

A large audience is seated in a warehouse-like space, facing a stage. The stage features several large projection screens. The leftmost screen shows a speaker. The middle screen displays the TEDx logo and the word 'X'. The rightmost screen shows the text 'TEDx Toronto' and 'LEGACY'. The entire scene is bathed in a red light, and the background shows the industrial structure of the warehouse.

**CANADA'S LARGEST EVENT**

**TED<sup>x</sup> Toronto**

**Saturday, October 26 | Evergreen Brickworks**

**2019 PARTNERSHIPS**



# TEDx

The pioneering global media platform devoted to spreading ideas and inspiring humanity to take action.





# A CULTURAL INSTITUTION

TED, a nonprofit devoted to spreading ideas, began in 1984 as a conference where Technology, Entertainment and Design converged. Today, it covers all topics from science to business to global issues in more than 100 languages.



## Perspective

**TED** encompasses the full spectrum of human ingenuity, challenging conventions, sharing solutions, and revealing bold new ways to see the world.



## Activation

**TED** is more than an annual gathering of the world's leading thinkers sharing their passion, it is also a localized cultural institution with engaging events and activations year-round.



## Evolution

From its humble beginnings as an annual conference 30 years ago in California, TED has evolved globally to include TEDPrize, TEDFellows, TEDEd, TEDBooks, TEDInstitute, TEDx-Adventures, and **TEDx**.

# A GLOBAL POWERHOUSE

What started as a one-off conference about Technology, Entertainment and Design has evolved into a Global Community and 360° Powerhouse.



Digital + Apps



**17M**

uniques

YouTube



**44M**

viewers

Social



**43M**

followers

Audio



**20M**

monthly downloads

Database



**35M**

subscribers

**TEDx** 13,000 EVENTS IN 150 COUNTRIES

**TED TALKS** 90,000 TRANSLATIONS IN 100+ LANGUAGES

# IT ALL ADDS UP

For over a decade, **TEDxToronto**, Canada's largest **TEDx** event, has galvanized the local and national community, bringing together corporations, start-ups, entrepreneurs, and individuals, providing a platform for exceptional ideas, and a catalyst for profound change.

Attendees  
**20K**

Media Impressions  
**300M+**

Social Reach  
**75K**

# of YouTube Views  
**13.2M**

# of Talks  
**125**

# of Performances  
**25**

\* Since 2009



# TEDxToronto ALUMNI

From women in tech to global social impact to conscious capitalism, our Alumni speakers signature blend of innovation, insight, and storytelling has ignited a world community, while continuing to foster ideas and connections amongst the future leaders of tomorrow.

**Masai Ujiri**

President, **Toronto Raptors**

**Neil Pasricha**

Author, ***The Art of Awesome***

**Director X**

Film & Music Producer

**Bruce Poon Tip**

Entrepreneur & Author

**Gimmy Chu**

CEO, **Nanoleaf**

**Mary Walsh**

Actress, Comedien & Writer

**Gavin Sheppard**

Co-Founder & Executive Director,  
**The Remix Project**

**Catherine Reitman**

Producer, ***Workin' Moms*** (CBC)

**Natalie Panek**

**Cassandra Creighton**

Child Artist & Video Game Designer

**Drew Dudley**

Founder, **One Day Leadership**

**Susur Lee**

Chef

**Ariel Garten**

Artist and Scientist

**Matthew Good**

Musician

**Michelle Latimar**

Actress

**Isha Datar**

CEO, **New Harvest**

**Sabrina Jalees**

Comedian, Actor, and Writer

**Penny Oleksiak**

**Team Canada**

Olympic Swimmer



Wealthsimple



Scotiabank®



## PAST PARTNERS



TWG

SAMSUNG



*Tim Hortons.*

Deloitte.

PURE + SIMPLE

brim

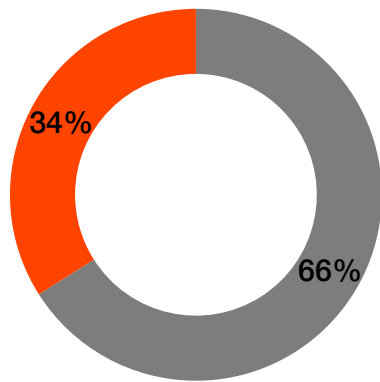


HATCH

# OUR AUDIENCE

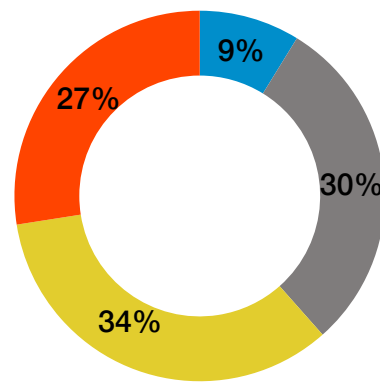
Smart | Savvy | Early-Adopting | Open-Minded  
| Intellectually Curious | Game-Changing

GENDER



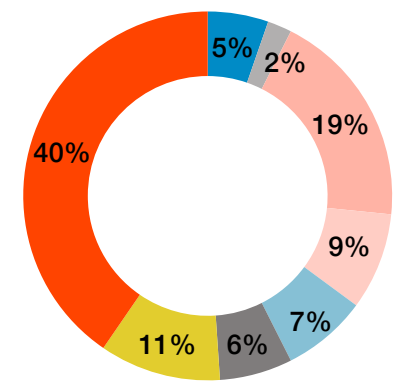
■ Male ■ Female

AGE GROUPS



■ 19-25 ■ 25-36 ■ 36-45 ■ 45+

OCCUPATION



■ Consulting ■ Tech  
■ Education ■ Marketing & Business Development  
■ Finance  
■ Government  
■ Student ■ Other

**62%**

Looking for ways of thinking about the world

**76%**

Like to hear all sides of an issue/argument

**75%**

Said the last TED Talk they watched had a positive impact on their lives

**26%**

Say a TED Talk has led them to change their minds

**62%**

First among friends to be up-to-date on politics/current events



An aerial photograph of the Toronto skyline, featuring the CN Tower and numerous skyscrapers. The image is split horizontally, with the top half in grayscale and the bottom half overlaid with a solid red color. The text is centered in the red section.

# **TEDx**Toronto 2019 EVENT OVERVIEW



**Every year,** we create a compelling theme that serves as a central thought for the conference. It is the backbone of our marketing initiatives and provides inspiration for our speakers, performers, and delegates.

Political movements, technology, online communities, the temperature, our city of Toronto, and even our awareness are rising.

These rising forces push us to pause, step back and realize that we are all part of the same story. That in order for one to rise, we must all rise. This year, TEDxToronto explores these forces, and asks: in our interconnected world, what does it take for us to RISE, together?

An aerial, grayscale photograph of a dense city skyline, likely Toronto, serves as the background. Overlaid on the lower half of the image is the word "RISE" in large, bold, red, three-dimensional block letters. The letters are slightly tilted and cast shadows on the city below them.

**RISE**



# 2019 EVENT OVERVIEW

The 11th Annual TEDxToronto is slated to be our best yet, drawing on a diverse and passionate array of speakers, performers, demos and delegates. With a renewed focus on expanded community programming and partner activation initiatives, we're excited to continue TEDxToronto's transformation into being a truly year-round engagement.

## WHAT

**TEDxToronto**

## WHEN

**Saturday, October 26, 2019**

## WHERE

**Evergreen Brick Works**

## WHO

**1,300 Entrepreneurs, Changemakers, Business Visionaries, Thought-Leaders, Community Activists, and more**



Evergreen Brick Works, one of Toronto's most sought-after event venues, is nestled in Toronto's lush ravines in a setting of awe-inspiring heritage buildings. Opened as Canada's first large-scale community environmental centre, the venue is a vibrant public space that fosters connectivity through nature, culture and community.



# PARTNERSHIP OPPORTUNITIES

We meet partners at the intersection of  
inspirational ideas and applied action.





# ROI—RETURN ON IDEAS

TEDxToronto presents a unique and exclusive platform primed to synthesize compelling storytelling, unparalleled experiences, strategic sponsorship investment, best-in-class partnerships, and on-brand programmatic extensions.

## Why Partner with Us?



**Connect your brand** with the most influential, action-oriented audience in Toronto

**Be a leader** in bringing together corporations, start-ups, entrepreneurs, and individuals who to be inspired by remarkable thinking

**Reach your specific corporate objectives** with our customized and integrated, 360° approach to partnerships

**Align your company with TEDxToronto**, synonymous with innovation and forward-thinking

## Partnership Objectives

Brand Repositioning

Culture Building

Showcasing Thought Leadership

Launching a Product or Service

Idea Mining

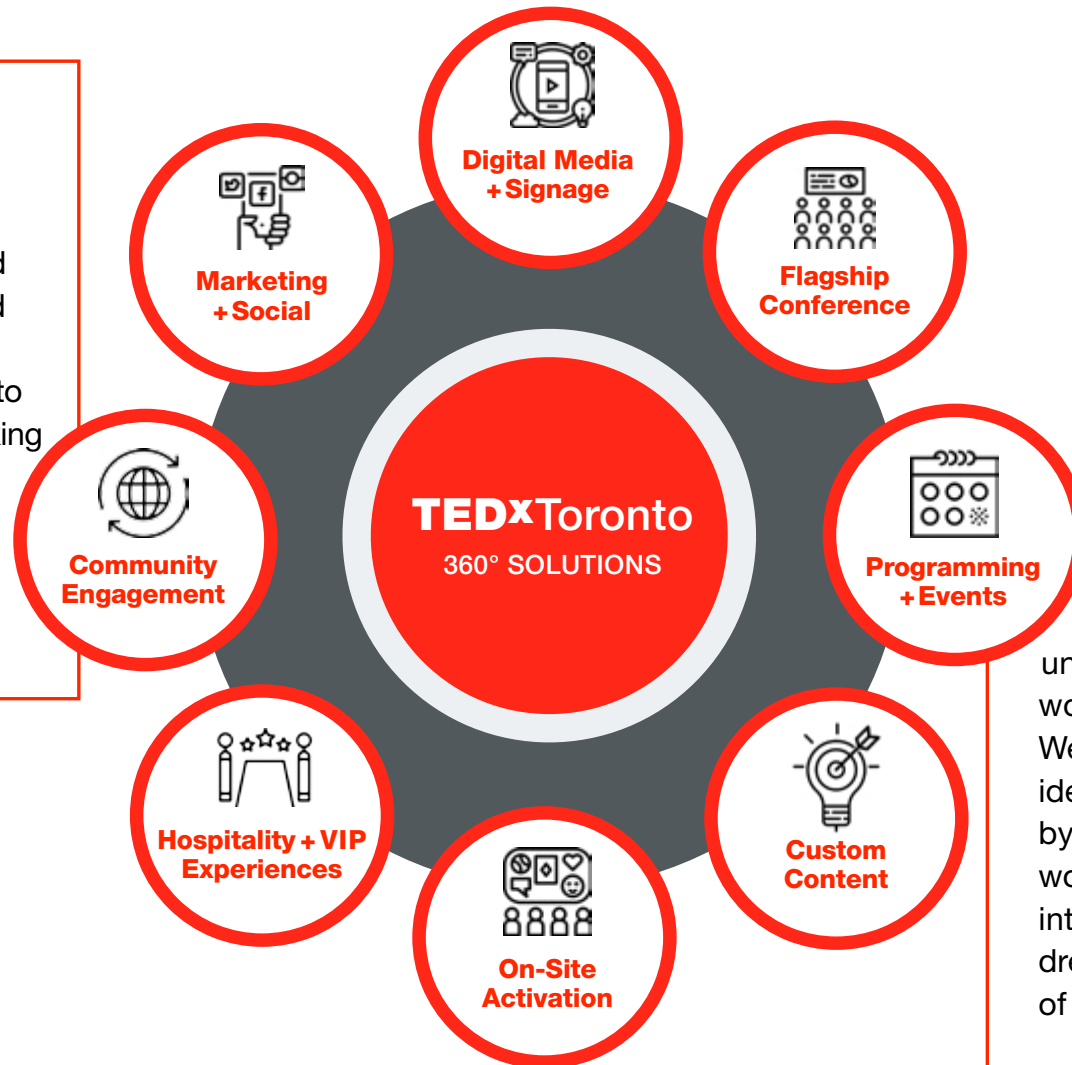
Insights Gathering

Professional Development

Corporate Social Responsibility  
Initiatives

# CROSS-PLATFORM REACH+SCALE

Through robust marketing vehicles, curated programming, exclusive experiences, differentiated consumer activations, and authentic community engagements, TEDxToronto provides the key to unlocking consumer and business potential that benefits all stakeholders, yielding positive ROI.



We've made a name for ourselves by unearthing and amplifying world-changing ideas. We excel at bringing out ideas in our partners, either by inviting you into our world, injecting a bit of TED into yours, or better yet, dreaming up a combination of the two.



# PARTNERSHIP BENEFITS

	Platinum \$50,000	Gold \$25,000	Silver \$10,000
<b>GENERAL</b>			
Recognition as a <b>Presenting Partner</b> of TEDxToronto	●		
Category Exclusivity	●		
Appear in the event title, in all marketing (digital and print) as: <b>BRAND X, Presenting Partner of the 11th Annual TEDxToronto</b>	●		
Recognition as a <b>Supporting Partner</b> of TEDxToronto		●	●
<b>MARKETING &amp; PUBLIC RELATIONS</b>			
Recognition as a <b>Supporting Partner</b> of TEDxToronto on all composite event signage and wayfinding	●		
PR: Cooperative Release	●		
PR: Featured inclusion as <b>Presenting/Supporting Partner</b> in media outreach, pitches, and releases	●	●	
Prominent logo placement on composite event signage and wayfinding	●	●	●
Inclusion in Official Program Book (Print & Digital)	Full Page	Half Page	Quarter Page
Branding/Logo placement in all print materials (Prominent for <b>Presenting</b> level)	●	●	●

	Platinum \$50,000	Gold \$25,000	Silver \$10,000
<b>WEBSITE, DIGITAL + SOCIAL</b>			
Co-branded communication opportunity (ability to send out e-Newsletter to TEDxToronto database)	●	●	
Social Media Integration/Amplification	●	●	
Logo inclusion on media partner ads	●	●	●
Prominent logo placement on conference lander page with description and click-thru to Partner website	●	●	●
<b>VIP + HOSPITALITY</b>			
Branded VIP Credentials/Takeaways	●		
Professional Meet & Greet Access with Talent	●	●	
Executive invitations to Innovator's Dinner	●	●	
Tickets to TEDxToronto Conference	12	8	4
Invitation to Speaker's Dinner	●		
Tickets to Official TEDxToronto After Party	12	8	4
<b>ON-SITE ACTIVATION</b>			
Opportunity for Activation on-site during the event	20' X 20'	10' X 10'	
Integration into on-site Photo/Video booth	●		
Prominent product integration/placement throughout event footprint	●	●	
Logo placement and inclusion at Main Entrance and signage throughout breakout areas	●	●	●
Logo placement and inclusion on stage screens during breaks and on digital screens in break areas	●	●	●
Item Inclusion in gift bags	●	●	●

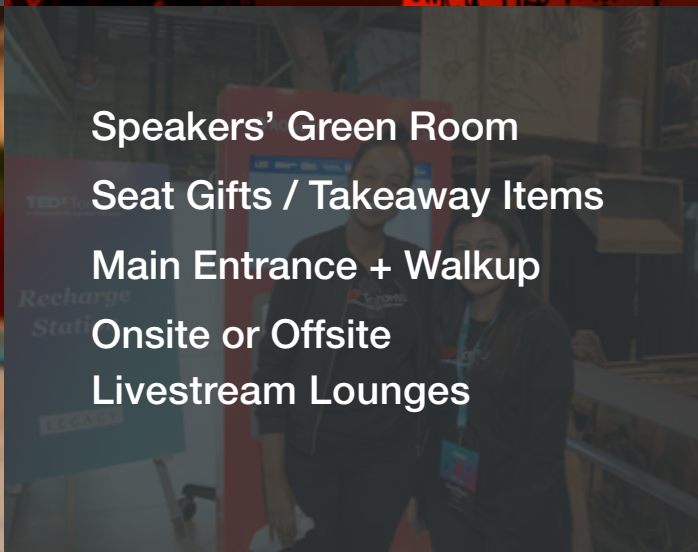




TEDxAdventure Partner  
After Party  
VIP Lounge  
Media + Press Lounge  
Marketing / Media Partner

## ADDITIONAL OPPORTUNITIES

Wireless / Technology  
Hospitality / Beverage  
Phone Charging Stations  
Apparel / Brand  
Ambassadors Shirts



Speakers' Green Room  
Seat Gifts / Takeaway Items  
Main Entrance + Walkup  
Onsite or Offsite  
Livestream Lounges







**TED<sup>x</sup>**Toronto 2019

**Let's talk.**

Place your brand at the centre of a national conversation  
focused on influencing positive change.

Contact us at [partnerships@tedxtoronto.com](mailto:partnerships@tedxtoronto.com)