



TEDxWinnipeg

x = independently organized TED event

2024

SPONSORSHIP

 tedxwinnipeg.ca

 [tedxwinnipeg](https://twitter.com/tedxwinnipeg)

 [TEDxWinnipeg](https://www.facebook.com/TEDxWinnipeg)

 [tedxwinnipeg](https://www.instagram.com/tedxwinnipeg)



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.



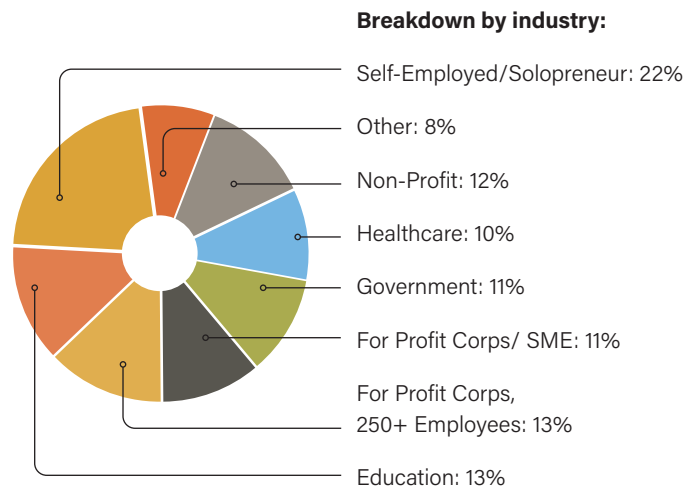
62% of applicants are women



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



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



SPEAKERS

- 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.



5,448
FOLLOWERS ON TWITTER

974
(5,588 IMPRESSIONS
IN THE LAST 30 DAYS)

2,500
FOLLOWERS IN LINKEDIN

2,500
ON FACEBOOK

2,500
ON MEETUP



TRENDED #1
TRENDS NATIONWIDE EACH
YEAR ON EVENT DAY.

100
ATTENDEES (2014)

300
ATTENDEES (2016)



600
ATTENDEES (2018)

330,434
VIEWS OF CHERYL FERGUSON
**MOTIVATING PEOPLE
TO EXCELLENCE** (2015)
FEATURED ON TED.COM



597,682
VIEWS OF SHERRY LEE
BENSON-PODOLCHUCK
**WORKPLACE BULLYING
AND THE STRATEGIES I
USED TO SURVIVE** (2015)

158,085
VIEWS OF LESLEA
WALTERS **MIND
YOUR OWN
PREGNANCY!** (2019)



157,315
VIEWS OF KERRI TWIGG
**BURN YOUR OLD
RESUME, THE FUTURE
OF WORK IS HERE** (2019)



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





2,079

NUMBER OF PEOPLE ON THE EMAIL LIST



87%

OPEN RATES FOR EMAILS SET TO OUR DATABASE

13%

CLICK THROUGH RATE FOR EMAILS

2/month

ESTIMATED NUMBER OF EMAILS WE WILL BE SENDING OUT FROM NOW UNTIL THE EVENT



2,573,791

TOTAL VIEWS OF TEDXWINNIPEG VIDEOS

20,756

AVERAGE VIEWS OF TEDXWINNIPEG VIDEOS



TRENDED #1

TRENDS NATIONWIDE EACH YEAR ON EVENT DAY.

PAST SPONSORS HAVE INCLUDED

Pinnacle
National Leasing
CIBC
Manitoba Hydro
New Media Manitoba
Winnipeg Airports Authority
North Forge
World Trade Centre
Taylor McCaffrey
Payworks
IQ Metrics
Deloitte





EVERYTHING WE DO IS CUSTOM

We don't use stock packages because they don't work. We want to learn about your goals, how you measure ROI and what you are trying to achieve. Once we know that, we can create something tailored to your needs.

For example:

- Onsite Activations
- Brand Recognition
- VIP Opportunities
- Hospitality
- Sampling
- Experiential Marketing
- Employee or client engagement
- Advertising

In other words, we want to hear about your goals and build something just for you and your budget.

WHAT ALL OF OUR SPONSORS RECEIVE

We want to develop an activation opportunity designed to engage your target audience in meaningful ways, but all of our sponsors receive the following benefits with a minimum financial contribution of \$1000.

- Social media and database promotion
- Logo placement:
- Onsite on signage and digital screens
- On website with hyper link
- On promotional materials like posters/postcards

LET'S CONNECT

We're excited to hear about your goals and how we might help you achieve them.

Get in touch with our Sponsorship Team to book a discovery call today!


Divya Sharma and Monica Derksen
sponsors@tedxwinnipeg.ca

"TED has created a product that's sophisticated, popular, lucrative, socially conscious, and wildly pervasive."

— The New Yorker

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**.



 tedxwinnipeg.ca

 [tedxwinnipeg](https://twitter.com/tedxwinnipeg)

 [TEDxWinnipeg](https://www.facebook.com/TEDxWinnipeg)

 [tedxwinnipeg](https://www.instagram.com/tedxwinnipeg)

