

TEDxPontiac 2026 Sponsorship & Partnership Package

Theme: Inspiration & Technology

Pontiac, Michigan | 2026

Anchored in Pontiac, Bridging Oakland County

Who You'll Reach: Our Audience

TEDxPontiac attendees are civic leaders, innovators, entrepreneurs, educators, students, and community builders. They are:

Curious, optimistic, and influence-driven

Age range: 21-55+, primarily professional and community-engaged

Seeking meaningful conversations and new ideas

Active on social media and highly connected to local causes

You won't just reach an audience. You'll influence a movement.

What You Gain

Brand Alignment: Position your organization alongside TEDx, a globally respected brand known for innovation, integrity, and ideas that matter.

Audience Connection: Meet and engage with changemakers, business owners, students, and civic leaders.

Evergreen Visibility: While sponsor mentions don't appear in TEDx videos, the relationships and social content generated last long beyond the event.

Community Impact: Be remembered for fueling Oakland County's innovation, civic pride, and economic growth.

Local Partnership Opportunities

\$250 - Community Builder

Logo in event-day slide loop (non-recorded, pre/post talk sessions only)

Logo on website

Printed program text placement under "Local Voices, Local Supporters"

'Proudly Supporting' window decal

1 General Admission Ticket

\$500 - Visibility Partner

All Community Builder perks, plus:

Upgrade program placement with Logo and Tagline

Additional General Admission Tickets (2 Total)

TEDxPontiac T-Shirt

\$750 - Impact Amplifier

All Visibility Partner perks, plus:

Upgraded program placement with a short message (20 words)

Community Engagement Table

Additional TEDxPontiac T-Shirt (2 Total)

Additional General Admission Tickets (3 Total)

\$1,000 - Idea Catalyzer

All Impact Amplifier perks, plus:

Upgrade program placement with quote and branded space

2 Preferred Seating Passes

VIP TEDxPontiac Shirt

Scrolling logo on lobby monitor (non-recorded area)

Regional & National Partnership Opportunities

\$2,500 - Momentum Driver

All Idea Catalyzer perks, plus:

On-Premises Banner

Upgrade Program placement full-width 1/4 pg Spotlight

Additional VIP TEDxPontiac Shirt (2 Total)

4 Preferred seating Passes

Scrolling Logo on Lobby Monitor

Social Media Live segment

\$5,000 - Visionary Architect

All Momentum Driver perks, plus:

Upgraded program 1/2 page profile feature

Reserved Front row for up to 8 guests

Your quote featured in the post-event TEDxPontiac gratitude video

Outside/Parking Lot Activations

\$10,000 - Presenting Partner (Limited Availability)

Recognition as Presenting Sponsor of TEDxPontiac 2026 (e.g., "TEDxPontiac 2026 presented by [Your Company] in Event Materials")

Premium logo placement in all event materials, signage, and slides (non-recorded areas only)

Dedicated feature story in newsletter and social media

Reserved front-row seating for 10 guests

Branded community engagement experience (e.g., Innovation Lounge)

VIP Access: 10 Tickets + Backstage Meet-and-Greet with Speakers

Inclusion in post-event 'Thank You' video & sponsor highlight reel

Premium placement on TEDxPontiac website

As a TEDx license holder, we must follow specific rules around sponsorships and funding. Sponsors:

- **May have no editorial control or veto power over event programming.**
- **May not be endorsed via TEDxPontiac social media properties.**
- **May not speak from the main stage at the event.**
- **May not have logos appear in recorded talks uploaded to TEDx platforms.**

In-Kind Sponsorships & Limitations (TEDx Compliance)

Besides cash donations, TEDxPontiac also welcomes in-kind sponsorships. These contributions reduce event costs while showcasing your organization's support. Packages can be customized based on the relative value of the in-kind gift.

In-Kind Contributions Needed:

- Food & Beverages
- Printing & Signage
- Photography & Videography
- Media Partnerships
- Gift Bag Items
- Staff/Volunteer Shirts
- Venue or AV Equipment

TEDx Partnership Policy Highlights

To protect the integrity of the TEDx brand and speaker experience:

What We Can Do:

- Feature partner logos on non-stage signage, printed program, and pre-session slides
- Co-brand lounges, auxiliary rooms, and hosted experience areas
- Share logos in social and recap content (post-event)
- Provide partner-driven engagement tables (non-commercial)

What We Cannot Do:

- Mention or display sponsor logos during talks or in talk videos
- Provide direct stage time or named shout-outs by speakers or MCs
- Allow selling, lead collection, or promotional flyers onsite
- Use of 'official sponsor' or 'in partnership with TED' language

Contact

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Licensee & Curator - TEDxPontiac 2026

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