

## 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 ¼ 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 ½ 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

Kevandre "Dre" Thompson

Licensee & Curator - TEDxPontiac 2026

[info@tedxpontiac.org](mailto:info@tedxpontiac.org)

[www.TEDxPontiac.com](http://www.TEDxPontiac.com)

