

# TED<sup>x</sup>Warsaw

**x** = independently organised TED event

Partnership Proposal **2018**

# The first and largest TEDx in Poland

## Our story so far:



**6500+** guests



**220+** speakers



**1,5 mln+** views  
on YouTube



**1** marriage proposal  
on stage

she said "yes" (now Mr & Mrs Drabent)

Edition 2018 will be our ninth major event: **March 22, Multikino Złote Tarasy, 1000 guests**

This time under the theme "**Men & Women**"

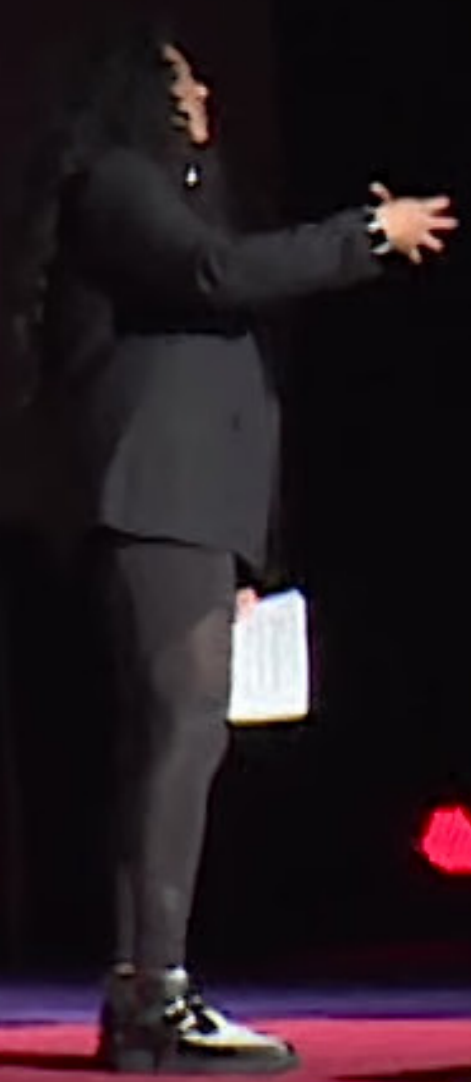
# Our approach to partnerships

For many years we avoided fixed packages as our experience proved: no two Partners have the same needs. We always look for creative solutions but also understand the need for a discussion's starting point. Here it is.

Importantly, we need to stress that some forms of promotion, e.g. giving a talk on stage or mentions in social media, are forbidden due to terms of license. The list below does not enumerate all imaginable ways in which we can help our Partners achieve their goals. The best way to come up with great solutions is to start a conversation.

And then continue it, very often beyond the first event organized together. Our goal is to build long term, mutually beneficial relationships. Since you're reading this, we know yours is the same.

**TEDx** Warsaw



# Partnership possibilities

## Tier 1 **10-20k PLN NET**

- use of Partner's logo on goodie bags, www, videos uploaded to YouTube
- right to contribute products to goodie bags distributed among participants
- right to publicize information about being our Partner
- invitations for Partner's employees

## Tier 2 **20-40k PLN NET**

- the previous and:
- space dedicated for Partner at the venue
- use of Partner's logo on badges and street banners
- invitations for Partner's clients
- workshop on public speaking for Partner's employees
- industry exclusivity
- inclusion in press releases

## Tier 3 **30-60k PLN NET**

- the previous and:
- Partner of registration / catering / wi- / afterparty
- invitations for Partner to organize a contest for general public
- invitations to a dinner with our Team and Speakers
- 1 on 1 public speaking coaching for chosen Partner's employee
- use of Partner's venue for a pre-event networking workshop for audience
- right to organize a workshop during the event
- dedicated space in printed event program
- right to resell benefits to another organization (requires our approval)
- creative solutions fitting Partner's needs

Level of expected contribution is dictated by the size of the Partner.  
An international corporation has bigger possibilities, and different needs, than a local SME.  
We believe it is simply fair to take this into account.

# Tell us what you think.



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Legally speaking, TEDxWarsaw is organised by Seriatim Foundation – an NGO run by TEDxWarsaw Team members, set up to share our knowledge of public communication with wider audiences. That's it for now. Let's talk.