

# TEDxCrenshaw | 20/20 Vision

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Partner Packet

**TED<sup>x</sup>Crenshaw**  
x = independently organized TED event

## What is TED?

TED is a nonprofit organization devoted to Ideas Worth Spreading, usually in the form of short, powerful talks (18 minutes or fewer) delivered by today's leading thinkers and doers. Many of these talks are given at TED's annual conference in Vancouver, British Columbia, and made available, free, on TED.com. TED speakers have included Bills Gates, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandani Njoroge, Philippe Starck, Ngozi Okonjo-Iweala, Sal Khan and Daniel Kahneman.

Follow TED on Twitter at <http://twitter.com/TEDTalks>, on Facebook at <http://www.facebook.com/TED> or Instagram at <https://instagram.com/ted>.

## What is TEDx? x = Independently Organized Event

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized 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-organized events are branded TEDx, where x = independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized. (Subject to certain rules and regulations).

## What is TEDxCrenshaw?

**A community-organized TED-like event** designed to spread ideas, spark conversation, and address changes affecting South Los Angeles. TEDxCrenshaw is an independently organized local group comprised of passionate volunteers who are dedicated to ideas worth spreading.

The theme 20/20 vision represents where we want to be as a community. Based on the level of poverty, homelessness, and daily injustices individuals experience, our vision is not 20/20. When you drive down the South LA streets, how many injustices do you see? Too many. We want to make those injustices clear and encourage participation in growing solutions.

## Who Will Attend?

TEDxCrenshaw will bring together a veritable collection of open-minded, creative and forward-thinking individuals that are as fascinating and accomplished as the speakers themselves.

They will include women and men representing all facets of South Los Angeles life including business owners, educators, artists, activists, students, innovators and anyone that is interested in broadening their mind.

The speakers at TEDxCrenshaw are leaders that will challenge preconceived ideas, trigger discussions, and offer new per-



Pictured: Jody Armour, Roy P. Crocker Professor of Law at USC. His talk was titled, Black Hearts in White Minds: Race, Crime, and Redemption (2015).

## Why participate?

- Invest in a community who believes in the power of “ideas worth spreading” and are working to turn those ideas into realities
- Help bring together individual change agents whose combined power, passion, and commitment to purpose can spark new opportunities for South LA
- You want to leverage innovative ideas, technologies, design, and education to help create a better future
- TEDxCrenshaw has secured C.U.S.P., Inc., a 501(c)(3) nonprofit organization as our fiscal sponsor, meaning your contribution is tax deductible to the fullest extent allowed by law.

TEDxCrenshaw would be proud to partner with forward thinking organizations that embrace new ideas and are conscious about improving the quality of life in our community. Furthermore, we are in search of partners who believe in TEDxCrenshaw’s mission of inspiring ideas worth spreading.

	Platinum \$1,000	Gold \$750	Silver \$400	Bronze \$250
Complimentary Tickets	4	3	2	1
Promotional Product in Gift Bag	∞	∞	∞	∞
On Stage Recognition	∞	∞	∞	∞
Logo on Event Signage	∞	∞	∞	∞
Logo placement in event slideshow	∞	∞	∞	
Logo placement in event pre-show & break slideshow	∞	∞		
Explicit mention of partnership by event Host	∞	∞		
<b>Logo on website</b> The logo of all partners will appear on a specific page on the website. The logos of 1st rank partners will appear on the top followed by ranks 2-4	1st Rank	2nd Rank	3rd Rank	4th Rank
<b>Logo in Event Program</b> The logo of all partners will appear on a specific page of the event program. The logos of 1st rank partners will appear on the top, followed by ranks 2-4	1st Rank	2nd Rank	3rd Rank	4th Rank

## Alternative Partnership Opportunities

### In-Kind Donations

- Food/Snacks
- Beverages
- Printing
- Photography
- Media Partners
- Gift bag Items

### Named Partnership

- |  |         |
|--|---------|
| • Venue Partner                              | \$500   |
| • Lunch Partner                              | \$400   |
| • Printing Partner                           | \$500   |
| • Art Installation Partner<br>(Stage Design) | \$1,000 |
| • Break Partner                              | \$500   |
| • Staff T-Shirt Partner                      | \$250   |

### Community Partner \$1+

Every dollar counts. Show your support by donating any amount of your choice. We will highlight your support by including your name on the website.

# Partner Donation Form

Complete this form & mail or email to:

C.U.S.P., Inc.  
815 N. La Brea Ave. #485  
Inglewood, CA 90302  
partner@tedxcrenshaw.com  
Tax ID: 45-3609185

For more information on becoming a partner,

contact:

Zaneta J. Smith

323-521-9873

partner@tedxcrenshaw.com

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_ Position/Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ Website: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Partnership Packages—Check your package choice below:

- Platinum \$1,000
- Gold \$750
- Silver \$400
- Bronze \$250
- Community Partner \$1+
- In-kind Donation (s): \_\_\_\_\_ \$ \_\_\_\_\_
- Named Partnership: \_\_\_\_\_ \$ \_\_\_\_\_

Please make checks and/or money orders payable to: C.U.S.P. Inc.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Thank you for supporting TEDxCrenshaw**