



Council Member Motion

For the Governance and Priorities Committee Meeting of October 9, 2014

Date: October 2, 2014

From: Mayor Fortin

Subject: In-Kind Sponsorship of TEDx Victoria 2014

Summary

TEDxVictoria is an annual citizen-led multimedia conference featuring a full day of TEDx talks and community engagement in Victoria each November. 2014 marks the fourth year of the event, which has grown from the 397-seat Victoria Conference Centre in 2011 to the 772-seat McPherson Playhouse in 2013. They have approached the City regarding sponsorship opportunities for the 2014 event.

The City's Official Community Plan sets a goal to "Maintain and enhance partnerships to market Victoria as a creative city that attracts visitors, businesses and new residents..." and to "Continue to foster community-led arts and culture programs that encourage local residents, organizations and business owners."

Partnering with TEDxVictoria to provide in-kind sponsorship will re-affirm the City's identity as a creative and vibrant city, and will enable the enhancement of an existing community-led creative program that delivers positive economic, social and cultural impacts to the city.

Recommendation

That Council authorize the City of Victoria to provide in-kind sponsorship to TEDxVictoria, through communications and media support for the 2014 event, including but not limited to: media and social media support, and promotion on the Memorial Arena sign board.

Respectfully submitted

A handwritten signature in black ink, appearing to read "Dean Fortin".

Mayor Dean Fortin

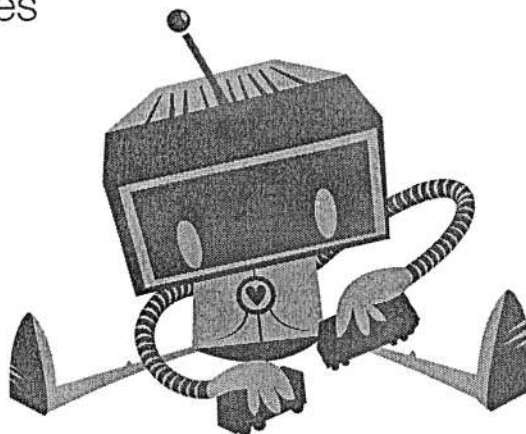
Attached: TEDxVictoria 2014 Sponsorship Package



TED^xVictoria

x = independently organized TED event

2014 Partnership Opportunities





Introduction

TEDxVictoria is an annual multimedia conference featuring a full day of TEDx talks and community engagement that takes place each November, as well as a series of smaller related events throughout the year. We are licensed by TED to independently organize these popular local events and engage our local community with ideas worth spreading.

2014 marks the fourth year of the main event, which has grown from the 397-seat Victoria Conference Centre in 2011 to the 772-seat McPherson Playhouse in 2013.

This could never have happened without the generous sponsors who have supported us, so this year, we're going even further to improve the connectivity, involvement, and experience of every TEDxVictoria 2014 attendee and sponsorship partner.

As a sponsor, this means more opportunities to interact with your audience in a meaningful way, to further your business in the eyes of the community, and to have a lot of fun in the process.

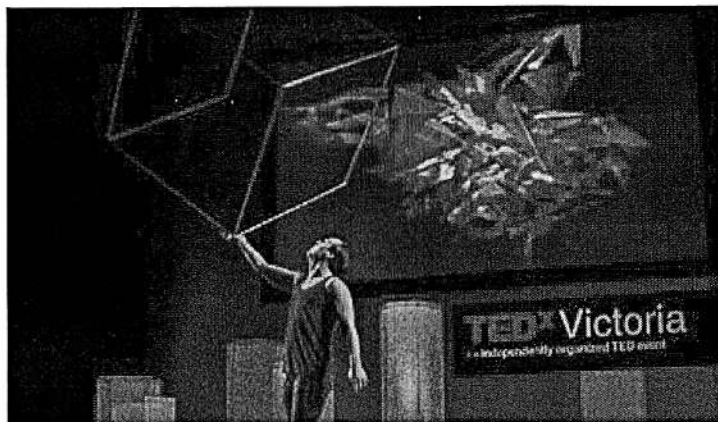
This year our main event is expanding into additional venues, where our audience will be able to participate in or experience a variety of activities, including:

- » interactive art
- » live music
- » citizen and community engagement
- » facilitated networking
- » workshops
- » speaker Q&As
- » dedicated spaces for conversation and connection

TEDxVictoria isn't just about the speakers on stage, it's about the people you meet, the connections you make, the amazing conversations, and the lasting relationships that come with them.

Together, we will make TEDxVictoria 2014 one of the most memorable experiences of the year.

We hope you'll join us.





TEDx Victoria

x = independently organized TED event

2014 Partnership Opportunities

Sponsorship Director: Dylan Wilks

dylan@tedxvictoria.com | 250.217.2887

	Title Sponsor \$10,000 cash	Industry Sponsor \$5,000 cash	Active Sponsor \$1,000 cash	Community Sponsor \$500 cash or gifts in-kind
Exclusive brand recognition & logo placement: in addition to prominent brand recognition, includes logo placement on event badges, event day T-shirts, and in the TEDxVictoria videos (very high exposure)	✓			
Recognition from MC during each session	✓			
Event integration and participation: TEDxVictoria will work with your organization to co-develop one aspect of TEDxVictoria 2014 *	✓			
First right of refusal in 2015	✓	✓		
Invitation to exclusive TEDxVictoria Speaker Dinner **	✓	✓		
Industry Exclusivity ***	✓	✓		
Prominent brand recognition & logo placement: logo featured prominently in event program, on TEDxVictoria website, and in promotional materials (where TED guidelines permit). Additionally, specific contributions to be detailed in event program and on website, acknowledged by MC from main stage, and included on event day slides	✓	✓		
Invitation to exclusive TEDxVictoria events: Event After Party, Speaker Dress Rehearsal, Alumni Functions, and the Volunteer Appreciation Party (event dates TBD)	✓	✓	✓	
Logo featured in electronic marketing	✓	✓	✓	
Organizer thank-you from main stage during event	✓	✓	✓	✓
Brand recognition & logo placement: logo featured on tedxvictoria.com Sponsor Page, in event program, and on event day slides	✓	✓	✓	✓
Tickets to TEDx Victoria 2014	10	5	2	1

* Does not include speaker selection. Subject to all TED rules regarding sponsorship and branding guidelines. Nature of event integration to be determined at time of signing.

** Limited number of available seats for the Speaker Dinner. Quantity of invitations to be determined at time of signing.

*** Industry Exclusivity restricted to one Industry category per sponsor, to be determined at time of signing. Categories are first-come, first-serve.

TEDx Victoria 2014: The Pursuit of Knowledge | Saturday, November 22, 2014

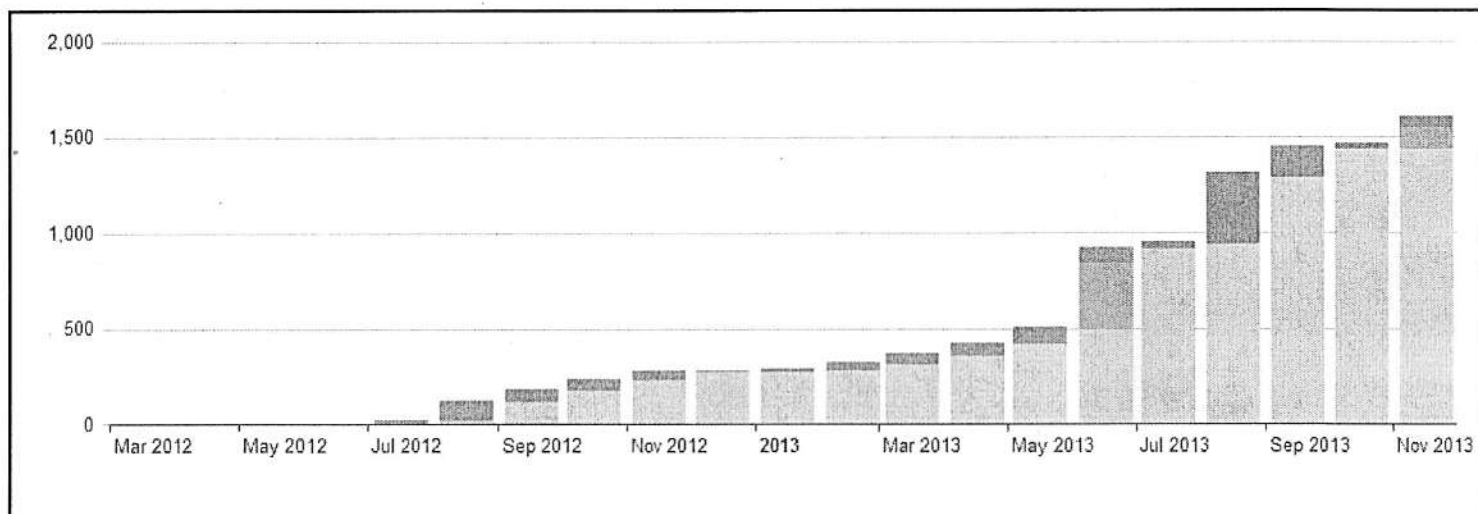


Our Growth in 2013

Our community presence continues to expand each year, reaching previously untapped audiences and ever broader demographics. As Sponsorship Partners, we cultivate this growth together.

Mailing list:

TEDxVictoria's email newsletter subscription rate increased substantially since 2012, from just under 500 subscribers to more than 1600.



Social Media:

Our online community continues to grow steadily throughout the year, both in numbers and in engagement:

Facebook 1675 likes (up 279% from 2012)

Twitter 3549 followers (up 192% 2012)

Website Traffic:

Each year we experience a substantial influx of visitors to the website leading up to the event. Nearly 13,000 individuals visited the event in November 2013, compared to just under 8,900 in November of 2012.



Partnership Contacts

Creative Director | Sponsorship Director

Dylan Wilks

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Sponsorship Coordinator

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Sponsorship Representative

Eric Watchorn

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Event Information

Website

tedxvictoria.com

Facebook

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

Twitter

twitter.com/tedxvictoria

