

TEDx Portsmouth

2022 SPONSORSHIP OPPORTUNITIES



TEDxPortsmouth is where the Seacoast comes together for conversation, community and inspiration.



“TEDxPortsmouth brings together our forward-thinkers and innovators to share ideas and spark deep discussion. Together they can tackle community issues and be instruments of change on the global level. Kennebunk Savings is proud to support such an important initiative.”

- BRAD PAIGE, President and CEO, Kennebunk Savings Bank

TEDxPortsmouth: A Community Event With a Global Reach

Held in the historic Music Hall in downtown Portsmouth, TEDxPortsmouth is a major event on the Seacoast and grows in popularity each year, garnering not only a huge local following but a global reach with speaker videos generating more than a million views (and counting!) for both sponsors and speakers.

Our success and growth are owed not only to enthusiastic fans of TED and the dedicated, hardworking volunteers but to our incredible sponsors who make this event possible.

What are TED and TEDx?

TED is a nonprofit devoted to spreading ideas in the form of short (18 minutes or less), powerful talks. TED began in 1984 as a conference where technology, entertainment and design converged and today it covers almost all topics — from science to business to global issues — in more than 100 languages. Meanwhile, independently run TEDx events help share ideas in communities around the world through TEDx's popular YouTube channel.

Join the TED community as a TEDxPortsmouth sponsor.

We're reaching out to you because you represent an organization that values innovation, community and conversation — the core values of TED and TEDxPortsmouth. This is an opportunity for your organization to not only show support for this important event but to align yourself with a powerful brand, one that resonates both locally and globally.

Reach a large, highly educated, community-minded audience the day of and beyond.

Small business owners, CEOs, educators, scientists, artists, entrepreneurs, students and government leaders all come to TEDxPortsmouth to connect with their community and leave inspired. In addition to the full day at Portsmouth's historic Music Hall, you'll enjoy brand visibility after the event every time a TEDxPortsmouth talk is viewed online as sponsor logos appear on-screen before and after each video plays. Sponsors are also recognized throughout the year in the press, on the TEDxPortsmouth website and across our social media channels.



“TED is one of the most recognized, prestigious brands in the world, and we are honored to host an event of this caliber at The Music Hall.”

MONTE BOHANAN, Director of Marketing and Communications, The Music Hall

Where do your dollars go?

TEDxPortsmouth is a nonprofit organization managed 100% by volunteers. Money raised from sponsorships and ticket sales stays in the community and covers the cost of TEDxPortsmouth services such as printing, venue rental, sponsor signage, promotions, audio-visual rentals, food and event insurance. We take our responsibility seriously to make sure your dollars are directed toward a better future for the Seacoast area.

Sponsor Benefits

SILVER (\$2,500)

- Invitation to sponsor appreciation party
- Four VIP Tickets to TEDxPortsmouth
- Logo on Music Hall screen
- Logo on all TEDxPortsmouth YouTube videos
- Emcee recognition from the stage
- Half-page ad in program
- Hyperlinked logo and tagline on website
- Hyperlinked TEDxPortsmouth sponsor logo for your website
- Customizable press release
- Sponsor signage in lobby (group)
- **NEW** Social media mentions

GOLD (\$5,000)

EVERYTHING IN SILVER, PLUS:

- Six VIP TEDxPortsmouth tickets
- Multiple callouts from the stage
- Full-page ad in printed program
- Exclusive signage in lobby upstairs
- **NEW** Signage in first floor lobby
- **NEW** Four tickets donated to nonprofit in your name

PLATINUM (\$10,000)

EVERYTHING IN GOLD, PLUS:

- Eight VIP TEDxPortsmouth tickets
- Callout from stage with company mission
- **NEW** Two TEDxPortsmouth speakers to speak at your office
- **NEW** On-site "How to Talk Like TED" Storytelling + Public Speaking Workshop



Join the TEDx Community as a Sponsor

Advertising Sizes

Silver - Half Page

Trim: 3.375" w x 3.75" h

Bleed: 3.625" w x 4" h

Gold and Platinum - Full Page

Trim: 6.75" w x 3.75" h

Bleed: 7" w x 4" h

Digital File Requirements

To ensure high quality print output, digital ads must be 300 dpi or higher, sized to the appropriate trim. PDF/X 1a files are the preferred format. If you cannot submit a file to this specification please submit a PDF file with all high-resolution images and fonts embedded in the file. Images must be CMYK or grayscale and 300 dpi. No application files are accepted.



TED^x Portsmouth
x = independently organized TED event