

## **Participate. Engage. Get something. Give something.** **TEDxSMU 2010: Starting Now**

TEDxKids @SMU. Friday, October 15, 2010

TEDxSMU. Saturday, October 16, 2010

TEDxSMU is making bold moves this year ... new venue, targeted focus on human survival issues, year-round programming, and an enhanced TEDxKids experience. We can't do it without you! Thank you for considering becoming a sponsor of TEDxSMU. Below you will find a menu of sponsorship opportunities to whet your philanthropic appetite. Don't hesitate to call with any questions you might have. Oh, and did we mention that sponsorship packages include TEDxSMU tickets? It's the only guaranteed TEDx ticket in town!

### Express Yourself.

TEDxSMU ART INSTALLATION SPONSOR | \$15,000

As the TEDxSMU Art Installation Sponsor, your contribution will underwrite a commissioned artwork which will debut at TEDxSMU. The call to artists is open to Dallas artists and will include a \$7,500 project budget plus \$1,500 honorarium to the jury-selected winning artist(s).

Benefits at the \$15,000 level:

- 6 tickets and parking at TEDxSMU and the Saturday evening after party
- 2 tickets and parking at TEDxKids @SMU (note: the only reserved seats at TEDxKids will be for students!)
- Invitation to private Friday evening event honoring speakers and sponsors
- Complete set of TEDxSMU DVDs
- Premium branding tied to the particular area you choose to sponsor
- Recognition in all collateral, including web site, social media and program
- Logo recognition in all slide shows (excluding speaker slides) and on-site branding
- Opportunity to place item(s) in gift bag (pre-approval required)
- Opportunity for booth or product demonstration during breaks (some restrictions apply)

*TEDxSMU is produced as a joint effort of SMU and The Idea Fund at Communities Foundation of Texas. Donations are tax-deductible to the fullest extent allowed by the IRS, and may be made through SMU or The Idea Fund at Communities Foundation of Texas. The tax-deductible portion of the \$15,000 gift is \$14,385.*