DXZurich



CONTENT

01-03 About 04-08 Events 09-15 Partnership 16-17 Next steps



COMMUNITY

EXPANDING FORMATS UPCOMING EVENTS FULL SPECTRUM

> **OPPORTUNITIES** (LONG-TERM) SOCIAL IMPACT PACKAGES PAST PARTNERS

> > MORE INFO









About

TEDx is a nonprofit organization devoted to Ideas worth spreading. TEDx started as a four-day conference in California 30 years ago and has become an active global network that provides a platform to allow diverse and engaging individuals to speak regardless of their public speaking experience to spread ideas in the form of short powerful talks.

TEDxZurich is an independent and locally organized event that is licensed by TEDx.

We strive to inspire innovative ideas and thought-provoking discussions with a

diverse range of topics at the forefront. By catalyzing and giving a platform to those in our local community who have inspirational stories and creative solutions to some of the world's most pressing challenges. We think globally and act locally.

TEDxZurich rouses wonder. We connect you to our curious audience and uncover exhilarating, fascinating, and eye-opening topics together. We support local artists, Swiss initiatives and companies that enhance thought leadership, sustainability, diversity, and inclusion.





ABOUT

02

A Legacy of Ideas

1ST MAIN EVENT TEDXZURICH

The beginning of a journey dedicated to spreading ideas worth sharing.

1ST TEDXZURICH SALON

Introducing more intimate gatherings to dive deeper into specific topics.

Celebrating a decade of sharing ideas and fostering connections.

Since 2010: 12 Main Events 150+ Speeches 10 Talks on TED.com 4000+ Participants Event Formats: TEDxLive, TEDxZurichWomxn, TEDxCountdown, TEDxZurich Salon



2010 2017 2019 2020 2024

10TH YEAR ANNIVERSARY

TEDXZURICH LIVE STREAM EVENT

Adapting to the challenges of the pandemic by going digital.

FULL SPECTRUM THE YEAR OF ALL IDEAS

A celebration of diversity in thought, creativity, and innovation.





ABOUT

03

Social Media Presence **OUR ONLINE NETWORK & COMMUNITY**

INSTAGRAM LINKEDIN TWITTER (X) NEWSLETTER



4,8K

6,5K

6,6K

6,1K









04

Annual Events

TEDxZurich hosts a variety of events throughout the year, each designed to inspire and engage our diverse audience. We have a multitude of formats including:

A variety of events throughout the year, each designed to connect, inspire, and challenge:

TEDX LVE Screening of the global TED event

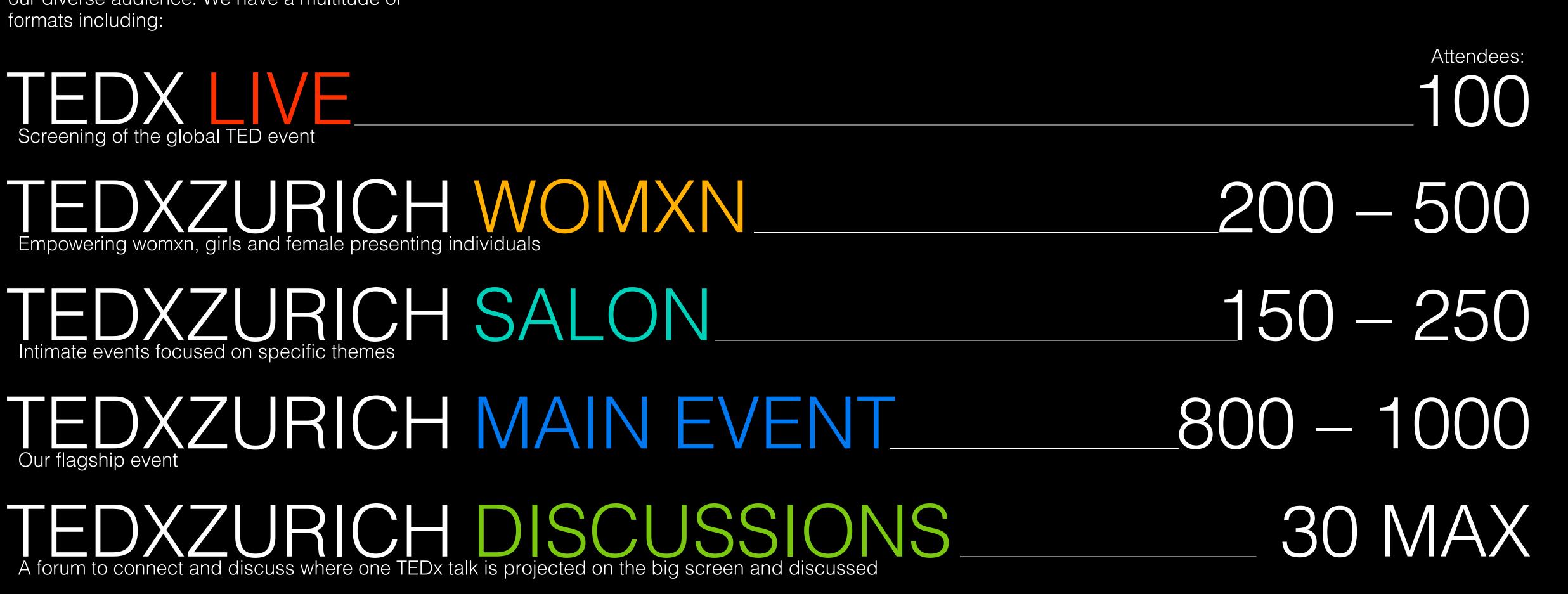
TEDXZURICH WOMXN Empowering womxn, girls and female presenting individuals

TEDXZURICH SALON Intimate events focused on specific themes

TEDXZURICH MAIN EVENT_ Our flagship event







05

OUR UPCOMING MAIN EVENT



Full Spectrum is a celebration of diversity in all its forms, embracing different perspectives, experiences, and stories from across the globe. Life offers a vast palette of colors, representing the richness of the human experience. But how often do we truly embrace this diversity?

This event challenges us to recognize and accept the full spectrum of ideas, breaking free from the limitations of preconceived notions and biases.



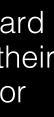
KONGRESSHAUS

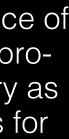
Full Spectrum invites change-makers, forward thinkers, and many professionals to share their passions and insights, offering a platform for impactful discussions.

Who Attends?

TEDxZurich events attract a vibrant audience of scientists, change-makers, creatives, and professionals. The audience is as extraordinary as the speakers, offering unique opportunities for conversation and networking.







06

OUR UPCOMING MAIN EVENT



SOCIAL ISSUES AND EMPOWERMENT

FEMINISM AND EMPOWERMENT:

Discussions on gender equality and empowering women across various fields.

ENCOURAGING GIRLS TO EXPLORE STEM:

Inspiring young women to pursue careers in science, technology, engineering, and mathematics.



WHAT TO EXPECT? KONGRESSHAUS ZURICH

CLEAR COMMUNICATION & COMBATING MISINFORMATION IN MARKETING:

Addressing the importance of transparency and truth in marketing practices.





07

OUR UPCOMING MAIN EVENT



HEALTH AND WELLBEING

NEUROSTIMULATION TECHNOLOGIES TRANSFORMING **BREATHING AND WELLBEING:**

Exploring innovative approaches to enhancing health through neurostimulation.

THE IMPACT OF THE BIOLOGICAL FOOTPRINT ON HEALTH & PREVENTIVE MEDICINE:

Understanding how our biological makeup affects our health and the role of preventative care.



WHAT TO EXPECT? KONGRESSHAUS ZURICH



80

OUR UPCOMING MAIN EVENT



INNOVATION AND SKILLS DEVELOPMENT

SUSTAINABLE INNOVATION IN FRAGRANCE **DEVELOPMENT**:

Insights into how the fragrance industry is evolving with a focus on sustainability.

PERSONAL DEVELOPMENT & SUCCESS LESSONS IN AVIATION:

Learning from the aviation industry's best The future of space exploration with an practices in personal growth & achievementemphasis on sustainable practices.



WHAT TO EXPECT? KONGRESSHAUS ZURICH

SUSTAINABILITY IN SPACE EXPLORATION:

ESSENTIAL NEGOTIATION SKILLS:

Critical skills for successful negotiation in various professional and personal contexts.





Opportunities & Benefits PARTNER WITH TEDX

Supporting TEDxZurich is more than just a sponsorship, it's an invitation to actively engage with a global community of innovators and change-makers. By partnering with us, your company becomes a key player in the TEDx journey, showcasing your commitment to fostering groundbreaking ideas and driving positive change.

This partnership offers a unique opportunity to elevate your brand by connecting with an audience of thought leaders, decision-makers, and

AS A TEDXZURICH PARTNER, YOU PROMOTE:

01	LOCAL IDEAS: Elevate ideas born in Zurich that resonate globally.
02	INNOVATION: Position your brand as an incubator of forward- thinking concepts.
03	CHANGE: Support ideas that challenge perceptions and drive progress.



creatives. Gain visibility through on-site presence, branded visuals, and mentions in our globally shared videos. Additionally, you can extend this experience to your network, inviting them to be part of an extraordinary event that sparks conversation and inspiration.

BENEFITS INCLUDE:

	ENHANCED BRAND IMAGE: Align with TEDx's global reputation for thought leadership.
02	EXCLUSIVE ENGAGEMENT: _ Connect with like-minded experts and innovato
03	INCREASED VISIBILITY: Gain exposure across ourmevents, digital platfor- and global networks.

Drs. forms,

Long-lerm Partner SOICAL IMPACT

At TEDxZurich, we believe in building partnerships that stand the test of time. Our collaboration goes beyond mere sponsorship; it's about making a lasting difference in our community and beyond. Here's how partnering with TEDx-Zurich can offer long-term benefits, particularly in the context of our upcoming event at Kongresshaus this fall. Here are ten reasons to partner with us this fall:

GLOBAL REACH, LOCAL ROOTS: By supporting TEDxZurich, your partnership helps bring global ideas to a local stage. Our talks are recorded and shared worldwide, extending your brand's association with ground -breaking ideas far beyond the event itself.

CATALYST FOR CHANGE: Your involvement directly contributes to the spread of innovative ideas that will inspire social progress. This enhances your organization's reputation as a socially responsible entity committed to positive change.



SUPPORTING LOCAL TALENT:

Partnering with TEDxZurich provides a platform for local voices and ideas to be heard on a global stage, aligning your brand with the empowerment of local talent and initiatives.



PARTNERSHIP

CREATING SPACES FOR DIALOGUE: The Kongresshaus Zurich, with its rich history and central location, serves as an ideal venue for fostering meaningful discussions. As a partner, you play

a crucial role in facilitating these conversations, connecting with Zurich's most curious and engaged minds.

ONGOING EXPOSURE:

Partnering with TEDxZurich ensures continuous v isibility for your brand, with ongoing mentions in our content, including social media posts, newsletters, and recorded talks. This keeps your brand top of mind within the community long after the event has concluded.

INCUBATION OF IDEAS: As a long-term partner, you have the opportunity to be at the forefront of innovative ideas that emerge from our events. This positions your organization as a key player in fostering creativity and progress, both locally and globally.

OCATION ACCESS: The Kongresshaus Zurich is renowned for attracting a variety of demographics and a wide range of people interested in expanding their network, gaining new insights, and engaging with a community outside of their daily lives. By aligning you with both TEDxZurich and Kongresshaus, you



STRENGTHENING ZURICH'S **CULTURAL FABRIC:**

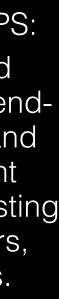
Through your support, you contribute to the cultural enrichment of Zurich, helping to create a vibrant community where ideas and knowledge thrive.

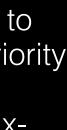
LONG-LASTING RELATIONSHIPS: Our events are designed to build connections, not just among attendees but also between partners and the community. This engagement helps your organization forge lasting relationships with thought leaders, influencers, and change-makers.

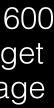
EXCLUSIVE OPPORTUNITIES:

Partners can invite their network to our events with exclusive and priority access, further enhancing your brand's influence within the TEDx-Zurich community.

have the opportunity to have a reach of over 600 participants who will have the opportunity to get familiar with your brand and continue to engage with you long after the event is over.







12

Partnership Packages

Supporting TEDxZurich is more than just a sponsorship—it's an invitation to actively engage with a global community of innovators and change-makers. By partnering with us, your company becomes a key player in the TEDx journey, showcasing your commitment to fostering groundbreaking ideas and driving positive change.

This partnership offers a unique opportunity to elevate your brand by connecting with an audience of thought leaders, decision-makers, and creatives. Gain visibility through on-site presence, branded visuals, and mentions in our globally shared videos. Additionally, you can extend this experience to your network, inviting them to be part of an extraordinary event that sparks conversation and inspiration.

BENEF FOR PR

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EVENT

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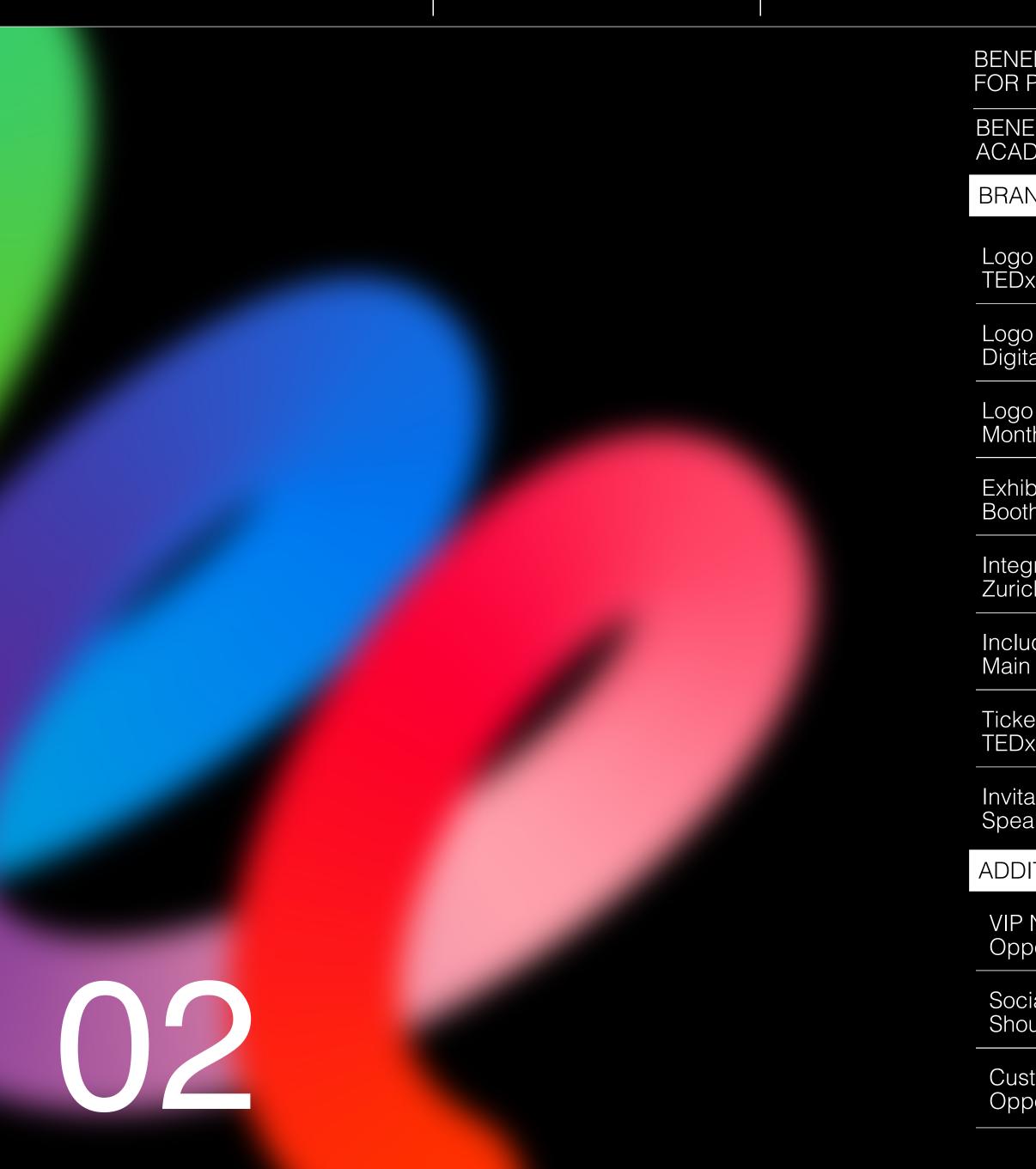
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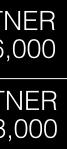
PARTNERSHIP

13





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What our partners say about us



«MIGROS-KULTURPROZENT PROUDLY SUPPORTS TEDXZURICH AND THE VISION THAT THE LATEST, INVENTIVE AND ENDURING **IDEAS INITIATE PROCESSES OF** CHANGE THAT WE NEED»





PARTNERSHIP

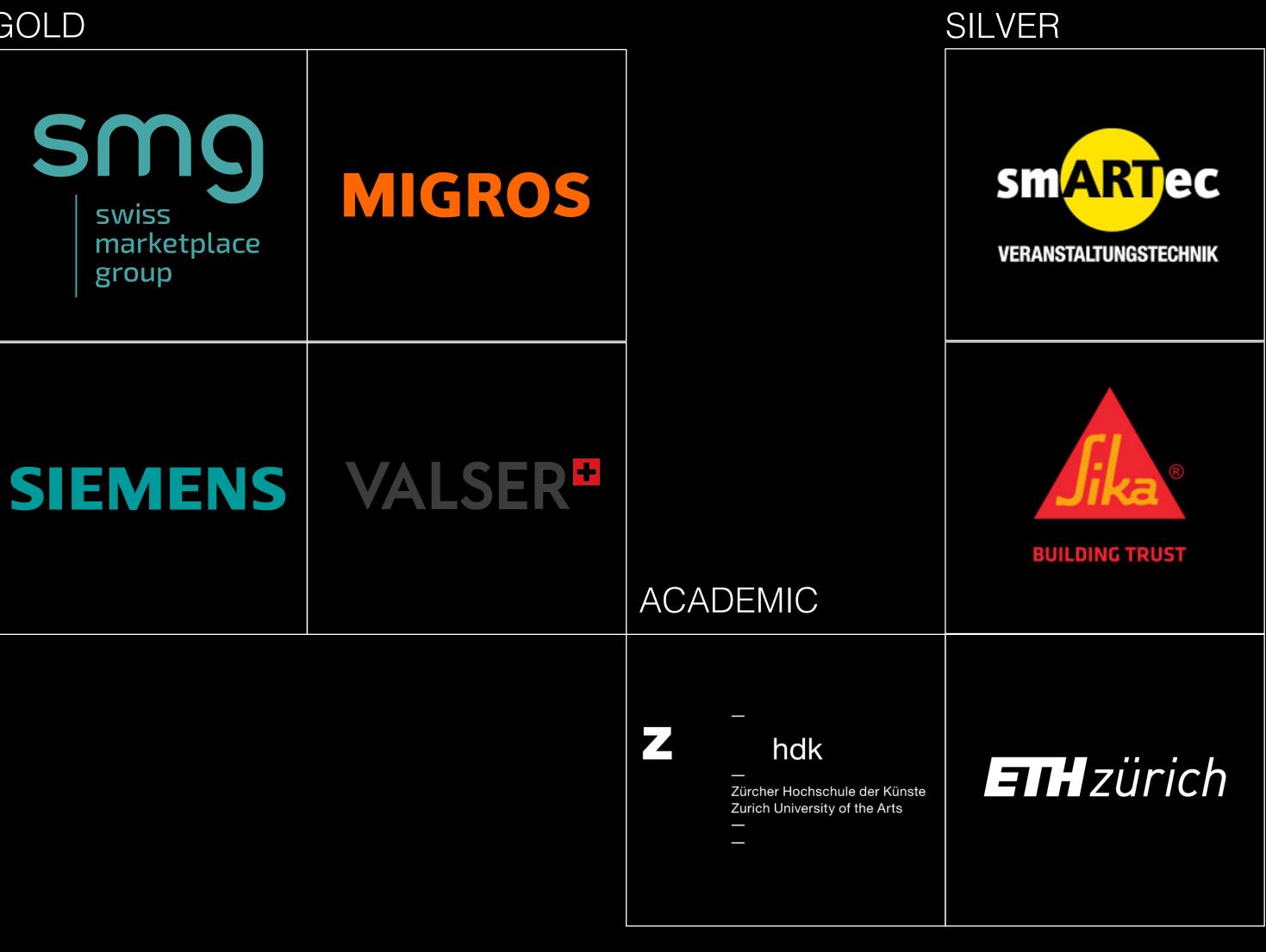
15

SMG swiss group

GOLD

Past Partners





Next Steps

We invite you to view TEDxZurich as a catalyst for innovation within your organization and to engage with us not just as a partner, but as a participant in your ongoing learning journey.

We eagerly anticipate your contributions and your role in shaping our vibrant creative community.

After our initial discussions, we will outline a service agreement. Once we reach an agreement, the partnership is formalized and we can proceed with the marketing campaign rollout.







NEXT STEPS 17

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