color specifications for your particular printer.

ON-SCREEN / WEB

When the TEDx logo is reproduced on-screen in Microsoft PowerPoint presentations, in video, or online for the web, RGB or web color logos should be used. On-screen applications use RGB (red/green/blue) values to simulate color. On the web, hex values are used to specify color. Each of these specifications is shown above.

The colors shown here and throughout these guidelines have not been evaluated by Pantone Inc. for accuracy and may not match the Pantone® Color Standards. PANTONE® is a registered trademark of Pantone Inc.

Due to the manner in which color is represented on-screen, the colors shown here may not accurately represent the true TEDx colors. Therefore, do not use the colors shown here (or a printed version of this page) for color matching. Instead, always refer to the color specifi cations and visually match the specified colors accurately using PANTONE® Color Standards.

8. Using TEDx logo templates

Helvetica Regular

TEDˣAustin

x = independently organized TED event

TEDx LOGO TEMPLATES

For your specific TEDx event, use the official TEDx logo templates that will allow you to type your placename into the logo.

HELVETICA FONT

The primary typeface for all TEDx communications is **Helvetica.** The vector EPS template files have been set up to automatically specify Helvetica for the placename area. This typeface is an integral part of our visual identiy and should not be changed or substituted.

Most Windows and Mac computers have Helvetica pre-installed, but if you find that you do not have access to this font, use **Arial.**

If you have a different version of Helvetica (Helvetica Neue, for example) use the Regular weight of your version.

LETTER-SPACING (KERNING)

Letter-spacing in the TEDx logo templates is set to 0. Do not adjust this setting.

ALIGNMENT

The placename should always align in relation to the TEDx logo as shown above with the grey dotted lines. The placename should align LEFT with the vertical dotted line as shown, and should be sized to be exactly the same height as the TEDx logo, as shown by the horizontal grey dotted lines.

ACCESS TO LOGO FILES

Access to the template files is limited to licensed TEDx partners. The files are located at **www.TED.com/tedx**

9. White or black for the background color

WHITE OR BLACK ONLY

It is preferable to use white or black as a solid background color for the TEDx logo, as shown above. Do not place the TEDx logo on other colors or on photographic, patterned or illustrative backgrounds.

10. Clear-space requirements and minimum size

CLEAR SPACE

To remain completely legible and ensure that the TEDx logo is presented in the best possible manner, a minimum buffer zone of "clear-space" should always be maintained around the entire perimeter of the logo. Other logos, graphics or copy should be kept out of this zone.

MINIMUM SIZE

Proportions must stay consistent when the logo is resized. To ensure legibility, never use the TEDx logo with an overall width that is less than 2.0 inches. At widths that are smaller than 2.0 inches, the tagline will become illegible.

2.0 inches width

11. Things to avoid

EXAMPLES OF LOGO MISUSE

TEDˣ AUSTIN
x = **independently organized TED event**

Do not set the placename in all caps, or change its size.

TEDˣ Austin
x = **independently organized TED event**

Do not change the color of TEDx, the placename, or the "x" in the tagline.

TEDˣ
Austin

Only use the 2-line template for longer placenames. Do not change the color of the "X" in TEDx.

TEDx Austin
x = independently organized TED event

Do not recreate the TEDx logo or tagline in your own typeface.

12. Using TEDx in copy

TEDx IN COPY

All TEDx in copy should be writen as "TEDx."

When refering to TEDx with the placename in copy, use "TEDxPlacename." Note that there is no space between TEDx and the placename.

Do not use:

TED-x

TEDX

TedX

TEDx PLACENAME

or any other variation.

Do not use the logo in copy.

EXAMPLE

"If you'll be coming to TEDxMelbourne, log in and vote for your favorite TEDTalks using the TEDxMelbourne Facebook app."

13. Web guidelines

CREATE A TEDx WEBSITE

We encourage you to create a website to market your TEDx event. Your url should be the name of your TEDx event. i.e. tedxtokyo.com

Please make sure your TEDx website URL matches the name approved in your license with TED.In addition to this your twitter feed, facebook page and any other digital or material references must match this name.

When you purchase your TEDx(name of city) domain name you are entitled to keep the name as long as you are a TEDx licensee. If for any reason you decide not to renew your TEDx license after your TEDx event or TED does not renew your license, you must transfer ownership of your TEDx domain name either back to network solutions, godaddy or to another TEDx licensee.

TEDx licensees should not acquire the domain name for their event until their license has been approved by TED.

CREATE A CHECKLIST FOR YOUR TEDx WEBSITE

Following is a check list for your TEDx website: The home page of your site should include:

1. TEDx logo: each webpage should have your TEDx logo linked to TED.com/tedx
2. Visiable link on the home page of the TEDx url: www.ted.com/tedx
3. Language that describes what TEDx is. See text below.
4. Text in the footer that includes: "This independent TEDx event is operated under license from TED."

Please take a look at these two links below as examples for great TEDx websites:

http://www.tedxshanghai.com/

http://www.tedxsf.com/

THE TEDx LOGO

Include the TEDx logo on each page of your website, with a link to www.ted.com/tedx

In order to maintain and preserve the TEDx brand identity, the only acceptable version of the TEDx brand is the one that appears in our branding guidelines.

Only approved TEDx logos, including the TEDx tagline, should be used on the website and to brand your event. Please include a link to the TEDx website wherever possible (www.ted.com/tedx). When adding the TEDx logo to your facebook page or other social networking page please include x = independently organized TED event.

13. Web guidelines

YOUR WEBSITE SHOULD INCLUDE

A section on the homepage that clearly describes what TED is and what TEDx is. Language as follows:

> **What is TEDx?**
>
> In the spirit of ideas worth spreading, TED has created a program called TEDx.
>
> TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. Our event is call TEDx (place), where x=independently organized TED event. At our TEDx (place) event, TEDTalks video and live speakers will combine to spark deep discussion and connection in a small group.
>
> The TED Conference provides general guidance for the TEDx program, but individual TEDx events, including ours, are self-organized.

ON THE TEDx HOMEPAGE

Please include the following on the bottom of the TEDx homepage:

> **"This independent TEDx event is operated under license from TED."**

ON ALL TEDx WEBSITE PAGES

Add additional language on each page that states:

> **"This TEDx event is independently organized"**

or

> **"This event is not being organized by the TED conferences — this is an independently organized TED event."**

TED TALKS

Embed a couple of TEDtalk videos from TED.com as examples.

TWITTER

When twittering please make sure there is a space between TEDx and the name of your event, as you want your tweets to show up when people search TEDx on twitter.

TEDx Tokyo = correct

TEDxTokyo = incorrect

13. Web guidelines

ALSO INCLUDE

Please use the following language to describe TEDx and TED in the About section of the website.

About TEDx, x=independently organize 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, TEDTalks video and live speakers combine to spark deep discussion and connection in a small group. 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 TED

TED is an annual event where some of the world's leading thinkers and doers are invited to share what they are most passionate about. "TED" stands for Technology, Entertainment, Design — three broad subject areas that are, collectively, shaping our future. And in fact, the event is broader still, showcasing ideas that matter in any discipline. Attendees have called it "the ultimate brain spa" and "a four-day journey into the future." The diverse audience — CEOs, scientists, creatives, philanthropists — is almost as extraordinary as the speakers, who have included Bill Clinton, Bill Gates, Jane Goodall, Frank Gehry, Paul Simon, Sir Richard Branson, Philippe Starck and Bono.

TED was first held in Monterey, California, in 1984. In 2001, Chris Anderson's Sapling Foundation acquired TED from its founder, Richard Saul Wurman. In recent years, TED has expanded to include an international conference, TEDGlobal; media initiatives, including TED Talks and TED.com; and the TED Prize. TED2010, "What the world Needs Now," will be held Feb 9-13, 2010, in Long Beach, California, with a simulcast event in Palm Springs, California. TEDGlobal 2009, "The Substance of Things Not Seen," will be held July 21-24, 2009, in Oxford, UK and TEDIndia will be held in November 2009.

THINGS YOU CANNOT DO

You may not run advertisements on your TEDx website.

You may not sell products on your website, or use the TEDx website for any kind of commercial endeavor.

You may not display any content associated with:

• Weapons manufacturers

• Ammunition companies

• Cigarette companies

• Online gambling organizations

• Other conference logos

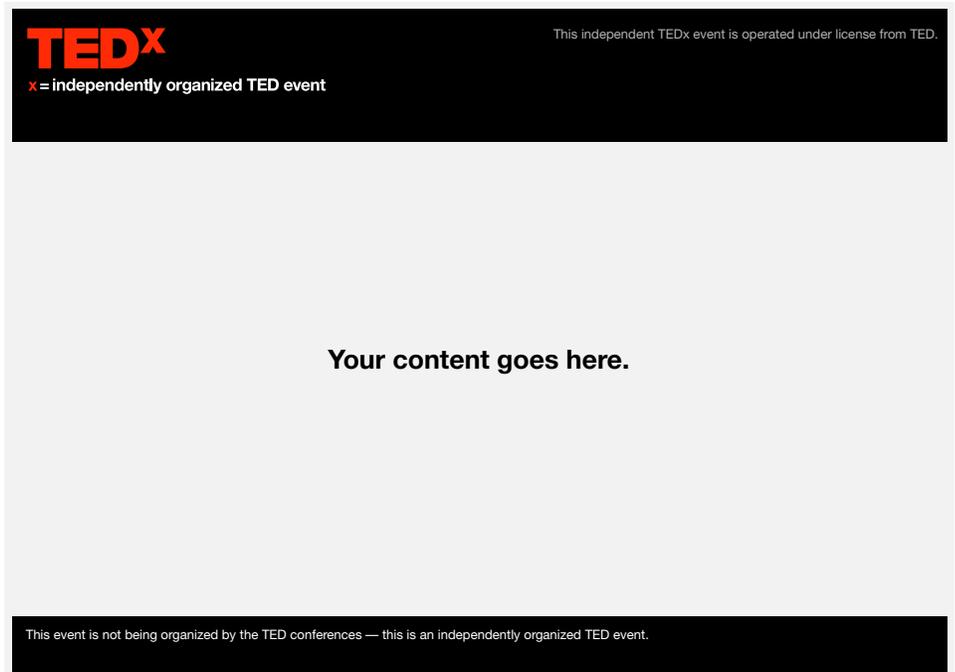• Sex related businesses

13. Web guidelines

TEDx WEBSITE TEMPLATES

These TEDx website design templates are available as inspiration. They also demonstrate the proper use, sizing and ratio of the TEDx logo in relation to the sponsor logo. Sponsor logo should not detract from clear branding of TEDx logo.

Brand banner ⟶
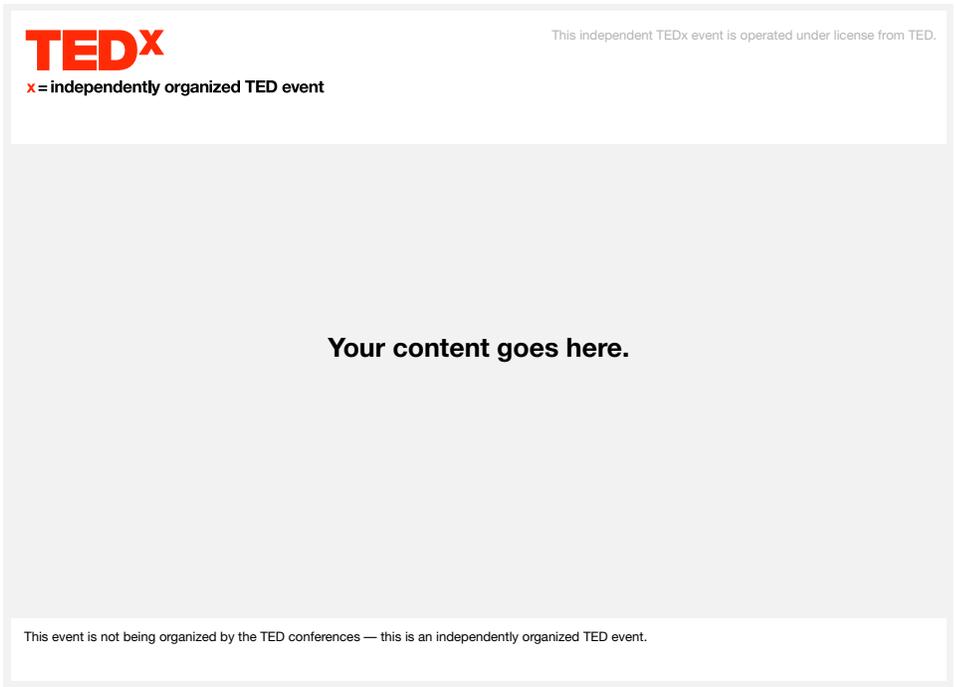
Brand footer ⟶

13. Web guidelines

SOCIAL NETWORKING GUIDELINES

When publicizing your TEDx event on social networking websites such as Facebook or Twitter:

- Use the official, correct version of the TEDx logo to identify your event
- Use the TEDx positioning statement and translate into the appropriate language, if necessary
- Add link to the TED site: TED.com/tedx

EVENT DOCUMENTATION

When your TEDx event is over we would like to link to a web page (on your website, Facebook or other social networking site) that describes and shows the event. This will serve as inspiration for planning of future TEDx events.

Please include:

- Your TEDx location-specific logo
- A description of your TEDx event
- Images from the event
- Quotes from attendees and/or speakers
- Twitter quotes, etc.

14. PR and marketing guidelines

PUBLICIZING YOUR TEDx EVENT

We're delighted that you'd like to promote your participation in the TEDx program. Below are some helpful media guidelines and policies. We want to hear from you! In the near future, we'll be creating an area on TEDx in which you can share your TEDx stories.

PRESS

As we start on this new endeavor, we ask that all press be routed through our head of media relations, **Laura Galloway.**

Laura's contact information:

**Laura Galloway
TED Media Liaison
212 260 3708
laura@gallowaymediagroup.com**

Because TEDx events are self-organized, we ask that you represent yourself as a participating organizer in your specific TEDx program. TED staff should be the sole official spokespeople for TED and the program as a whole; any journalist seeking comment from TED should be routed through Laura and the TED office.

TEDx MEDIA

General TED images, boilerplate and logos are available for download at **www.TED.com/tedx**

PRESS RELEASES

We will gladly participate in your press release, but all releases mentioning TED must be cleared though our offices, via Laura Galloway. We request 24 hours for release turnaround.

GET THE WORD OUT!

TEDx is about ideas worth spreading. Ways you may want to get word out about your event:

- Start a Facebook Group
- Blog it
- Twitter
- Upload your event images to Flickr

14. PR and marketing guidelines

DESCRIBING TEDx

Please use this language in ALL press and PR communication.

> **In the spirit of ideas worth spreading, TED has created a program called TEDx.**
>
> **TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. Our event is call TEDx (place), where x=independently organized TED event. At our TEDx (place) event, TEDTalks video and live speakers will combine to spark deep discussion and connection in a small group.**
>
> **The TED Conference provides general guidance for the TEDx program, but individual TEDx events, including ours, are self-organized.**

OTHER LANGUAGE

Please include this language in all communications:

> **"This independent TEDx event is operated under license from TED."**

Add additional language on each page that states:

> **"This TEDx event is independently organized"**

or

> **"This event is not being organized by the TED conferences — this is an independently organized TED event."**

14. PR and marketing guidelines

PRESS RELEASES

Boilerplate copy for TEDx partners to use in all press releases:

About TEDx, x=independently organize 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, TEDTalks video and live speakers combine to spark deep discussion and connection in a small group. 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 TED

TED is an annual event where some of the world's leading thinkers and doers are invited to share what they are most passionate about. "TED" stands for Technology, Entertainment, Design — three broad subject areas that are, collectively, shaping our future. And in fact, the event is broader still, showcasing ideas that matter in any discipline. Attendees have called it "the ultimate brain spa" and "a four-day journey into the future." The diverse audience — CEOs, scientists, creatives, philanthropists — is almost as extraordinary as the speakers, who have included Bill Clinton, Bill Gates, Jane Goodall, Frank Gehry, Paul Simon, Sir Richard Branson, Philippe Starck and Bono.

TED was first held in Monterey, California, in 1984. In 2001, Chris Anderson's Sapling Foundation acquired TED from its founder, Richard Saul Wurman. In recent years, TED has expanded to include an international conference, TEDGlobal; media initiatives, including TED Talks and TED.com; and the TED Prize. TED2010, "What the world Needs Now," will be held Feb 9–13, 2010, in Long Beach, California, with a simulcast event in Palm Springs, California. TEDGlobal 2009, "The Substance of Things Not Seen," will be held July 21–24, 2009, in Oxford, UK and TEDIndia will be held in November 2009.

15. TEDx partnerships

PARTNERSHIP

The cost to underwrite your program can be funded with the help of a select group of companies and organizations committed to supporting the power of ideas.

At TED, the emphasis is quality over quantity. Supporting partners can add to the unique atmosphere of TED. Our objective with the TEDx partnership program is to provide you with ways to underwrite your costs and to recognize your local business community through a combination of both in-kind and cash contributions. Remember: TED is a non-commercial event so all funds need to go directly to underwriting the cost of the event itself.

We established two levels to the TEDx partnership program between those events created for under 100 people and those events created for over 100 people. The basic guidelines are the same for both, however events over 100 people require an approved sponsorship plan before you can approach sponsors.

BASIC GUIDELINES

- Our preference is for you to seek out in-kind sponsors that can help you finance your space, food and audiovisual needs.

- TEDx is about networking and collaborating around ideas. Think about your group as a gateway to resources representing local businesses large and small to help support the event.

- None of the following sponsors can be associated with the TEDxbrand:
    - Weapons manufacturers
    - Ammunition companies
    - Cigarette Companies

- Stay away from companies that might try to green wash or white wash their image through TEDx

- Easiest to have one sponsor vs. multiple sponsors

- Sponsors do not have the right to have time on stage

- Sponsors should have no editorial control or veto power

- Please make it clear in all communication with sponsors that this is a TEDx event. See Logo and Branding Guidelines for more details.

FOR TEDx EVENTS LESS THAN 100 PEOPLE

- Our preference is that total sponsorship funding, in cash, does not exceed $5,000. We encourage you to reach out to in-kind sponsors.

- We ask that you reach out to those within your local community, you should not be reaching out to multi national brands.

- Post event wrap-up should include a list of all sponsorships and details of their contribution. Sponsors who participate in the TEDx program will have the opportunity to get a listing in a special TEDx resource guide in recognition of their contribution.

15. TEDx partnerships

FOR TEDx EVENTS OVER 100 PEOPLE

- All sponsor requests must be submitted for approval before any sponsors are approached. As part of this process we will need to know who is being approached and what is being proposed and the size and scope of the event. See TEDx Licensee Registration Form. Approval requests must to be sent to tedxpartners@ted.com.

- Our preference is that sponsorship funding, in cash, does not exceed $20,000 overall.

- Where possible, vendors should be paid directly by sponsors vs. payment going through the TEDx host.

- We ask that you reach out to those within your local community, and identify in-kind opportunities. You should not be reaching out to multi national brands to fund events without prior approval from TED. Approval requests are to be sent to tedxpartners@ted.com.

- Post event wrap-up should include a list of all sponsorships and details of their contribution. Those who participate will have the opportunity to get a listing in a special TEDx resource guide in recognition of their contribution.

SPONSOR PACKAGE

Following is a list of possible items you can offer your sponsor:

- Acknowledgement in the program — if you have a printed program

- Thank the sponsor from the stage, which could include slide mention from the stage.

- Placement of logo monitors during breaks

- During sponsored meals, allow a designated person from the patron company to make some brief remarks. The remarks should not exceed 10 minutes.

- Item from sponsor in gift bag for larger events and/or a speaker gift.

- Product demonstration: 3-minute presentation given by the sponsor to exhibit a new product to the group. These should not be company pitches but rather something that has not been released. This can be done as part of a pre-conference event or at a sponsor meal.

SPONSORSHIP PLACEMENT ON YOUR PRINT and WEB MATERIALS

Please follow these guidelines when identifying sponsors with their names and logos. For print:

- No sponsor logo may appear on the front or back page of a print program

- Sponsor message needs to be appropriate: in the spirit of TEDx

- Sponsor message should be a visionary message

- The sponsor's logo should always be smaller than the TEDx logo

For the web:

- Build out a separate sponsorship page/section

- If possible avoid showing the sponsor's logo or name on the homepage

- If you need to put the sponsor on the home page place at bottom right or left corner

- Sponsor logo size should appear to be smaller than the TEDx logo.

15. TEDx partnerships

SPONSORSHIP LETTER

TED has created a sample letter that you can use when approaching potential TEDx partners.

"Dear Sponsor,

My name is [NAME] and I'll be hosting a independently organized TEDx event in [CITY / LOCATION] on [DATE].

TED is an annual event that brings together the world's leading thinkers and doers to share ideas that that matter in any discipline. "TED" stands for Technology, Entertainment and Design — three broad subject areas that are, collectively, shaping our future. The talks at the conference "TEDTalks" are then made free at TED.com.

In the spirit of ideas worth spreading, TED has created a new program called TEDx. TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TEDTalks video and live speakers combine to spark deep discussion and connection in a small group. These local, self-organized events are branded TEDx, where x=independently organized TED event. Our TEDx event is not organized by TED Conferences, but operated under a license from TED.

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

For more information please take a look at:

www.ted.com

www.ted.com/tedx

We look forward to discussing further.

Sincerely,

[NAME]

15. TEDx partnerships

TEDx PRESENTATION TEMPLATE

On-screen presentations (Microsoft PowerPoint or Apple Keynote) to potential partners are most effective when there is consistency in how TEDx brand assets are used. PPT and Keynote templates are available for download at **www.TED.com/tedx.**