

TEDxWinnipeg

x = independently organized TED event

2019

SPONSORSHIP

 tedxwinnipeg.ca

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COLLABORATION IS POWER

TEDxWinnipeg is a local community and event based on the TED ideology; where ideas worth sharing in Technology, Entertainment and Design converge. Since 2011, TEDxWinnipeg has been highlighting ideas, showcasing new ways of looking at the world, creating conversation and bringing people together.

WHY SUPPORT TEDXWINNIPEG

As a sponsor of TEDxWinnipeg, your company will have the opportunity to:

- engage with an audience looking for **inspiration, connection, collaboration and action**;
- showcase your unique brand in an interactive space;
- support groundbreaking ideas, innovative thinking, and the shaping of our future.

AUDIENCE

Our audience is motivated, enthusiastic and comes from many areas within our community.



62 % of applicants are women

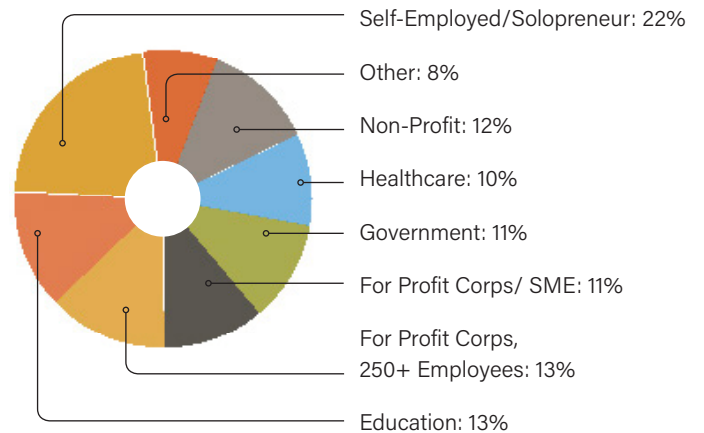


54% of applicants are owner operators, managers, Vice-Presidents or C-suite executives



61% of applicants are between the ages of 25 - 44

Breakdown by industry:



SPEAKERS

TEDxWinnipeg selects from roughly a hundred speaker applications for each event. We look for someone with:

- TEDxWinnipeg chooses from over 100 applications
- has highlighted 114 speakers and 6 entertainers
- 2015 – 2018 talks have been viewed 653,970+ times (at Jan 1, 2019).

Past TEDxWinnipeg speakers who have demonstrated all of the above include representatives from agencies such as — NASA, the Canadian Space Agency, community activists in medicine, mental health, sport, nature, architecture, urban planning, technology, agriculture and law. Also, entrepreneurs, authors, humourists, educators, arts lovers such as musicians, actors, filmmakers, broadcasters, artists, and everyday inspirers.

“TED has created a product that’s sophisticated, popular, lucrative, socially conscious, and wildly pervasive.”

— The New Yorker



	\$7500	\$5000	\$2500	\$1000	Idea Lounge <i>Invitation only</i>
Event Tickets	8	6	4	2	
Video Pre-roll	●				●
On Stage Recognition	●	●			
Engagement Table at Event	●	●			
Advertisement in Event Program	●	●			
Feature Blog Interview	●	●			
Website link with corporate logo on Sponsor Web page	●	●	●	●	●
Social Media Mentions (within TED Guidelines)	●	●	●	●	●
Recognition in Communication Emails	●				●
Recognition on Event Signage	●	●	●	●	●
Jointly-Branded contribution of lanyard/nametag (one available)	First come first served				
Jointly-Branded contribution of gift bags and prizes for audiences (one available)	First come first served				

“TEDx is a great way of reaching out to people with innovative and creative minds.”

IN 2017, OUR LIVESTREAM VIEWERS COVERED THE PROVINCE FROM **ALTONA** TO **GILLAM**. THEY COVERED THE COUNTRY FROM **VICTORIA BC** TO **MCCURDY'S CORNER** NOVA SCOTIA. THEY COVERED THE USA FROM **SAN DIEGO** CALIFORNIA TO **FARMINGTON** NEW HAMPSHIRE, AND THEY COVERED THE WORLD FROM **SAO PAULO** AND **SANTIAGO** TO **SLOVAKIA**, **BRISBANE** TO BANGLADESH AND BELGIUM, AND FROM **MONTEVIDEO** TO **MEXICO CITY** AND **MILAN**.

100
ATTENDEES (2014)
300
ATTENDEES (2016)
600
ATTENDEES (2018)



5448
FOLLOWERS
ON TWITTER

462
ON INSTAGRAM
2425
ON FACEBOOK



TRENDED #1
TRENDS NATIONWIDE EACH
YEAR ON EVENT DAY.



61,963 VIEWS
SANDI REIMER
CHOOSE YOUR
ATTITUDE (2014)



126,409 VIEWS
CHERYL FERGUSON
MOTIVATING PEOPLE
TO EXCELLENCE (2015)
FEATURED ON TED.COM



317,023 VIEWS
SHERRY LEE
BENSON-PODOLCHUCK
WORKPLACE BULLYING
AND THE STRATEGIES I
USED TO SURVIVE (2015)



3,379 VIEWS
SONYA BALLANTYNE
IF I DON'T SEE MYSELF,
HOW DO I KNOW I
EXIST? (2017)

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