



TEDx KU | Sponsorship Package



Dear _____,

I'm Natalie Pursche. I'm currently a rising senior at the University of Kansas studying Journalism and History. I'm also the Sponsorship Manager for TEDxKU, a student organization that has been revived after a short hiatus. This event will take place on the University of Kansas campus in April 2025

At TEDxKU, TED Talk videos and live speakers will combine to spark deep discussion and connections. Although our TEDx event is not organized by TED Conferences, it is operated under a license from TED.

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

In the following package, you'll find more information on TED and TEDxKU along with specific ways in which you can contribute to this movement.

We look forward to discussing further. Please reach out to tedxku@gmail.com if you would like to be a partner or if you have any questions!

Sincerely,
Natalie Pursche
Sponsorship Manager

Something special is happening at the University of Kansas.

Right now, there is a movement of students working to bring ideas worth spreading to our campus and to put those ideas into action to improve our community. This movement is **TEDxKU**.

What is **TED**?

TED stands for Technology, Entertainment, Design—three areas that are collectively shaping our future. TED is an event where the world's leading thinkers and doers are given a platform to share their ideas and passions. These ideas reach individuals across the world through TED's remarkable online presence.

What is **TEDxKU**?

TEDxKU is an event unique to our campus where live TED-like talks are shared with the community. Unlike a TEDTalk, TEDx events are fully planned and coordinated independently of TED. In our case, TEDxKU is being organized by a determined group of students at the University of Kansas:

Lead Organizers | Anaya Parikh & Nikita Kuzin
Executive Producer | Alayna Thomas
Event Manager | Jasmin Ramirez
Sponsorships | Natalie Pursche
Budgets Manager | Kodai Nakae
Graphic Designer | Leslie Koffi
Website Manager | Kaden Huber
Logistics Leads | Renee Awad & Vincent Vo
Communications and Marketing Lead | Drew Hanson
Design Director | Ruiling Lu
Video and Production Leads | Julie Martine & Jolie Brown
Community Engagement Coordinators | Anna Duntz & Rich Wiggins
Team Manager | Natalie Duncan
Staff Advisor | Derek Zomer

Together, these students will put on an official TEDx event—an event that has the potential to reach hundreds of thousands of individuals (many TEDx videos get hundreds of thousands of views with some reaching millions of views). Closer to home, this event will spark meaningful dialogue and connections among community members, students, and faculty.

TEDxKU's ultimate goal is to unleash the full creative and economic potential of our region by bringing diverse voices together to solve unique problems facing communities throughout Kansas and the surrounding areas. By giving them a platform and connecting them to human, financial, and political resources, TEDxKU can foster large-scale change quickly.

Join the movement.

2025: A year of great potential.

In 2025 our goal is to establish TEDxKU as an integral part of the university. By reaching out to community members, administrators, professors, and students, we hope to create an inclusive event that gives all of us unique opportunities to better our community. We hope to see this event set a solid framework off which future students can expand this event's impact within our region.

TEDxKU is a volunteer-driven organization. Our passionate supporters come in many varieties, and unselfishly offer their time, skills, resources, and funds. This allows us to offer our programming at significant cost reductions. In the 2024-2025 academic year, we hope that the support of our community will allow us to create an event that can continue for years to come.

That's why strategic partnerships with like-minded businesses, organizations, and departments that are committed to the future potential of the University of Kansas are essential to TEDxKU. As a notable staple in our community, we believe you are in a unique position to contribute to this movement.

What is a TEDxKU partner?

TEDxKU 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 new sponsors to the TEDxKU community.

As a TEDxKU 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.

TEDxKU will begin as a grand experiment. We hope our community will embrace the event with passion and dedication. We encourage you to see TEDxKU as an incubator for new ideas and outreach for your organization. Partners should join TEDxKU events not only to present new ideas, but also as learners—to learn from the community and our speakers. We challenge you to curate an opportunity for this community of thinkers, dreamers, and visionaries to engage in a subject that is meaningful to you.

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

We look forward to having you join our global community of leaders and benefit from an individually tailored TEDxKU partnership.

Levels of support (and benefits):

Diamond – \$1,000+

- Named recognition at the event, print, and web materials as appropriate
- Prominent logo placement at TEDxKU
- Four (4) tickets to an exclusive event with a selection of the TEDxKU organizers and speakers
- Four (4) tickets to TEDxKU
- Placement of advertising “goodies” in our goodie-bags for the audience

Platinum – \$750+

- Named recognition at the event, print, and web materials as appropriate
- Prominent logo placement at TEDxKU
- Two (2) tickets to an exclusive event with a selection of the TEDxKU organizers and speakers
- Two (2) tickets to TEDxKU
- Placement of advertising “goodies” in our goodie-bags for the audience

Gold – \$500+

- Named recognition at the event, print, and web materials as appropriate
- Prominent logo placement at TEDxKU event
- Two (2) tickets to TEDxKU
- Placement of advertising “goodies” in our goodie-bags for the audience

Silver – \$250+

- Named recognition at the event, print, and web materials as appropriate
- Logo placement at TEDxKU event
- One (1) ticket to event

Bronze – \$100+

- Named recognition at the event, print, and web materials as appropriate
- Logo placement at TEDxKU event

I < 3 TEDxKU – \$5+

- Named recognition on web materials as appropriate

To support the TEDxKU movement—or simply get more information—please contact: tedxku@gmail.com

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