



TED^xIMIB
x = independently organized TED event

TED

TED is a nonpartisan nonprofit devoted to the mission of 'Ideas worth Spreading', usually in the form of short, powerful talks. TED began in 1984 as a conference where Technology, Entertainment and Design converged, and today covers almost all topics – from science to business to global issues – in more than 110 languages.

For more information on TED, please visit - <https://www.ted.com/about/our-organization>

TED^x

In the spirit of ideas worth spreading, TEDx is a program of local, self organized events that bring people together to share a TED-like experience. At a TEDx event, TED Talks videos and live speakers combine to spark deep discussion and connection. These local, self-organized events are branded TEDx, where x = independently organized TED event.

For more information on TEDx, please visit - <https://www.ted.com/about/programs-initiatives/tedxprogram>

TED^xIMIB

Established in 2019 and organized in International Management Institute (IMI), Bhubaneswar campus, TEDxIMIB aspires to create a unique platform to ignite new ideas. The speakers include intellectuals, innovators, entertainers, thrill-seekers, and philanthropists, who are chosen meticulously to cover different spheres of life and are set to satisfy local and global audiences.

For more information on TEDxIMIB, please visit - <https://www.tedximib.com>

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MISSION

To provide a platform for ideas that lack a stage. The ideas can be anything and everything - your personal inspirational story or some revolutionary science or the craft you have mastered.

VISION

The event envisions to create a collusion of experienced minds to enlighten the audience with their skill and thus motivate them to achieve such heights in their future. The stage belongs to those who can inspire the multitude, share their valuable knowledge and experiences ; thereby initiating a spark of change within.

VALUES

The event strictly adheres to the values of TED which says - "Ideas worth spreading". TEDxIMIB aims at gathering a group of people who are eager to learn, share and spread the idea for the day. We aim at making this event an everlasting memory for our audience as well as our speakers.



INTERNATIONAL MANAGEMENT INSTITUTE
BHUBANESWAR

TEDxIMIB

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64.8K+
GLOBAL VIEWS



1.5K+
WEBSITE REACH



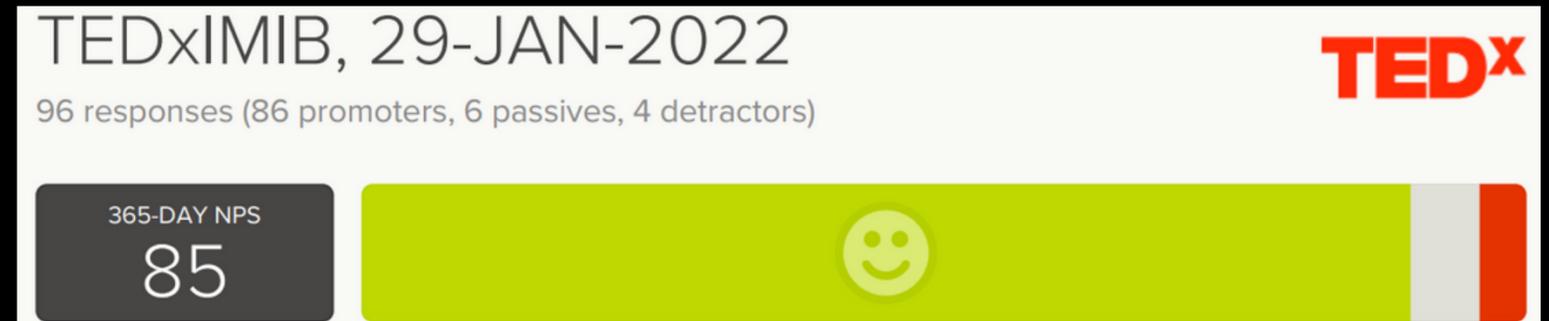
10K+
VIDEOS LIKES



450+
AUDIENCES
ACROSS 3 EDITIONS

NET PROMOTOR SCORE (NPS) OF TEDxIMIB 2022

The Last edition of TEDxIMIB event held on 29th January 2022 has received a Net Promoter Score (NPS) of 85 out of a possible 100. The NPS is a number from -100 to 100 calculated by subtracting the percentage of detractors from the percentage of audience who are Promoters



WHY TEDxIMIB

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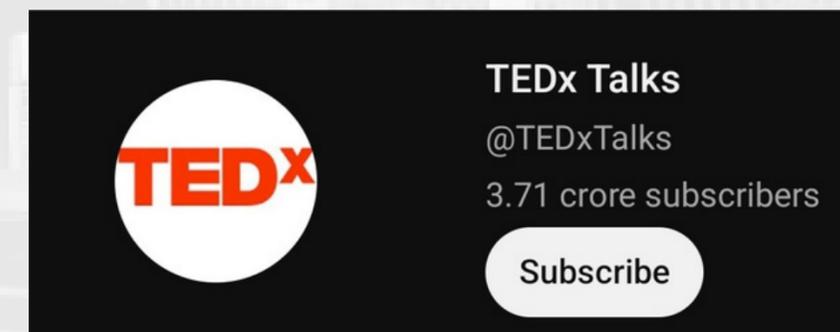
WHY PARTNER WITH US?

- Join some of your favorite TED speakers, and the progressive TEDx community of thinkers and doers who want to stay curious, imagine and thrive. Share our mission of spreading ideas that might change the world and distinguish your brand as one that is interested in anticipating and finding innovative solutions to tomorrow's problems.
- Your brand has the opportunity to establish itself as a dynamic presence in our globalizing world. After the event, it will reach a broad and diverse audience through online videos of our event, providing international recognition.
- Learn and mingle with inspired thinkers and movers in the local community: receive complimentary tickets to TEDxIMIB 2023.
- Every donation helps us further our goal of making ideas free and accessible to millions of people every day. By becoming a partner, you'll also help support big thinkers who believe in turning ideas into action.

WHY YOUR SUPPORT MATTERS?

What makes TED unique isn't only the TED Talks, it's the space we create for new ideas and new perspectives to blossom. Your support powers the production of hundreds of videos translated into over 100 languages, perspective-shifting podcasts, curated conversations, and educational content that inspires billions across the globe.

Therefore, your partnership with TEDxIMIB ensures the success of our event, allowing us to provide attendees with an exceptional and unique experience.



37.1M
SUBSCRIBERS



- **Ranks 1** in NonProfit YT Channel
- Among the **Top 100 YT channels** in terms of subscribers count.

SPONSORSHIP

OPPORTUNITIES

FINANCIAL CONTRIBUTIONS:

- Diamond - ₹ 50,000/-
- Platinum - ₹ 30,000/-
- Gold - ₹ 20,000/-
- Silver - ₹ 10,000/-

For more details on partner benefits, please check the Sponsorship Deck

IN-KIND CONTRIBUTIONS:

- Food/Snacks
- Catering
- Beverages
- Photography
- Videography
- Printing
- Sound Systems
- Gift items
- Travel/Transport
- Accomodation

Partners who contribute In-Kind will receive the equivalent cash value in partner benefits

GUIDELINES

- Sponsors cannot influence content. Sponsors will have no editorial control or veto power over TEDxIMIB's program.
- Sponsorship is not allowed on stage as per official TEDx rules. Sponsorship logo cannot be displayed on the stage or inside the Auditorium.
- Sponsor logos will be displayed all over the campus and outside apart from TEDx stage.
- Sponsors will be mentioned in other events of IMI Bhubaneswar apart from TEDx.
- Sponsors from the following industries are not acceptable by rule:
 - Weapons/ammunition
 - Tobacco/cigarettes
 - Adult-oriented products/services

SPONSORSHIP DECK

PRE TEDX

DIAMOND
₹ 50,000

PLATINUM
₹ 30,000

GOLD
₹ 20,000

SILVER
₹ 10,000

Company logo on TEDxIMIB website



Social Media Shout-out



Logo presence in event invites



POST TEDX

Logo presence in official video uploaded on TEDx



Logo presence on event brochure



Logo presence on TEDx documentation



SPONSORSHIP DECK

DURING TEDX

DIAMOND
₹ 50,000

PLATINUM
₹ 30,000

GOLD
₹ 20,000

SILVER
₹ 10,000

Organisation's posters at the venue



Opportunity to place goodies in the gift bag



Named recognition throughout the event



Acknowledgement



Logo presence on feedback form



Exclusive sponsor promotional activity



Off-screen promotion during break



VIP seats and Networking Lunch with Speakers



Free invites to event

4

2

1

1

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Contact us!

We'd be happy to address your queries and hear your suggestions. Please reach out to us: tedximib@imibh.edu.in

Reach us!

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