About TED and TEDx

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a conference in California in 1984, TED has grown to support those world-changing ideas with many initiatives.

At a TED conference, the world’s leading thinkers and doers are asked to give the talk of their lives in 18 minutes or less. TED speakers have included Roger Ebert, Sheryl Sandberg, Bill Gates, Elizabeth Gilbert, Benoit Mandelbrot, Philippe Starck, Ngozi Okonjo-Iweala, Brian Greene, Isabel Allende and former UK Prime Minister Gordon Brown.

On TED.com, talks from TED conferences are shared with the world for free as TED Talks videos. A new TED Talk is posted every weekday. Through the Open Translation Project, TED Talks are subtitled by volunteers worldwide. Through our distribution networks, TED Talks are shared on TV, radio, Netflix and many websites.

The TEDx initiative grants free licenses to people around the world to organize TED-style events in their communities with TED Talks and live speakers. Selected talks from these events are also turned into TED Talks videos.

The annual TED Prize grants $1 million to an exceptional individual with a wish to change the world. The TED Fellows program helps world-changing innovators from around the globe to become part of the TED community and, with its help, amplify the impact of their remarkable projects and activities.

TED-Ed creates short video lessons by pairing master teachers with animators, for use in classroom instruction or independent learning.

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TED Talks video and live speakers combine to spark deep discussion and connection. These local, self-organized events are branded TEDx, where x = independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized.

For information about TED’s upcoming conferences, visit ted.com/registration

Follow TED on Twitter at twitter.com/TEDTalks, or on Facebook at facebook.com/TED

About TEDxACU

As part of our promise to support and nurture innovative ideas, ACU is excited to host its first TEDx event on April 17, 2015. Our theme for this event will be “(re)think.” (Re)thinking necessitates innovation. It calls us to question the status quo and consider how a single individual’s idea might radically alter an entire community. Join us for TEDxACU 2015, a one-day conference devoted to (re)thinking today and embracing the challenges of tomorrow.

Join us on Facebook at facebook.com/TEDxACU or Twitter @TEDxACU to keep up with all the latest TEDxACU news.

Contact us online: acu.edu/tedxacu/partner
Or email us: TEDxInfo@acu.edu
Businesses and Corporations

Although your partnership with TEDxACU comes with benefits you might expect from supporting any community event, such as recognition in our program or finding your name/logo on signage displayed at the conference, we aim to be distinctive by making your support of TEDxACU a true partnership. Rather than a one-way monetary exchange, we seek partners who are interested in conversations about how TEDxACU can support your business in return for the help you provided us.

Individual Benefactors

The TED movement is grounded in the simple idea that a single individual’s voice can make a significant impact when that voice is given a platform and an audience. We agree. If you are interested in becoming an individual TEDxACU partner, we would love to visit about how your contribution can work to support individual speakers in bringing their “ideas worth spreading” to West Texas.

Non-Profit Organizations

We know that non-profits must approach sponsorships differently than corporations, and it is our goal to partner with non-profits in ways that are tailored to their unique needs and concerns. From opportunities to showcase your organization’s “idea worth spreading” in the TEDxACU program, to the creation of interactive spaces where you could visit with attendees about your mission, we would love to visit with you further about how a partnership could benefit both TEDxACU and your organization.

The TEDxACU Partnership Difference

In seeking TEDxACU partners, our goal is to not only consider how your contribution -- either monetary or in kind -- will help support our commitment to “ideas worth spreading,” but to think about how our partnership could benefit you as well. Great ideas can captivate, but it takes willing listeners, passionate groups, and entire communities to spread and implement those ideas if they are to one day make a true change in the world.

Partnering with TEDxACU offers you, your business, or organization several opportunities to promote your work and goals with the Abilene and broader West Texas community. Two specific opportunities will be extended to all of our partners who support TEDxACU with at least $500 of monetary or equivalent in-kind donations.

1. Audience Engagement Spaces - TEDxACU partners will be invited to submit proposals for engagement booths they’d like to set up and run on the day of the conference. These booths will be located around Cullen Auditorium and in our break/lunch space where you will have the chance interact with attendees and share your company or organization’s “idea worth spreading.”

2. Attendee Gift Bags - Each TEDxACU attendee will receive a gift bag at registration, and as a partner, you will have the opportunity to distribute some promotional item (i.e., give-away items such as pens or flash drives, or offers such as coupons) to each attendee.

Are you ready to partner with TEDxACU?
Do you have questions about partnership opportunities?
Contact us online: acu.edu/tedxacu/partner
Or email us: TEDxInfo@acu.edu
### Title Sponsorship

In addition to complementary TEDxACU tickets, recognition on the event program, and recognition in front of the TEDxACU live audience, individuals, companies, or organizations who support us at the Patron or Underwriter levels will be named “title sponsors.” This level of support comes with two primary benefits.

#### Your Idea Worth Spreading

Each title sponsor will receive a page in the TEDxACU program devoted to promoting the “idea worth spreading” that you or your business/organization would like to share with attendees. This is an exciting opportunity to share your passion with individuals across West Texas.

#### Speaker Networking Event Invitation

Each title sponsor will also receive an invitation for two individuals to attend the speaker networking reception on the night before TEDxACU.

### Custom Partnership Opportunity

We will work one-on-one with individuals, organizations, or businesses who generously support TEDxACU at the Underwriter level to determine how we can best highlight your support during or after the conference. These custom opportunities are designed as a way to show our appreciation for your commitment to the TEDx movement by facilitating a unique way to share your organization/company’s message with TEDxACU attendees or the individuals who watch videos of our talks online after the event.

**Custom Partnership Opportunities Might Include:**

- Recognition as the sponsor for our lunch event.
- Recognition as a sponsor in the opening credits of one or more TEDxACU videos running on YouTube after the conference.
- Recognition as the sponsor of our student live-stream lounge.

---

<table>
<thead>
<tr>
<th></th>
<th>$500 Friend</th>
<th>$1,000 Advocate</th>
<th>$2,500 Patron</th>
<th>$5,000 Underwriter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Complementary Tickets to TEDxACU</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Organization/Individual Recognized in The TEDxACU Program</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organization/Individual Recognized on Screen Between Talks at TEDxACU</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition as a Title Sponsor</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Custom Partnership Opportunity</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>