

TEDx MUET

x = independently organized TED event



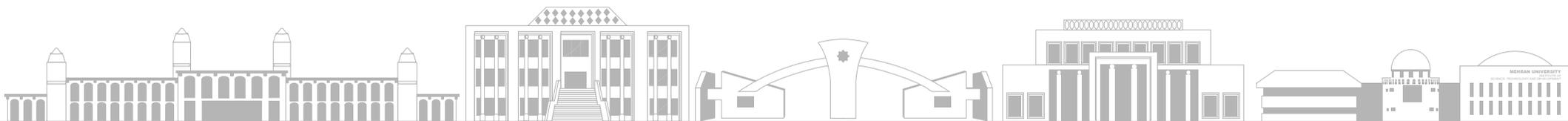
OPPORTUNITY FOR YOUR COMPANY

Become a part of TED's global culture of innovation!

When: 22nd February, 2021

Where: Mehran University of Engineering and Technology,
Jamshoro, Sindh, Pakistan

Venue: USPCASW Auditorium



Forward

Dear Prospective Sponsors,

On behalf of TEDxMUET, we would like to reach out to you concerning a sponsorship partnership opportunity to build and widen your business network through the interaction with those in attendance at our TEDx event, and the worldwide TED and TEDx community.

TED is a nonprofit organization devoted to “Ideas Worth Spreading.” It started as a four-day conference in California over 30 years ago. Since then, TED has grown to support its mission with multiple initiatives. TED Talks range in topics from philosophy of happiness, to solutions to the global energy crisis, to education reform, to music, poetic and dance performance. In the spirit of “ideas worth spreading,” TED established the TEDx program – which supports individuals or groups hosting local independently organized TED-style events around the world; helping world changing innovators from around the globe to amplify the impact of their remarkable projects and activities.

The TEDxMUET Organizational Team, which consists of students, faculty and staff of Mehran University of Engineering and Technology, is currently in the preparation mode for the its inaugural event, which will be held on 22nd February 2021. We are currently looking for assistance in funding the event. Our Sponsorship Program summarizes the background of our conference, as well as the different sponsorship tiers and benefits. TEDx is known worldwide for great ideas shared by the speakers during their talks and your organization’s association with the program will further improve its image. We believe that supporting this event through a sponsorship will positively affect customer’s perception and attitudes and their preference for your brand.

We very much look forward to hearing back from you.

Sincerely,
Organizing Committee
TEDxMUET

TED – Global Thought Leaders

A Little About TED

The now considered a world-wide phenomenon, Technology, Entertainment and Design (TED) started as a “one-off” conference held in Monterey, California in 1984; with the goal to gather leaders in these industries and learn from one another. It wasn’t until the 1990’s that the annual TED Conferences began to gain traction and attract the attention of thought leaders from diverse fields from around the world. In 2001, TED was transformed into a nonprofit. They started offering its most popular TED Talks to a global audience in 2009 – online and for free. Just four years later, in 2012, TED Talks celebrated its one billionth video view. Over the years, “the roster of presenters broadened to include scientists, philosophers, musicians, business and religious leaders, philanthropists and many others”.

It’s often best to learn about an organization through their own words. Especially when they promote “ideas worth spreading.”

About TEDx

The TEDx Program is designed to help communities, organizations and individuals to spark conversation and connection through local TED-like experiences.

At TEDx events, a screening of TED Talks videos — or a combination of live presenters and TED Talks videos — sparks deep conversation and connections at the local level. TEDx events are planned and coordinated independently, under a free license granted by TED.

For more information about TED and TEDx visit:

www.ted.com

www.ted.com/about/our-organization/history-of-ted

www.ted.com/about/programs-initiatives/tedx-program

About Event

TEDxMUET

Universities exist as pillars of knowledge and share similar values to those shared by TED. Many of the ideas conveyed at TED talks have been imagined, innovated, and thought-of in a lab, research center, or classroom of a University. Universities around the world continue to create some of the most fascinating ideas worth spreading. MUET is the highest-ranked engineering university of Sindh, actively contributing to the community by making a more knowledge-driven society through its research and academia. TEDxMUET is an independently organized TED event to create two things: a conference, and a community, where live Speakers and TED Talks (videos) combine to explore a range of new, important, and often little-heard ideas and perspectives. TEDxMUET will bring professionals from diverse fields and students of various disciplines in one place to create an overwhelming learning experience and the possibility of networking between people with different competencies or areas of expertise.



When:	22nd February, 2021
Where:	Mehran University of Engineering and Technology, Jamshoro
Duration:	Half-day event (09 am to 02 pm)
Speakers:	6 national and local speakers
Entertainment:	Live performances
Physical audience:	100 participants
Who is involved:	CEOs, entrepreneurs, scientists, designers, educators, students, inventors, storytellers...
Channels:	TED, TEDx, TEDxMUET website and social media handles
Souvenirs:	Goodie bags and awards for participants and speakers

Speakers 2021

Noorul Huda Shah



Syed Abul Fazal Rizvi



Imdad Khan Nizamani



Rehan Allahwala



Gulzar Ahmed



Ubaid ul Rehman Memon



Support TEDxMUET

Why Sponsor?

TEDxMUET will be an integral event for the local and international community. Sponsors of our event will reach 100 attendees ranging from high profile leaders, faculty members, entrepreneurs, social activists to students physically, and the millions of viewers on TED's website and YouTube channel through posted videos. Your financial and moral support will help us produce a world-class event, and we would love you to join us in this effort.

Grow a Brand Image

Connect a big idea to a brand message, unveil surprises, offer an immersive and engaging experience, and expand your audience. Demonstrate creative thinking by building awareness and recognition. Publicize your brand and vision to top students, entrepreneurs, and professionals. Engage with thought leaders and accomplished experts in specific fields, as well as a valuable audience of individuals committed to making an impact.

Celebrate Innovation

Demonstrate a genuine desire to create movements with impact. Engage with the future, finding an elusive audience to test your ideas and to create a tangible relationship. Becoming a TEDxMUET partner means you share our mission of spreading ideas that might change the world. Join our community of thought leaders.

Beyond a Donation

Your charitable support is much more than a donation to a great cause. It allows you to showcase your organization at the inaugural TEDxMUET event and join the movement and become our advocate towards altering societal views regarding our incarcerated population.

Sponsorship Tiers

POSSIBILITIES	PLATINIUM PACKAGE 300,000 PKR	GOLDEN PACKAGE 200,000 PKR	SILVER PACKAGE 100,000 PKR
Logo integration in the talk video	√		
Mentioning your company in press releases	√		
Company promo on the screens during breaks	√	√	
Logo in email communications	√	√	
Logo on the participants' badges	√	√	√
Logo on the participants' notebooks	√	√	√
On-air time on MUET FM 92.6 (noncommercial)	40 min	30 min	15 min
Invitations to TEDxMUET	5	3	2
Company mount in the break zone (optional)	√	√	√
Logo on step and repeat backdrop	√	√	√
Logo at www.tedx.muett.edu.pk website	√	√	√
Logo on social media handles	√	√	√
Privilege to use TEDxMUET in communication	√	√	√

In-kind Donations

In addition to cash sponsorships, there are numerous ways you can participate through in-kind donations such as food, beverages, venue, production equipment, etc. Benefits packages will be customized to the relative value of the in-kind donation.

POSSIBILITIES	Goodie bag (merchandise)	Hi-tea with water or catering for 150 people	Equipment
On-air time on MUET FM 92.6 (noncommercial)	5 min	5 min	5 min
Invitations to TEDxMUET	1	1	1
Company mount in the break zone (optional)	√	√	√
Logo on step and repeat backdrop	√	√	√
Logo at www.tedx.muett.edu.pk website	√	√	√
Logo on social media handles	√	√	√
Privilege to use TEDxMUET in communication	√	√	√

Form Your Own Sponsorship Package:

If you would like to form your own sponsorship package, please contact us

Packages can include, product and service donations for the TEDxMUET, for example: reception sponsorship (food and beverage), video and audio equipment sponsorship, attendee/speakers goodie bags, specific cash amount donations, services and product donations etc.

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x = independently organized TED event

Contact Us:

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LinkedIn: linkedin.com/showcase/TEDxMUET

