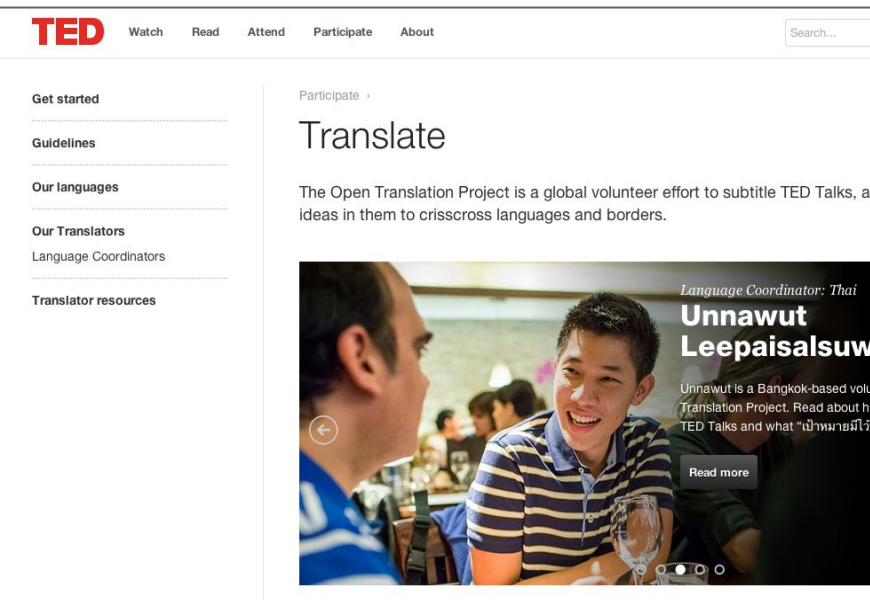


# **TED<sup>x</sup>** Bangkok

**x** = independently  
organized TED event

## **Sponsorship Package**

# TEDxBangkok License Holder



**TED Language Coordinator**  
(2012 - present)

**Invited TEDActive 2012 Attendee**  
California, USA  
**Invited TEDGlobal 2013 Attendee**  
Edinburgh, Scotland

**1 of 3 TEDx city-level licensee in Thailand**

# What is TED?

“We believe passionately in the power of ideas to change attitudes, lives and, ultimately, the world.”



**18 minutes**

Maximum length of most TED Talks



**1,500 Talks**

Official talks available online for free



**1,000,000,000**

Total number of views as of 2012

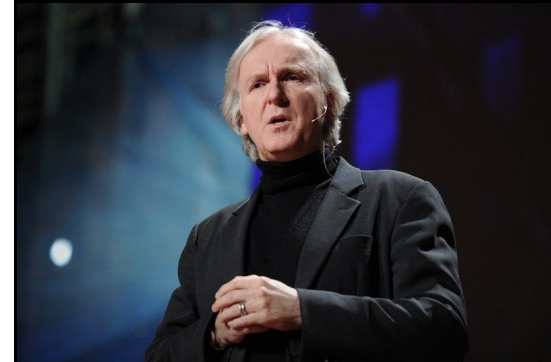


**~240,000 Baht**

Cost to attend one TED conference



**Bill Gates: Innovating to zero!**



**James Cameron: Before Avatar ... a curious boy**



**Sir Ken Robinson: How schools kill creativity**

# TED Speakers



**Bill Gates**

Melinda & Gates  
Foundation




**Richard  
Branson**

Virgin Group



**Bill Clinton**

42nd President of USA



**“Perhaps the biggest reason  
TED matters is the actual impact  
it has had on millions of lives”**

**Time Magazine**

**“If TED didn’t exist,  
we would have to invent it,  
because no superior  
alternative can be found.”**

**Forbes**

# Thai TEDx Speakers



**K. Krating**

Disrupt University



**K. Haresh**

CEO  
Microsoft Thailand



**K. Pirada**

First Thai Astronaut



**“TED คือการแลกเปลี่ยน  
ความคิดเห็นกับนักปราชญ์  
ที่ไฟดีจำนวนมาก”**

**ซี ฉัตรปวีณ์ ตรีชัชวาลวงศ์  
พิธีกร ผู้ประกาศข่าวไอที**

**“TEDx คือโมเดลใหม่ที่ทำให้  
คนทั้งโลกนี้เรียนรู้วิธีการ  
ในการเอาแรงบันดาลใจที่อยู่ในใจ  
ส่งต่อไปให้คนอื่น ๆ ได้”**

**วรรณสิงห์ ประเสริฐกุล  
พิธีกร นักคิด นักเขียน**

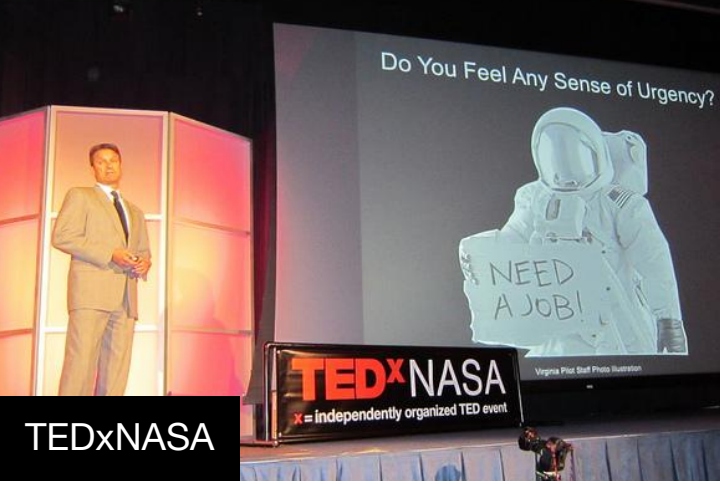




TEDxChiangMai



TEDxEverest



TEDxNASA

# TEDx at Global Scale

**11,273** TEDx events have happened around the world.

**2,569** cities have hosted one or more TEDx events.

**166** countries have hosted one or more TEDx events.

**382** million views of TEDx Talks on YouTube channel

**USA**

**Japan**

**Singapore**

**Afghanistan**

**Sudan**

**Antarctica**

**countries and continents** that have hosted one or more TEDx events.

TEDx Introductory: <http://youtu.be/N-l1xtCMnpw>





# TEDxBangkok 2015

## Catching the Ripples

**“If you want to know where the waves are coming from, you have to pay attention to the ripples.”**

An Xiao Mina - TEDGlobal 2013 speaker



Saturday

13th June 2015



20 speakers

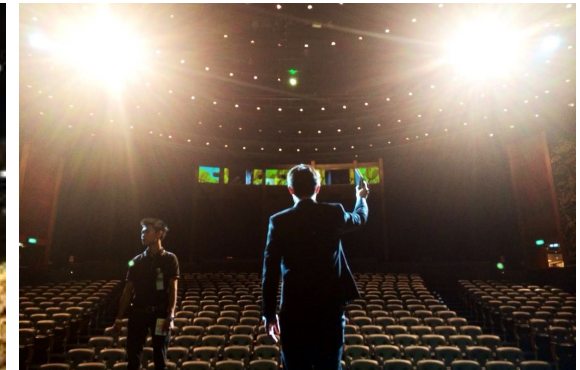


500 selected individuals

# TEDxBangkok 2015



Aksra's Auditorium



Angle from the stage



Aksra's Inner Lobby



**Aksra Theatre,**  
BTS Victory Monument



Cap. 550 individuals

# Stage Design



Moodboard of rippled kites



Stage mockup



Incorporate **Ripples**



A hint of **Bangkokness**



Minimum **ecological** footprint

# The heart of TEDxBangkok

**Online  
Attendees**

**Event  
Attendees**

**Activities**

**Speakers**

**Sponsors**

**TEDx**

# Speakers (confidential)



**Mr. Chairit Imcharoen**  
FarmSook Icecream



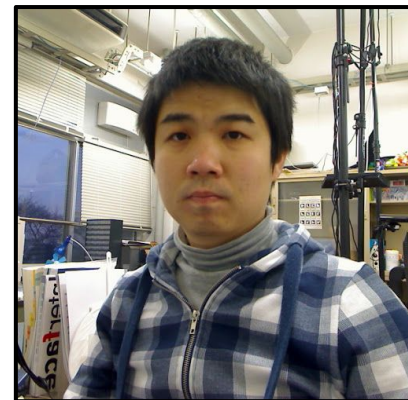
**Mr. Moo Natavudh**  
Ookbee



**K. Banyong Pongpanich**  
Economic & Social Reformer



**Mr. Purin Phanichphant**  
IDEO Designer



**Mr. Mahisorn Wongphati**  
RoboCup Champion

# Speakers (confidential)



**K.Wannasigh Prasertkul**  
Writer, TV host



**Ms.Nattarata**  
Teach for Thailand



**Mr.Pichet Klunchuen**  
Rockefeller Award



**Mr.Palissorn Noja**  
Child Activist



**Dr.Pongsakorn Saipetch**  
CalTech & UCLA Ph.D.

# Prospective Speakers (confidential)

## Business

- **K.Banyong Pongpanich**  
Economic and social reformer
- **K.Ariya Banomyong**  
Country Head, Google Thailand

## Science

- **Dr. Pongsorn Saipetch**  
Physics Graduate of CalTech, Ph.D. in Biomedical Physics from UCLA.  
Kindergarten science teacher.  
<http://witpoko.com/>
- **Mahisorn Wongphati**  
Pioneer of robotic industry in Thailand

## Social

- **K.Chairit Imcharoen**  
Farmsook Ice-cream, ice-cream company for the needed.  
<http://bit.ly/1gAY62l>
- **K.Suppakorn Noja**  
Director of Child Protection and Development Center, Pattaya

## Arts

- **K.Pichet Klunchun**  
Contemporary Thai dancer and choreographer. European Cultural Foundation's Princess Margriet Award for artists and thinkers in the field of cultural diversity for helping to combat fear and disrespect of 'the other'.  
<http://youtu.be/KIRfkTLSlCM>
- **K.Purin Phanichphant**  
Creative Director at Museum of Interactive Art, Los Angeles. Ex-designer at IDEO

## Other

- **K.Wannasigh Prasertkul**  
Writer, artist, TV host.

And more (total 20 speakers) ...

# Your sponsorship will go for...

- Venue
- Flight and accommodation for speakers
- Filming production & stage design
- PR & Marketing
- Engagement activities
- Speakers coaching

and General expenses, including but not limited to logistics, volunteer coordination, administrations, etc.

Any funding surpluses will go back into the organizing of future TEDx events.



# Sponsorship Rules

- **Sponsors cannot influence content.** Sponsors may have no editorial control or veto power over TEDxBangkok's program.
- **Sponsorship is not allowed on stage.** Sponsors may not present from the stage. No one can pay to be included in the program. Sponsor logos cannot be displayed on a TEDx stage.
- **Sponsors are not allowed to be endorsed in social media** for the TEDx event.
- **Sponsors from the following industries are not acceptable** by rule:
  - Weapons/ammunition
  - Tobacco/cigarettes
  - Adult-oriented products/services

# Add-on Examples

Examples of add-on activities for positioning sponsorship.



**Thought  
Leader**



**Socially Responsible  
Company**



**Generous  
Supporter**

# Example: Activities



Art sculpture painting + livestreaming



3D printing demonstration

# Example: Idea Boards



Idea boards around the event venue, may be occupied by a sponsor's staff to help facilitate brainstorming.



Thought Leader

E.g. What possibilities will 5G open up?



Socially Responsible Company

E.g. Connectivity to the poor. What can it bring?



Generous Supporter

E.g. Best moments of TEDxBangkok 2015?

# Example: Sponsored Luncheon



Deep-dives during lunch run by an expert from the sponsor



Thought Leader

E.g. Transform energy with natural gas.



Socially Responsible Company

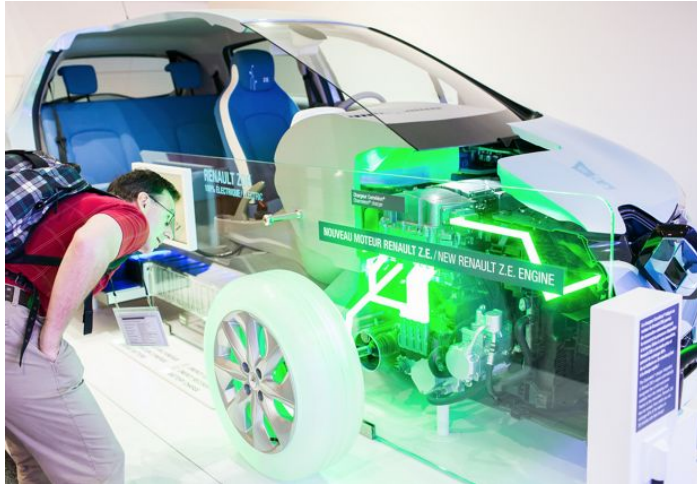
E.g. A financial system for everyone.



Generous Supporter

-

# Example: Product Demos



Renault's disect of 100% electric car



A company demo'ing 3D printing



Renault test-drive 100% electric car



Thought  
Leader

E.g. Demo state of the  
art prototypes or  
innovative new products

# Example: Workshops



Thought  
Leader

E.g. Workshops around  
how to apply design  
thinking to daily life



Socially  
Responsible  
Company

E.g. The next zero-cost  
idea to save wild  
animals.



Generous  
Supporter

-



Workshop on tackling difficult problems  
by Autodesk

# Example: Others



Thought  
Leader



Health App Hackathon by Microsoft



Generous  
Supporter



Shoes giveaway by TOMS



Generous  
Supporter



Sponsoring a resting lounge



Generous  
Supporter



Sponsoring leisure toys and tools



# Media Examples

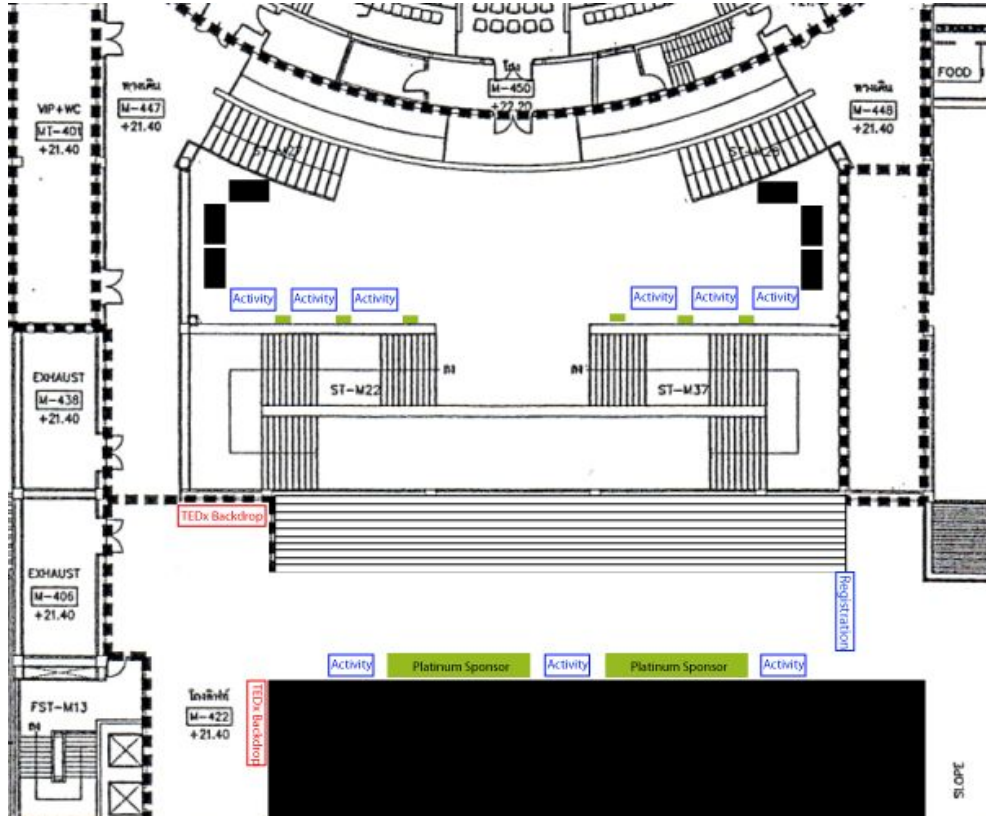
# Example: Activity Space

## Booth Dimension

3.0 x 0.75 meters

## Area

Main Entrance



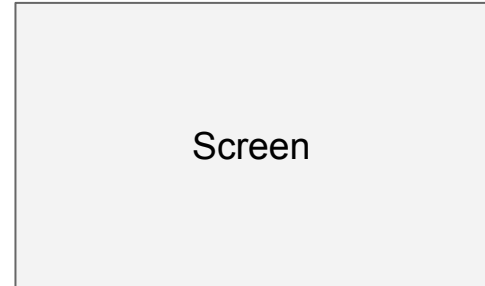
Auxra Theatre Floor Plan

|                         | Patron | Platinum | Gold | Silver |
|-------------------------|--------|----------|------|--------|
| Activity space at event | Large  | Medium   | -    | -      |

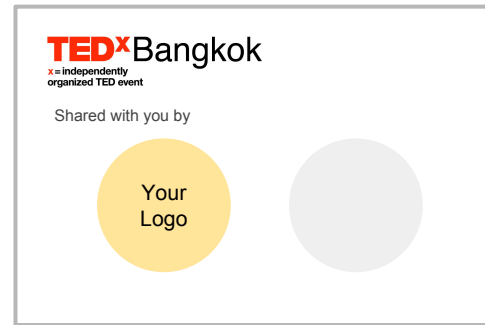
# Example: On-screen recognition



18.55m



9.05m



|                       | Patron | Platinum | Gold  | Silver |
|-----------------------|--------|----------|-------|--------|
| On-screen recognition | Large  | Medium   | Small | -      |

# Example: Logo in Video



## Exposure

- **6** seconds / video
- **20** videos

## Placement

- **Post-event** promote
- **TEDxTalks** channel

|                       | Patron | Platinum | Gold | Silver |
|-----------------------|--------|----------|------|--------|
| Logo in speaker video | Yes    | -        | -    | -      |

# Promotional Posters - Overview



## Poster Key Messages:

- **Theme:** “Catching Ripples”
- **Date:** June 13, 2015
- **Venue:** Aksara Theatre
- Ticket sales channel
- QR Code linking to website

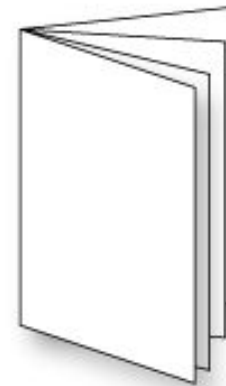
## Strategy:

- **Target:** students and young professionals
- **Launch:** March 2015

|                             | Patron | Platinum | Gold  | Silver |
|-----------------------------|--------|----------|-------|--------|
| Recognition on PR materials | Large  | Medium   | Small | -      |

**DRAFT**

# Example: At-event Materials

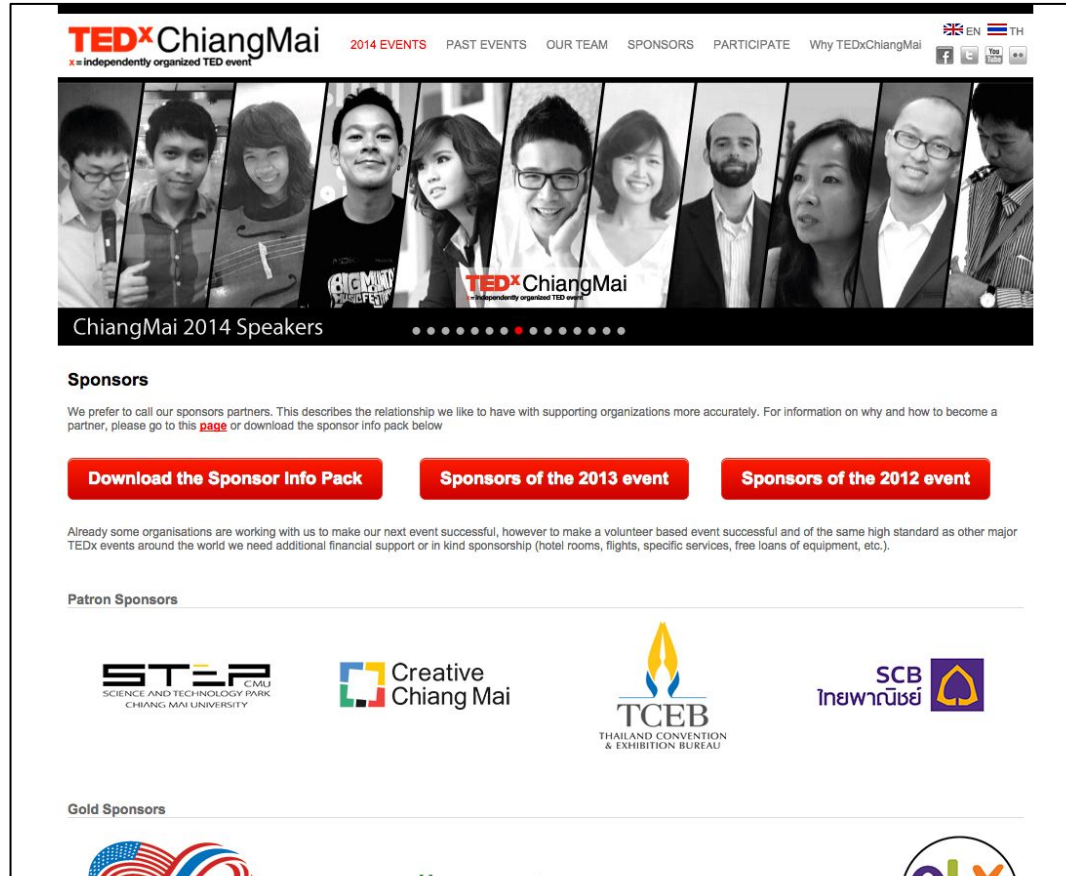


8.5" x 11"  
8 PG / 12 PG / 16 PG  
COLOR CATALOG

|                                   | Patron | Platinum | Gold | Silver |
|-----------------------------------|--------|----------|------|--------|
| Recognition on at-event materials | Yes    | Yes      | Yes  | Yes    |

**DRAFT**

# Example: Website



|                        | Patron | Platinum | Gold   | Silver |
|------------------------|--------|----------|--------|--------|
| Recognition on website | Large  | Medium   | Medium | Small  |

# Sponsorship Packages



# Sponsorship Packages

|                                      | Patron<br>xxx Baht | Platinum<br>xxx Baht | Gold<br>xxx Baht | Silver<br>xxx Baht |
|--------------------------------------|--------------------|----------------------|------------------|--------------------|
| 1. Complimentary tickets             | 10                 | 4                    | 2                | 2                  |
| 2. Pre-event dinner tickets          | 2                  | 2                    | 1                | -                  |
| 3. Logo in speaker video             | Yes                | -                    | -                | -                  |
| 4. Activity space at event           | Yes                | Yes                  | -                | -                  |
| 5. Explicit mention by host          | Yes                | Yes                  | -                | -                  |
| 6. On-screen recognition             | Large              | Medium               | -                | -                  |
| 7. Recognition on PR materials       | Yes                | Yes                  | Yes              | -                  |
| 8. Recognition on at-event materials | Yes                | Yes                  | Yes              | Yes                |
| 9. Recognition on website            | Large              | Medium               | Medium           | Small              |