



# REIMAGINE RECONFIGURE RECONNECT

The 12th Annual TEDxSonomaCounty Event

MARCH 2, 2024 @ SONOMA COUNTRY DAY SCHOOL

SPONSORSHIP INFORMATION 2024



# REIMAGINE RECONFIGURE RECONNECT

The world around us is in a state of unprecedented disruption. Everything seems upside down, and we are all struggling to adapt. We are grappling with social and political upheaval, climate change, technological advancements and disruptions that are happening on a global scale, affecting every aspect of our lives.

In this moment, we have the opportunity to see things in a new light and like the kaleidoscope, create something new and beautiful. If old ways of doing things do not work anymore, it is imperative to pause and reflect on what truly matters to us, to think creatively. We can reimagine our economy, our social systems, and our relationship with the planet. We can reconfigure our cities, our workplaces, and our homes to be more resilient and adaptable. And we can reconnect with each other in new and meaningful ways.

To make the most of this moment of disruption, we need to be willing to reimagine, reconfigure, and reconnect. We need to be willing to let the pieces fall in new patterns and look at them with curiosity.

Join us at TEDxSonomaCounty 2024 to hear speakers who will inspire you with ideas and opportunities for growth and transformation. Together let's embrace this moment of disruption and use it as a catalyst for change.





## WHEN IS TEDx?

Join us on Saturday, March 2, 2024 at our 12th annual TEDxSonomaCounty to experience Reimagine, Reconfigure, Reconnect: to hear big ideas in technology, entertainment, and design and to participate in our local TEDx community. Be inspired by thought-provoking speakers who share concepts that are larger than ourselves and help reframe our vision of what is possible.

## WHAT IS TED?

TED is a global foundation devoted to Ideas Worth Spreading. It started in 1984 as a conference bringing together people from three worlds: Technology, Entertainment, and Design. Since then, its scope has become ever broader. With its two annual conferences, video website TED.com, initiatives and community projects, TED is now a platform and a global movement focused on meaningful change through the power of ideas.

## WHAT IS TEDx?

TEDx was created in the spirit of TED's mission, Ideas Worth Spreading. The program is designed to give communities, organizations and individuals the opportunity to stimulate dialogue through TED-like experiences at the local level. At TEDx events, a combination of live presenters and TEDTalks videos spark deep conversation and connections. TEDx events are fully planned and coordinated independently, on a community-by-community basis. TEDx Organizers are not hosting events for political reasons, monetary reward or personal gain. They are doing so because they truly believe in the power of ideas to change the world. TEDx events are open source, local and community-driven events that inspire innovation, thought leadership and visionary insight. A TEDx license is free to obtain.

## WHY IS YOUR INVOLVEMENT SO IMPORTANT?

TEDxSonomaCounty targets forward-thinking companies and organizations that share our vision for a world shaped by powerful ideas. We are committed to the success of this event and are excited to work with you to make sure that you can take full advantage of the opportunity to support TEDxSonomaCounty. Supporting us in this way is an excellent opportunity to build partnerships and connections to a new sector of the community. We seek to partner with local companies that value creative solutions, innovation, and meaningful impact. We value your monetary or in-kind donations, and guarantee that supporting us will be highly beneficial to your company's presence in Sonoma County and beyond.



## PAST SUCCESS

In the spirit of ideas worth spreading, TEDxSonomaCounty is held annually at the Jackson Theater at Sonoma Country Day School in Santa Rosa, California, bringing together our community with inspiring speakers, artists and performers to explore a theme. We are organized by a group of individuals who are inspired by TED and want to bring the experience to Sonoma County. Every year TED surveys our attendees. Here are a few highlights from last year's guests:

**“THE SPEAKERS WERE COMPELLING AND I’M FINDING MYSELF DAYS LATER THINKING ABOUT THEIR STORIES AND JOURNEYS. NEW WAYS OF LOOKING AT THINGS, HEARTWARMING EXPERIENCES AND THE CROWD WAS A GREAT MIX OF OUR COMMUNITY AS WELL. GREAT JOB!”**

**“UNLIKE ANYTHING ELSE IN OUR COMMUNITY! FASCINATING, EDUCATIONAL, INSPIRATIONAL, AND A GREAT CONNECTION BUILDING EVENT!”**

**“SUCH A WONDERFUL SELECTION OF SPEAKERS ON SUCH A WIDE VARIETY OF TOPICS. GETS THE BRAIN FIRED UP ON ALL CYLINDERS.”**

**“A PROFESSIONALLY PRODUCED, MEANINGFULLY CURATED, POWERFULLY PRESENTED PROGRAM -- ALL IN A SINGLE AFTERNOON!”**

**“IT WAS INTERESTING, THOUGHT PROVOKING, EMOTIONALLY UPLIFTING, SERIOUS AND FUNNY, AND ALL RIGHT HERE IN SONOMA COUNTY. THE BEST AFTERNOON WE’VE HAD IN A LONG TIME.”**

**“I DIDN’T EXPECT TO BE WOWED BY THIS EVENT, BUT I ABSOLUTELY WAS! WELL DONE! LOOKING FORWARD TO SPREADING THE WORD AND SEEING YOU ALL NEXT YEAR.”**







### **SPECIAL SPONSOR BENEFIT**

## **DINE WITH THE SPEAKERS AT LYNMAR ESTATE**

As a unique benefit, TEDxSonomaCounty sponsors at the Visionary, Innovator and Thinker level will enjoy exclusive access to an intimate dinner with our TEDx speakers. Hosted by TEDxSonomaCounty license holders Anisya Fritz and Marilyn Nagel at the stunning Lynmar Estate in Sebastopol, this one-of-a-kind experience will have you seated with the best and brightest minds in our community. You'll make new connections as you engage in thoughtful conversations alongside Lynmar's world class Pinot Noir, Chardonnay, and farm to table cuisine.







## AN INVIGORATING EXPERIENCE FOR TEAMS & CORPORATE GROUPS

Around the world, TED conferences provide inspiration, connection and camaraderie for its audiences. Invite your team or corporate group for a day of enrichment at TEDxSonomaCounty. Among the many benefits of this team bonding experience, you'll receive group ticket pricing and reserved seating with name recognition for your organization at the Jackson Family Theater on the day of the event.





# SPONSORSHIP OPPORTUNITIES & BENEFITS

## THE VISIONARY Partnership Level - \$10,000

- 4 seats at the Speaker Dinner at Lynmar Winery on Friday, March 1, 2024
- 10 passes for our TEDx event on Saturday, March 2, 2024
- Acknowledgment of company/organization/family during opening remarks
- Recognition in our email blasts to our entire TEDxSonomaCounty community
- Dedicated social media post
- Logo (1st rank) on our website and linked to sponsor's URL
- Logo (1st rank) on monitors during intermissions
- Featured in event program

## THE INNOVATOR Partnership Level - \$5,000

- 2 seats at the TEDx Speaker Dinner at Lynmar Winery on Friday, March 1, 2024
- 6 passes for our TEDx event on Saturday, March 2, 2024
- Acknowledgment of company/organization/family during opening remarks
- Dedicated social media post
- Logo (1st rank) on our website and linked to sponsor's URL
- Logo (1st rank) on monitors during intermissions
- Featured in event program

## THE THINKER Partnership Level - \$2,500

- 1 seat at the TEDx Speaker Dinner at Lynmar Winery on Friday, March 1, 2024
- 4 passes for our TEDx event on Saturday, March 2, 2023
- Logo (2nd rank) on our website and linked to sponsor's URL
- Logo (2nd rank) on monitors during intermissions
- Acknowledgement in event program

## THE ARCHITECT Partnership Level - \$1,000

- 2 passes for our TEDx event on Saturday, March 2, 2024
- Logo (3rd rank) on our website and linked to sponsor's URL
- Logo (3rd rank) on monitors during intermissions
- Acknowledgement in event program

## THE COLLABORATOR Partnership Level - \$500

- 1 pass for our TEDx event on Saturday, March 2, 2024
- Logo (4th rank) on our website and linked to sponsor's URL
- Logo (4th rank) on monitors during intermissions
- Acknowledgement in event program

In-kind sponsorships are also welcomed and appreciated. Please connect with our team at [info@tedxsonomaamcounty.com](mailto:info@tedxsonomaamcounty.com) to learn more.



# THANK YOU AGAIN TO OUR 2023 SPONSORS!

We are proud to recognize those businesses and individuals whose cash and in-kind support have made TEDxSonomaCounty possible.



SONOMA COUNTRY  
DAY SCHOOL

LYNMAR ESTATE  
*Russian River Valley*



HILLARY WICHT



JOHNSON  
Family Charitable Fund



JNR family  
FOUNDATION



— est. 1975 —  
ChromaGraphics

ARMOROUS

RISEQUITY



VIOLA  
design



Robert Hillmann and Olivia Crawford | David and Joanie Jasper | Karissa Kruse and Steve Dutton  
Kristin Link | Marie O'Neill | Josh Reimer Photography | Danica Remy | Tam and Curt Smith  
Samantha Stewart



## JOIN US

Thank you for your consideration in sponsoring TEDxSonomaCounty hosted by Sonoma Country Day School. Sponsorships support the cost of organizing and orchestrating an event of this caliber and bringing it to our community at as low a price as possible so we can reach a broad audience. Your partnership is greatly appreciated and will make a difference!

Business / Company \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

☐ YES! I / we would be delighted to sponsor TEDxSonomaCounty. The enclosed packet provides details about the benefits of each sponsorship level.

☐ **THE VISIONARY** - \$10,000

☐ **THE INNOVATOR** - \$5,000

☐ **THE THINKER** - \$2,500

☐ **THE ARCHITECT** - \$1,000

☐ **THE COLLABORATOR** - \$500

☐ I / we would like to sponsor at this level for the next three years.

☐ I / we cannot participate this year, but I would like to contribute to the success of your event with a contribution in the amount of \$ \_\_\_\_\_ .

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

Please return this form, along with a check payable to Sonoma Country Day School, the non-profit host of our event, by January 31, 2024.

TEDxSonomaCounty  
at Sonoma Country Day School  
4400 Day School Place  
Santa Rosa, CA 95403

(707) 284-3200

[www.tedxsonomacounty.org](http://www.tedxsonomacounty.org)

[www.scds.org](http://www.scds.org)

501 (c) (3) NON-PROFIT  
CORPORATION  
FEDERAL ID#94-2910715

## THANK YOU!