

Marketing Plan: TEDxHartlandHill 2024

Pls see attached document for sponsorship levels, which give full description of all the places Woodstock EDC will be mentioned.

We are giving the EDC the same placement as the BIG Red Circle Sponsors, who are considered title sponsor for the event. This includes all primary print material, signage, press releases, etc.

2024 THEME AWE

...always more to see

...always more beauty.

Saturday, September 14, 2024
Billings Farm & Museum
9:00am–5:00pm

BODY PAINTING AND PHOTO BY TRINA MERRY

TED^x HartlandHill 2024
x = independently organized TED event

For tickets and information
www.TEDxHartlandHill.org



2024 TEDxHartlandHill. This Year's Theme is AWE.

TEDxHartlandHill has created a forum to find the best ideas to build our community by sparking deep conversation and connections

Now in our third year as part of a global community of live **TED** event speakers and **TED Talk** videos, the **TEDx** videos that we've produced from our events have garnered over 200,000 views worldwide.

Last year, we also donated almost a quarter of our tickets to local educators through our "Tickets For Teachers" Program and we will be increasing our audience capacity through a new license from TED.

2024 Speaker Spotlight

Announcing full speaker line-up at the end of June



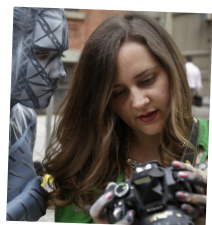
Trina Merry | NYC Bodypainter

Trina Merry paints on the human body, creating the illusion that our reality is a two-dimensional space.

Her artwork, created around the world, defies conventional boundaries as she merges the human form seamlessly with landscapes, architecture, and cultural symbols, exploring themes of identity, unity, and activism.

Through meticulous attention to detail and expert use of light and shadow, her body painting and photography create a visual tapestry that challenges societal norms, prompts viewers to reflect on their authentic selves and their relationship with the environment.

By blending art and activism, Trina Merry's transformative creations inspire us to embrace diversity, question societal expectations, and confront pressing social and environmental issues.



Corie Knights | Co-Founder of Wild Africa Fund

Corie serves as Development Director for Wild Africa Fund, where she manages individual philanthropy, events and leads donor expeditions to Africa to witness the conservation impact of Wild Africa Fund's work first-hand.

Corie spent the last decade at WildAid as the Senior Director of Major Gifts, launched WildAid's expeditions and managed their corporate partnerships, raising hundreds of millions of dollars towards successfully preventing animals from extinction.

She has an unwavering commitment to making the world a better place, saving some of the most endangered species in the world.



Michelle Hogle Acciavatti, M.Sci. | Founder, Head Cemeterian, Vermont Forest Cemetery

Michelle, a licensed death doula, specializes in funeral directing, end-of-life support, and natural burial education. She helped legalize natural burial in Vermont, adding sections to seven cemeteries from 2017 to 2020.

Co-founding Spirit Sanctuary in New York, she plans to create a similar site in Vermont. With diverse training, including mortuary practices and advocacy, she co-founded The Collective for Radical Death Studies and has extensive experience working with diverse populations, including those facing pregnancy loss. Her work takes her to various settings, from forests to hospital rooms.



Sponsor Levels

According to your budget, we can match your goals with the needs of the event.
Here are the levels of sponsorship available and the number of admissions provided

	Supporter	Community	Champion	Concierge	Big Red Circle Title Sponsor
Sponsor Levels	\$1,000	\$2,500	\$5,000	\$10,000	\$20,000+
Number of Admissions	2	3	4	5	6
Logo Display/Mention					
Website	5th Rank	4th Rank	3rd rank	2nd Rank	1st rank
Hotlink Logo		X	X	X	X
Intro Video Logo			X	X	X
Intro Video Mention	X	X	X	X	X
Logo On Banner			X	X	X
Mention on Banner	X	X	X	X	X
Hosting Signage				X	X
Attendee Bag Logo, Priority positioning			X	X	X
Attendee Bag Logo					X
Program Book Logo*	X	X	X	X*	X*
Additional Promo Items			X	X	X
Explicitly mentioned by host and acknowledgement of partnership during opening remarks	Mention	Mention	1 Minute	2 Minutes	2 Minutes Plus 60 Second Promo
Logo Placement at Pre/Post Events	X	X	X	X	X
Sponsor Event					
Opening Speaker Dinner				X	X
Gift Bag Sponsorship				X	X
Closing Garden Party				X	X
Advertisement					
Informational Table			X	X	X
Include promotional item in attendee bag (at cost of sponsor)	X	X	X	X	X
Mention in PR Release		X	X	X	X

*Priority Positioning/Size

In-Kind Sponsorship

In addition to cash sponsorships, you can participate in numerous ways through in-kind donations.

Below are some areas we have identified, but the possibilities are wide open. We will customize benefits packages

- T-Shirts–TEDx
- T-Shirts–Attendees
- Gift Bags
- Lodging
- Refreshments/Dring
- Food/Restaurants
- Name tags
- Lanyards
- TEDx Pads/Pens
- Signage
- Printing Services
- Transprtation
- What you can Imagine

Contact Info

Please consider this sponsor pack as a starting point. We are morethan happy to answer any questions you my have. Please don't hesitate contact us.

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