
TED^x
Canberra
x = independently organized TED event

Supporter
information

TEDxCanberra supporter invitation

My name is Stephen Collins and I'll be hosting an independently organized TEDx event in Canberra on 23 October 2010. The theme of TEDxCanberra will be *Thinking Way Beyond*; we will be seeking ideas, speakers and performers who offer a perspective on their fields of expertise that are not your average conference material..

TED is an annual event that brings together the world's leading thinkers and doers to share ideas that that matter in any discipline -- technology, entertainment, design, science, humanities, business, development. The talks at the conference, "TEDTalks," are then made available to watch for free on TED.com.

In the spirit of "ideas worth spreading," TED has created TEDx, a program of local, self-organized events that bring people together to share a TED-like experience.

At a TEDx event, TEDTalks video and live speakers combine to spark deep discussion and connections. Our TEDx event is not organized by TED Conferences, but is operated under a license from TED.

We're excited to be a TEDx licensee and are reaching out to a select group of companies that are committed to the power of ideas to support our TEDx event. As an organisation at the the heart of the Canberra community, you would add to the unique atmosphere. We are looking forward to discussing ways in which you could help underwrite and add to this incredible new experience.

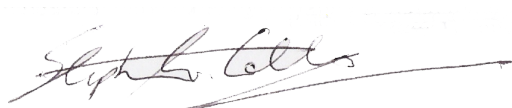
For more information, please take a look at:

www.ted.com

www.ted.com/tedx

Please find included in this package detailed information for supporters regarding TED and the TEDxCanberra conference. Our team of volunteer organisers is passionately dedicated to this event and we hope that you will, by sharing your ideas, share in our excitement. We look forward to discussing further.

Sincerely,



Stephen Collins

TEDxCanberra

trib@tedxcanberra.org

About TED and TEDx

About TED

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California 25 years ago, TED has grown to support those world-changing ideas with multiple initiatives. The annual TED Conference invites the world's leading thinkers and doers to speak for 18 minutes. Their talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Al Gore, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Isabel Allende and UK Prime Minister Gordon Brown. The annual TED Conference takes place in Long Beach, California, with simulcast in Palm Springs; TEDGlobal is held each year in Oxford, UK. TED's media initiatives include TED.com, where new TEDTalks are posted daily, and the Open Translation Project, which provides subtitles and interactive transcripts as well as the ability for any TEDTalk to be translated by volunteers worldwide. TED has established the annual TED Prize, where exceptional individuals with a wish to change the world are given the opportunity to put their wishes into action; TEDx, which offers individuals or groups a way to host local, self-organized events around the world, and the TEDFellows program, helping world-changing innovators from around the globe to become part of the TED community and, with its help, amplify the impact of their remarkable projects and activities.

TEDGlobal 2010, "And Now the Good News," will be held July 13-16, 2010, in Oxford, UK. TED2011, "The Rediscovery of Wonder," will be held February 28-March 4, 2011, in Long Beach, California, with the TEDActive simulcast in Palm Springs, California.

About TEDx, x = independently organised event

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, TEDTalks video and live speakers combine to spark deep discussion and connection in a small group. These local, self-organized events are branded TEDx, where x = independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized.

TEDxCanberra 2010 is being organised by acidlabs and a dedicated team of volunteer thinkers & collaborators.

About TEDxCanberra

Event information

What	TEDxCanberra
Where	To be determined
When	Saturday, October 23 2010 9:00AM to 5:00PM Talks from invited speakers, with breaks and lunch 5:15PM to 7:00PM Reception for speakers and attendees
Who	150-200 attendees and speakers consisting of a diverse group of thinkers, innovators, performers and change makers.

Goals and vision

TEDxCanberra will foster the spread and application of great ideas.

Imagine Canberra and the region's most fascinating and engaging speakers, with visitors from further afield, coming together for one day to share their passions and discuss their visions for the world. Canberra is home to ground-breaking research, extraordinary ideas, and remarkable people and TEDxCanberra looks forward to showcasing this brilliance and enabling these great ideas to be put into action.

TEDxCanberra will bring together a diverse group of thinkers, innovators, and change makers.

In recognition that Canberra and our region is an arena for innovation, originality, and excellence at every level of study we have chosen to invite academics, business people, activists, experts, and community leaders to present their own ideas at TEDxCanberra and perhaps more importantly, to discuss each other's ideas.

TEDxCanberra will be an exciting opportunity for a diverse group to share their ideas on the same stage as our national leaders. Our group of attendees and speakers will represent some of the brightest minds from the Canberra and region community and will come from diverse backgrounds and disciplines.

TEDxCanberra will provide a platform for the brightest minds to be inspired and to inspire others.

We are committed to creating an event where participants are challenged to communicate their passions in an exciting and engaging dialogue. At TEDxCanberra, speakers will give the best talk of their lives and then will have the opportunity to discuss their ideas. The

format of TEDxCanberra will allow speakers and attendees to digest and debate the talks and encourage the exchange of ideas and information amongst all participants.

The theme of our first TEDxCanberra event is *Thinking Way Beyond*.

TEDxCanberra, therefore, is a unique opportunity for members of the Canberra and region community to share their ambitions for our collective future. Speakers will present their forward-thinking ideas and all participants will leave the conference inspired and empowered to effect positive change.

If you are unfamiliar with TED or the format of a “TEDTalk”, we invite you to view some of our favourite talks at TED.com.

Temple Grandin: The world needs all kinds of minds



Temple Grandin, diagnosed with autism as a child, talks about how her mind works — sharing her ability to “think in pictures,” which helps her solve problems that neurotypical brains might miss. She makes the case that the world needs people on the autism spectrum: visual thinkers, pattern thinkers, verbal thinkers, and all kinds of smart geeky kids.

<http://www.ted.com/talks/view/id/773>

Jamie Oliver’s TED Prize wish: Teach every child about food



Sharing powerful stories from his anti-obesity project in Huntington, W. Va., TED Prize winner Jamie Oliver makes the case for an all-out assault on our ignorance of food.

<http://www.ted.com/talks/view/id/765>

Barry Schwartz on our loss of wisdom



Barry Schwartz makes a passionate call for “practical wisdom” as an antidote to a society gone mad with bureaucracy. He argues powerfully that rules often fail us, incentives often backfire, and practical, everyday wisdom will help rebuild our world.

<http://www.ted.com/talks/view/id/462>

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Supporter levels

We want to make it as easy as possible for our supporters to contribute, so we have supporter options as low as \$50. We realise that your brand and money is incredibly valuable and we want to ensure that you get value for your contribution.

TEDxCanberra Patron

Patrons will be entitled to:

- Mention as a Patron on tedxcanberra.org and from the stage on the day
- Logo or name display in pre-show and break slides
- Free half-page advertisement within the TEDxCanberra booklet/program
- Mention as a Patron within the TEDxCanberra booklet/program
- Two supporter places at TEDxCanberra

Expected contribution: over AU\$2,000

TEDxCanberra Donor

Donors will be entitled to:

- Mention as a Donor on tedxcanberra.org and from the stage on the day
- Logo or name display in pre-show and break slides
- Free quarter-page advertisement within the TEDxCanberra booklet/program
- Mention as a Donor within the TEDxCanberra booklet/program
- One supporter place at TEDxCanberra

Expected contribution: AU\$500 to AU\$2000

TEDxCanberra Friend

- Mention as a Friend on tedxcanberra.org
- Logo or name display in pre-show and break slides
- Mention as a Friend within the TEDxCanberra booklet/program

Expected contribution: \$50 to \$500

For all supporters

All supporters may contribute needed services in kind – noting that the value of in-kind support must be equivalent or higher to the dollar value for the supporter level. This may be paying for wifi, covering of drinks, dinner, barista, etc. Where services in kind are provided, the supporter will be mentioned specifically as the supplier of those services within the conference wherever possible.

No supporter automatically receives the right to present at the conference; though any supporter may propose a presentation via the normal proposals and review process.

Contact information

Please contact us by e-mail at sponsorship@tedxcanberra.org if you have any questions.

You can also find us on:

TEDxCanberra web site at <http://tedxcanberra.org>

Facebook at <http://facebook.com/pages/TEDx-Canberra/339924601166>

Twitter at <http://twitter.com/TEDxCanberra>