TEDx Pontiac

BUILDERS & BELIEVERS



PARTNERSHIP PACKAGE

IGNITING IDEAS, DRIVING CHANGE







WWW.TEDXPONTIAC.ORG

TEDxPontiac shines a global spotlight on local voices and ideas that inspire action, spark innovation, and build a stronger, more connected community.

2027

TEDxPontiac

WHO IS TEDX PONTIAC?

WELCOME TO A STRATEGIC PARTNERSHIP

TEDxPontiac is an independently organized TED event licensed by TED and rooted in the Pontiac and Oakland County community. The event brings together thought leaders, entrepreneurs, educators, creatives, business professionals, and community advocates to share powerful stories and innovative ideas across technology, education, entrepreneurship, the arts, leadership, and community development. More than a speaker event, TEDxPontiac creates a platform to elevate local voices, spotlight the innovation and potential within our region, and spark meaningful connections and conversations. Through compelling TED-style talks and community engagement, the event inspires attendees to see new possibilities, build relationships, and take ideas from the stage into their businesses, organizations, and communities. For sponsors, supporting TEDxPontiac means investing in a platform that celebrates innovation, diverse perspectives, and the people shaping the future of Pontiac and Oakland County.

Why Pontiac?

Pontiac, Michigan embodies a resilient, working-class soul forged in the fires of American industrial innovation. Named after a historic Odawa chief, the city's story is an epic of the automotive boom that built and sustained the American middle class. Though decades of manufacturing decline brought severe economic hardship, the community never lost its foundational grit. Today, Pontiac narrates a powerful tale of reinvention, where a thriving arts scene and a revitalized historic downtown honor its industrial roots while forging a vibrant future.

Save the Date: April 30, 2027



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PARTNER WITH PURPOSE

INVEST IN IDEAS THAT BUILD OUR FUTURE.

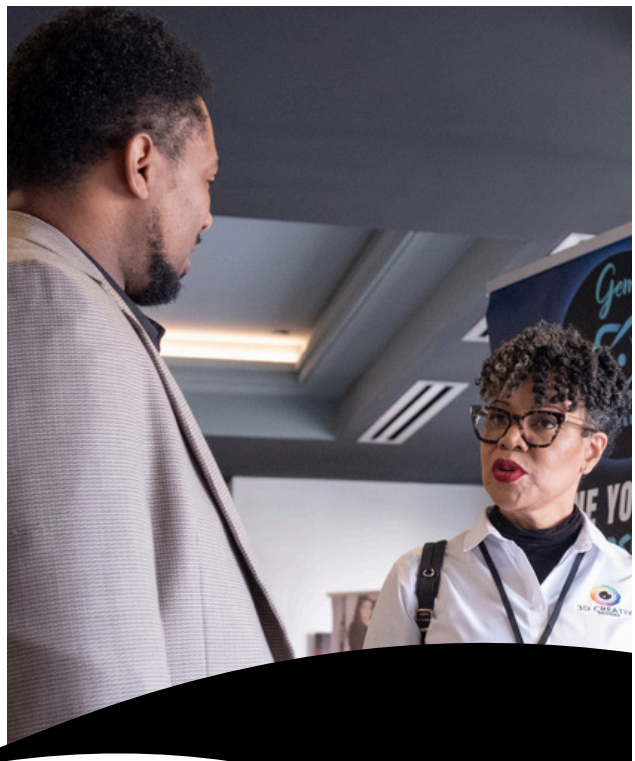
TEDxPontiac brings together civic leaders, innovators, entrepreneurs, educators, students and community builders for a locally rooted TEDx experience centered on ideas, connection and impact.

In 2027, our theme Builders & Believers celebrates the people who imagine what is possible - and the people willing to do the work to build it.



WHO YOU'LL REACH

- Civic leaders, innovators, entrepreneurs, educators, students and community builders
- Curious, optimistic and influence-driven attendees
- Professionals and community-engaged adults, primarily ages 21-55+
- People seeking meaningful conversations, new ideas and local connection
- Socially connected participants active in civic and community causes



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.

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LOCAL PARTNERSHIP OPPORTUNITIES

CHOOSE THE LEVEL THAT MATCHES YOUR IMPACT





Visibility Partner - $500
- Logo featured on the TEDxPontiac website
- 1 general admission ticket

Impact Amplifier - $750
- Logo featured on the TEDxPontiac website
- 3 general admission tickets

Idea Catalyzer - $1,000
- Logo featured in the event-day slide loop in non-recorded areas before and after talk sessions
- Logo featured on the TEDxPontiac website
- Logo featured in the event program
- 4 general admission tickets
- 1 vendor table
- 1 TEDxPontiac T-shirt

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REGIONAL & NATIONAL PARTNERSHIP OPPORTUNITIES

Momentum Driver - $2,500
- Logo featured in the event-day slide loop in non-recorded areas before and after talk sessions
- Logo featured on the TEDxPontiac website
- Logo featured in the event program
- Logo featured on event-day signage
- Social media sponsor highlight
- 1 vendor table
- 4 general admission tickets
- 2 TEDxPontiac T-shirts

Visionary Architect - $5,000
- Logo featured in the event-day slide loop in non-recorded areas before and after talk sessions
- Logo featured on the TEDxPontiac website
- Logo featured in the event program
- Logo featured on event-day signage
- Social media sponsor highlight
- 1 vendor table
- 8 tickets with reserved seating
- 4 TEDxPontiac T-shirts

Builders & Believers - $10,000
- Logo featured in the event-day slide loop in non-recorded areas before and after talk sessions
- Logo featured on the TEDxPontiac website
- Logo featured in the event program
- Logo featured on event-day signage
- Social media sponsor highlight
- 1 vendor table
- 10 tickets with reserved seating
- 6 TEDxPontiac T-shirts
- Access to the VIP lounge and sponsor lunch

Presenting Partner - $12,000
Limited Availability: 2 Sponsorships
- Recognition as a Presenting Partner of TEDxPontiac 2027, including “TEDxPontiac 2027 presented by [Company Name]” in event materials
- Premium logo placement across event materials, event-day signage, the TEDxPontiac website, and the event-day slide loop in non-recorded areas
- Dedicated sponsor highlight across TEDxPontiac social media channels, including Facebook, LinkedIn, Instagram, and YouTube
- 10 tickets with reserved front-row seating
- 6 TEDxPontiac T-shirts
- VIP backstage meet-and-greet with TEDxPontiac speakers
- Inclusion in the post-event TEDxPontiac thank-you video and sponsor highlight reel
- Sponsor recognition in the event recap video for extended digital visibility and international reach

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PARTNERSHIPS AT A GLANCE



VISIBILITY PARTNER - $500

- Logo featured on the TEDxPontiac website
- 1 general admission ticket



IMPACT AMPLIFIER - $750

- Logo featured on the TEDxPontiac website
- 3 general admission tickets



IDEA CATALYZER - $1,000

- Logo featured in the event-day slide loop in non-recorded areas before and after talk sessions
- Logo featured on the TEDxPontiac website
- Logo featured in the event program
- 4 general admission tickets
- 1 vendor table
- 1 TEDxPontiac T-shirt



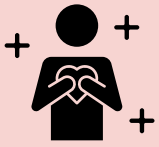
MOMENTUM DRIVER - $2,500

- Logo featured in the event-day slide loop in non-recorded areas before & after talk sessions
- Logo featured on the TEDxPontiac website
- Logo featured in the event program
- Logo featured on event-day signage
- Social media sponsor highlight
- 1 vendor table
- 4 general admission tickets
- 2 TEDxPontiac T-shirts



VISIONARY ARCHITECT - $5,000

- Logo featured in the event-day slide loop in non-recorded areas before and after talk sessions
- Logo featured on the TEDxPontiac website
- Logo featured in the event program
- Logo featured on event-day signage
- Social media sponsor highlight
- 1 vendor table
- 8 tickets with reserved seating
- 4 TEDxPontiac T-shirts



BUILDERS & BELIEVERS - $10,000

- Logo featured in the event-day slide loop in non-recorded areas before and after talk sessions
- Logo featured on the TEDxPontiac website
- Logo featured in the event program
- Logo featured on event-day signage
- Social media sponsor highlight
- 1 vendor table
- 10 tickets with reserved seating
- 6 TEDxPontiac T-shirts
- Access to the VIP lounge and sponsor lunch



PRESENTING PARTNER - $12,000
LIMITED AVAILABILITY

- Two available
- Recognition as a Presenting Partner of TEDxPontiac 2027, including “TEDxPontiac 2027 presented by [Company Name]” in event materials
- Premium logo placement across event materials, event-day signage, the TEDxPontiac website, and the event-day slide loop in non-recorded areas
- Dedicated sponsor highlight across TEDxPontiac social media channels, including Facebook, LinkedIn, Instagram, and YouTube
- 10 tickets with reserved front-row seating
- VIP backstage meet-and-greet with TEDxPontiac speakers
- Inclusion in the post-event TEDxPontiac thank-you video and sponsor highlight reel
- Sponsor recognition in the event recap video for extended digital visibility and international reach

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PARTNERSHIPS AT A GLANCE

	Visibility Partner $500	Impact Amplifier $750	Idea Catalyzer $1,000	Momentum Driver $2,500	Visionary Architect $5,000	Builders & Belivers $10,000	Presenting Partner $12,000 (LIMITED AVAILABILITY)
LOGO FEATURED ON THE TEDXPONTIAC WEBSITE	✓	✓	✓	✓	✓	✓	✓
GENERAL ADMISSION TICKET	1	3	4	4	8	10	10
LOGO FEATURED IN THE EVENT PROGRAM			✓	✓	✓	✓	✓
LOGO FEATURED IN THE EVENT-DAY SLIDE LOOP IN NON-RECORDED AREAS BEFORE AND AFTER TALK SESSIONS			✓	✓	✓	✓	✓
1 VENDOR TABLE			✓	✓	✓	✓	✓
TEDXPONTIAC T-SHIRT			1	2	4	6	6
LOGO FEATURED ON EVENT-DAY SIGNAGE				✓	✓	✓	✓
SOCIAL MEDIA SPONSOR HIGHLIGHT				✓	✓	✓	✓
RESERVED SEATING						✓	✓
ACCESS TO THE VIP LOUNGE AND SPONSOR LUNCH						✓	✓
RECOGNITION AS A PRESENTING PARTNER							✓
DEDICATED SPONSOR HIGHLIGHT ACROSS TEDXPONTIAC SOCIAL MEDIA CHANNELS							✓
VIP BACKSTAGE MEET-AND-GREET WITH TEDXPONTIAC SPEAKERS							✓
INCLUSION IN THE POST-EVENT TEDXPONTIAC THANK-YOU VIDEO AND SPONSOR HIGHLIGHT REEL							✓
SPONSOR RECOGNITION IN THE EVENT RECAP VIDEO FOR EXTENDED DIGITAL VISIBILITY AND INTERNATIONAL REACH							✓

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PARTNER CONSIDERATIONS

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



JOIN US AS A PARTNER



Tati Botta
Sponsorship Lead

Partnership has the power to turn ideas into impact. By supporting TEDxPontiac, you are helping create a platform that elevates local voices, inspires innovation, connects our community, and shines a spotlight on the people and ideas shaping the future of Pontiac and Oakland County. Your investment goes beyond an event. It helps amplify ideas worth spreading and creates opportunities for meaningful change. Together, we can make an impact that lasts beyond the stage.

www.TEDxPontiac.com

info@tedxpontiac.org



APRIL 30, 2027
Pontiac, Michigan
BUILDERS & BELIEVERS