



TEDx SurreyUniversity

SPONSORSHIP BROCHURE



TED^x SurreyUniversity



43.5M Subscribers



243,015 Videos



8,563,477,730 Views

About TED

Ideas Worth Spreading

TED is a nonprofit, nonpartisan organization dedicated to discovering, debating and spreading ideas that spark conversation, deepen understanding and drive meaningful change. Our organization is devoted to curiosity, reason, wonder and the pursuit of knowledge — without an agenda. We welcome people from every discipline and culture who seek a deeper understanding of the world and connection with others, and we invite everyone to engage with ideas and activate them in your community.

About TEDx

About TEDx, x = independently organised event
In the spirit of ideas worth spreading, TEDx is a program of local, self-organised events that bring people together to share a TED-like experience. At a TEDx event, TED Talks video and live speakers combine to spark deep discussion and connection. These local, self-organised events are branded TEDx, where x = independently organised TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organised.

Events

20

**Talks
Produced**

80+

Online Views

4M+

PREVIOUS EVENTS



OUR 2025 THEME

TEDxSurreyUniversity returns with a fresh focus on the future. The theme for this year, Echoes of What's Next, invites reflection on the ideas, actions, and discoveries that leave a lasting impact on what comes next.

The University of Surrey provides the perfect setting for a programme shaped by curiosity, rigour, and imagination. The event will feature voices from science, technology, society, and the arts, each offering a distinct perspective on how the present creates the foundations of tomorrow.

TEDxSurreyUniversity 2025 creates a space to hear these echoes clearly, to understand their source, and to consider our role in shaping what follows. This is a gathering of minds prepared to think differently and speak bravely. Join us at the University of Surrey and take part in a day that looks forward with purpose.



“BE PART OF SOMETHING THAT CHANGES LIVES”

Past **TEDxSurreyUniversity** Talks



How to be socially magnetic
Ben Chai | TEDxSurreyUniversity

1.6M+ Views



Autism: A Quick Trip To My Home Planet
Monique Botha | TEDxSurreyUniversity

635K+ Views



Lessons a drug addict can teach you
Lauren Windle | TEDxSurreyUniversity

572K+ Views

AUDIENCE & REACH

ATTENDEES

- Students
- Researchers,
- Faculty,
- Alumni,
- Founders
- Creatives,
- Senior leaders, and
- Local leaders in Surrey

FORMAT

- A full-day curated programme of 10+ live talks and performances on campus
- Worldwide live streaming

DIGITAL REACH

- Pre/post-event website, email and social coverage
- Talks published to official TEDx channels extend long-term impact

COMMUNITY BASE

- Previous TEDxSurreyUniversity events established audience familiarity we're rebuilding in 2025

SOCIAL CUE

- Social media presence-
Linkedin, Instagram, Facebook
- Posters
- Flayers
- Website



WHY PARTNER WITH US



Global Exposure: Donor logo in the pre- and post-roll of TEDxSurreyUniversity talks published on the official TEDx YouTube channel, reaching **37M+ subscribers** and billions of viewers worldwide.



On-Stage Recognition: Donor acknowledgement on stage slides and by the host during opening and closing, ensuring every attendee sees the brand.



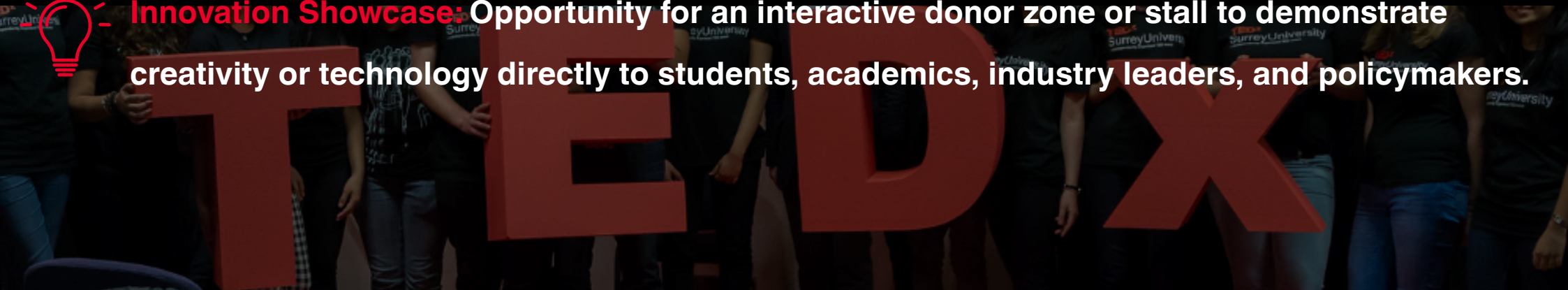
International Livestream Visibility: Logo shown at the start and end of the livestream, giving real-time recognition with an international online audience beyond the room.



Community Presence: Donor branding on event website, programme guide, delegate packs, and photo wall, with logos featured in photography and post-event media.



Innovation Showcase: Opportunity for an interactive donor zone or stall to demonstrate creativity or technology directly to students, academics, industry leaders, and policymakers.



PARTNERSHIP LEVELS

Your brand on a global stage, tied to one of the world's most trusted platforms for ideas.



SUPER TED

- Headline sponsor status
- Maximum brand visibility online and at venue
- Activation booth, lanyards, photo backdrop, video shout-out
- Full-page profile in programme and online
- VIP recognition on stage and in post-event data



LITTLE TED

- Entry-level professional tier
- Quarter-page profile in programme and online
- Standard exposure across socials and PR



BIG TED

- Strong brand presence
- Activation booth, photo backdrop
- Half-page profile in programme and online
- Featured mentions across PR and socials



MINI TED

- Starter package for community partners
- Logo listing online and in programme
- Limited but valuable brand presence

BENEFIT	SUPER TED (£5,000)	BIG TED (£2,500)	LITTLE TED (£1,000)	MINI TED (£500)
Complimentary tickets	8	6	4	2
Logo on pre/post-roll sponsor slide (official TEDx YouTube uploads)	Premium placement	Prominent placement	Standard placement	Standard listing
Programme & website profile	Lead profile + backlink + full page company bio/advert in brochure	Half page profile + backlink	Quarter page profile + backlink	Logo listing only
Social media mentions	Highest frequency pre & post-event	Medium frequency	Limited frequency	1 pre-event + 1 post-event
Newsletter & PR inclusion	Priority features	Featured mentions	Basic mentions	Name listed only
Event photography & permanent online gallery	Included	Included	Included	Included
Mention by host on main TEDx stage	Yes	Yes	–	–
Partnership in Speakers’ Corner (post-talk discussion series)	Co-branding & visibility	Supporting partner	–	–
Branded goodies in speaker bags	Yes	Yes	–	–
Logo on team polo shirts	Headline logo (back)	Sleeve placement	–	–
Printed logo on delegate lanyards	Yes	-	–	–
Custom Sponsor Activation Booth	Yes	Yes	–	–
Video Shout-Out (thank-you in highlight reel)	Yes	–	–	–
Branding in Event Photography Backdrop	Yes	Yes	Yes	–
Post-Event Data Snapshot (audience & reach analytics)	Yes	Yes	–	–
First refusal on next year’s sponsorship	Yes	Yes	–	–

CASE STUDIES

INTERACTIVE GAMES



AMD set up games in the Xlab from their Changing the Game foundation, which brings interactive games to schools for educational benefit.

HOSTED FORUM



The forum was hosted for those unable to attend the live event, offering a chance to experience TEDx and engage with speakers. It was free and open to all, featuring post-speech interviews, Q&A sessions, and live performances.

SPOTLIGHT REMOTES / PRODUCT DEMO



Activation involved a demo space, onstage presenting rights, and the distribution of Spotlight remotes to TEDx attendees, along with a community giveaway.

IN-KIND SPONSORSHIP

FOOD AND BEVERAGE



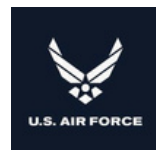
PRINTING & SIGNAGE



MERCHANDISE / GIVEAWAYS



TED GLOBAL SUPPORTERS





We would love to start a conversation with you
on Partnering a 2025 Sponsor
with

TED^x SurreyUniversity



 For the full prospectus and partnership details, contact: **m.budlla@surrey.ac.uk**



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