



TEDxGLIMChennai
x = independently organized TED event

Sponsorship Package

#Shed The Layers!



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 former UK Prime Minister Gordon Brown.

The annual TED Conference takes place each spring in Long Beach, California, along with the TEDActive simulcast in Palm Springs; the annual TEDGlobal conference is held each summer in Edinburgh, Scotland.

About TEDx

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

TEDx is a program where live speakers will combine to spark deep discussion and connection in a small group.

TEDx grant free licenses to like-minded individuals around the world to organize a TED style event to share ideas and foster innovation.

Our event is called TEDxGLIMChennai, where x = independently organized TED event. At our TEDxGLIMChennai event, TEDTalks video and live speakers will combine to spark deep discussion and connection in a small group. The TED Conference provides general guidance for the TEDx program, but individual TEDx events, including ours, are self-organized.

<https://www.youtube.com/watch?v=d0NHOpeczUU>



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About Great Lakes Institute of Management, Chennai

Great Lakes Institute of Management was founded in 2004 by renowned management professor and a global thought leader Padma Shri Dr. Bala V Balachandran. In a short span of just over a decade, Great Lakes has emerged as India's top 10 B-Schools by various top Business magazines and rankings. Great Lakes has two campuses in India – Chennai and NCR. The 27.5 acre campus in Chennai, which is one of its kind is the first LEED certified platinum rated campus in South Asia.

In 2014, Great Lakes was accredited by Association of MBAs (AMBA, UK) for its PGPM and PGXPM programs and became the youngest B- school in India to receive this prestigious international accreditation. In 2015, Great Lakes received international SAQS accreditation from AMDISSA making it one of the few B-Schools in India to receive two prestigious international accreditations.

About TEDxGLIMChennai

TEDxGLIMChennai is an independently organized TEDx event hosted by Great Lakes Institute of Management, Chennai. The latest edition of TEDxGLIMChennai was held on 3rd February 2019. The theme of the event was "Ctrl+N = New Beginnings", where speakers from diverse backgrounds discussed ground-breaking ideas that could reshape tomorrow's landscape.

TEDxGLIMChennai is a non-profit event, and its purpose is to promote inter-cultural intellectual sharing and networking of people with different backgrounds, and diverse locations.

Previous Speakers of TEDxGLIMChennai

- **Daniel Mendonca**, Gender rights activist
- **Khopal Khanna**, Storyteller, founder and prime member of Tape a Tale
- **Meet Jain**, Singer, Songwriter
- **Parul Gulati**, Actress, Entrepreneur
- **Sneha Sharma**, F4-racer, Pilot
- **Sunil Varghese**, Start-up mentor, Bridge guru



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TEDxGLIMChennai 2021 Theme: **Shed the Layers**

Shed the layers – because it's you. In a world that encourages you to cover up, there is power in vulnerability. Knock the walls and let yourself be you. We are constantly expected to put on a show and be our best self, but sometimes, it feels good to SHED THE LAYERS and just BE YOU!

Speakers of TEDxGLIMChennai - 2021

1. **Sarah Kashyap** - A Female Motorcyclist, the only Indian woman to have completed the Raid de Himalaya. A woman breaking the stereotypes.
 2. **Vikram Poddar** - Stand up comedian, An engineer who changed his path to pursue his passion and become India's first corporate stand up comedian.
 3. **Garima Avtar** - Female Rally racer, Mercedes team. Excelled in a male-dominated field while not shying away from the responsibilities of her as a mother and a reputed corporate leader.
 4. **Deane De Menezes** - A NGO Activist, founder of Red is the New Green (RING) – an award winning social enterprise working towards reducing the social stigma attached to menstruation via education and advocacy.
- ❖ **Start Speaker** - Tapsee Pannu/ Sushmita Sen/ Deepika Padukone (yet to be finalized)

Audience Profile : CEOs, Innovators, Students, Designers, Inventors, Marketers etc.

Date : Sunday, 14th Feb '21

Venue : Online Event

Why Sponsor



You believe in bringing together corporations and individuals who want to be change agents surrounding remarkable thinking and ideas.

You want to leverage ideas, technologies, design, and education to help create a better future. It is important to invest in your local community to support innovation and the power of “ideas”.

You want your brand associated with the organization that is the world leader in innovation spreading and leveraged across a community of innovators worldwide through possibility of some videos from TEDxGLIMChennai being featured at TED.com website.

1st



Analytics B-Schools

3rd



Top Standalone Institution

4th



Private B-Schools

9th



Top B-Schools

Past Event Sponsors:



Feedback from the audience

Very well organized and seamless coordination by the team members! The speaker line up was great with impactful content and very well curated! The arrangements of food and coffee was also done from the best vendor in the vicinity!

THE MOST STANDARDIZED AND PROFESSIONAL EVENT ORGANISED SO FAR AT THE INSTITUTE LEVEL!

Media Impressions across Tier 1 media: Over 3.5 Million

**Business
Standard**

Forbes



Business India
THE MAGAZINE OF THE CORPORATE WORLD



- Located at Manamai – ECR 9km from UNESCO World Heritage
- State of the art facilities with abundant space for audience
- LEED Platinum Rated Campus
- Easy accessibility via Bus and Private vehicles
- Ample branding space

500+ Footfalls **700+** Students **6000+** Alumni

Community
35000+ digital impressions for video and creative content across

- LinkedIn
- Instagram
- Facebook
- Twitter

Benefits

- TEDx conferences always gather heavy and sustained interest from the community
- As a TEDxGLIMChennai Partner, you will have the opportunity to engage in an authentic dialogue with an elusive yet valuable audience
- You will have an opportunity to test your ideas for the future, and be challenged to positively impact your community and the planet in new ways
- You will have online presence and international recognition

offerings

- In-stream brand recognition by host
- Virtual gathering landing page brand placement
- Presenting partner rights (TEDxGLIMChennai made possible by...)
- Gift bag placement
- Pre- and post-roll brand recognition
- Thoughtfully integrated social media promotion
- Live “thank you” by your host with brand recognition



29 Million Subscribers

650M views annually growing at 50%

29M subscribers growing at 70%

20M Views/Week

TEDx 190 countries
2,500 cities

20,000 Ideas **100,000** TEDx Talks **103** languages **10,000+** events

Sponsorship Matrix

	Title Sponsor	Co-Sponsor	Associate Sponsor
Amount	Rs. 50,000	Rs. 35,000	Rs. 20,000
Slots (Max)	1	2	3
Website Recognition and other digital media	✓	✓	✓
Mailer recognition	✓	✓	✓
Recognition by Host	✓	✓	✓
PR Release	✓	✓	
Logo placement on the speaker background	✓	✓	✓
Complimentary Tickets	10	5	3
Video slide presence	✓	✓	
TED Talk Video Intro	✓		

Subject to Availability

Any smaller amounts / In-Kind sponsorship shall receive due credit and on stage acknowledgement. Please do remember that all marketing efforts to promote TEDxGLIMChennai will lead to enhancing your brand image. We are here to help your company reach its marketing goals. TEDxGLIMChennai is a fantastic place to expose your brand to the industry leaders and decision makers.

We are more than happy to receive news from you so let us know what you think, and if there is something crossing your mind share your thoughts with so that we can go through them together.

The sponsorship covers expenses such as Marketing, Goodies, Printing, Production costs etc. We look forward to an affirmative response of sponsorship from you to make this event successful.

Gifts in Kind

Printing

Photography – Video

Travel & Logistics

Attendee Goodies | Apparel

Media Partner | Food & Beverages | Volunteer shirts



*Partners who contribute 'Gifts in Kind' will receive the equivalent cash value in partner benefits.

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



Changing career paths | Mehak Sagar | TEDxGLIMChennai

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. We are helping introduce some of the most fascinating thinkers and doers to a world stage.

We are 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. We are looking forward to discussing ways in which your organization could add to this incredible new experience.

For more information, please take a look at:

- www.ted.com
- www.tedxglimchennai.com
- www.greatlakes.edu.in

We look forward to discussing further.

Sincerely,
Rajeshwari. K
Senior Associate Professor
Great Lakes Institute of Management, Chennai





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