

TED^x Sonoma County
x = independently organized TED event

BRIDGING

PAST
PRESENT
FUTURE

FORWARD
2025



>> SPONSORSHIP INFORMATION

MARCH 8, 2025 | SONOMA COUNTRY DAY SCHOOL | TEDXSONOMACOUNTY.COM

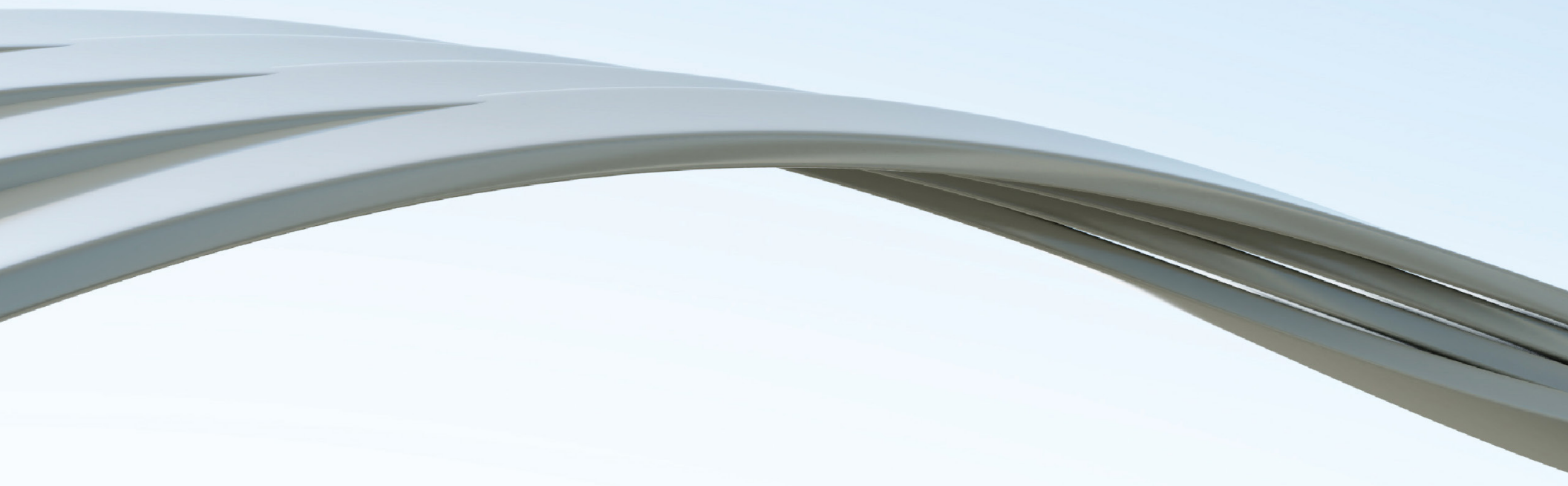


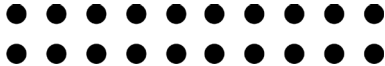
CONNECTING OUR COMMUNITY >>

In our hyperconnected world, we feel more isolated than ever trapped in our own bubbles and lacking meaningful connections that foster understanding and growth. The technology that links us also divides us in new ways, and we often lose authentic conversations and organic relationships.

Bridging Together: Past, Present & Future will explore pathways to promote understanding – learning from our past, refining our present, and fostering a sense of community that transcends boundaries. Our carefully curated lineup of presenters will challenge us to see the world through different lenses, drawing from the past, leveraging the best of what is available today, and encouraging us to create a brighter future.

But TEDxSonomaCounty is more than just powerful speakers. Bridging Together offers new connections as you network close to home with others who seek ideas worth spreading. It's an experience designed to challenge your perspectives, expand your horizons, and inspire you to create positive change.





AN INVIGORATING EXPERIENCE

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.

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.



“Unlike anything else in our community! Fascinating, educational, inspirational, and a great connection building event!”





HISTORY OF TEDXSONOMACOUNTY

It all started with a great idea in 2012. Members of the Board of Trustees of Sonoma Country Day School (SCDS) were considering ways to broaden interest in their Contemporary Issues Series launched in 2010 to bring intellectual conversation and opportunities for community engagement to our county. Hosting a TED-like event was the answer—an event that “brings learning to life” (the SCDS mission) through “ideas worth spreading” (TED’s mission)!

TEDxSonomaCounty has evolved from its roots as an SCDS initiative into a vibrant community-driven event. This local gathering brings together passionate volunteers who curate an engaging experience for attendees. The event features carefully prepared talks and performances that are idea-focused and cover a diverse array of subjects.

These presentations foster learning, spark inspiration, and ignite wonder among participants. TEDxSonomaCounty serves as a catalyst for intellectual growth and community engagement, ultimately contributing to the rich tapestry of ideas and innovation in Sonoma County.

ORGANIZING COMMITTEE

Anisya Fritz

TEDx License Holder and Emcee

Marilyn Nagel

Co-License Holder and Executive Producer

Elizabeth Gleadall

Chair and Founding Partner

Andrea Alcaro

Social Media

Catherine Barnett

Communications

Sara Soergel

Design & Web

Asma Stewart

Sponsorships and Digital Marketing

Linda Streb

Marketing



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:

It gives me so much joy to see and hear the amazing things people in my very own community are doing. I love the connecting energy I feel every time I attend."

"Such a wonderful selection of speakers on such a wide variety of topics. Gets the brain fired up on all cylinders."

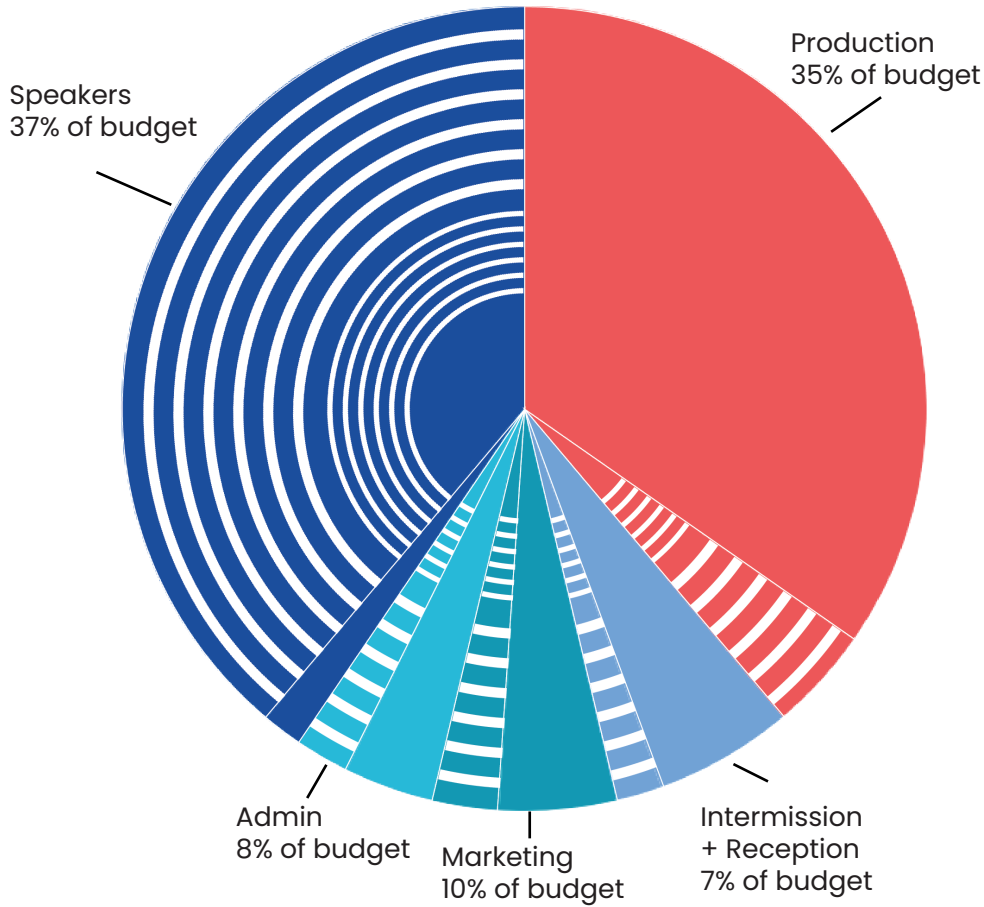
"I didn't expect to be WOWed by this event, but I absolutely was! Well done! Looking forward to spreading the word and seeing you all next year."

"Unlike anything else in our community! Fascinating, educational, inspirational, and a great connection building event!"

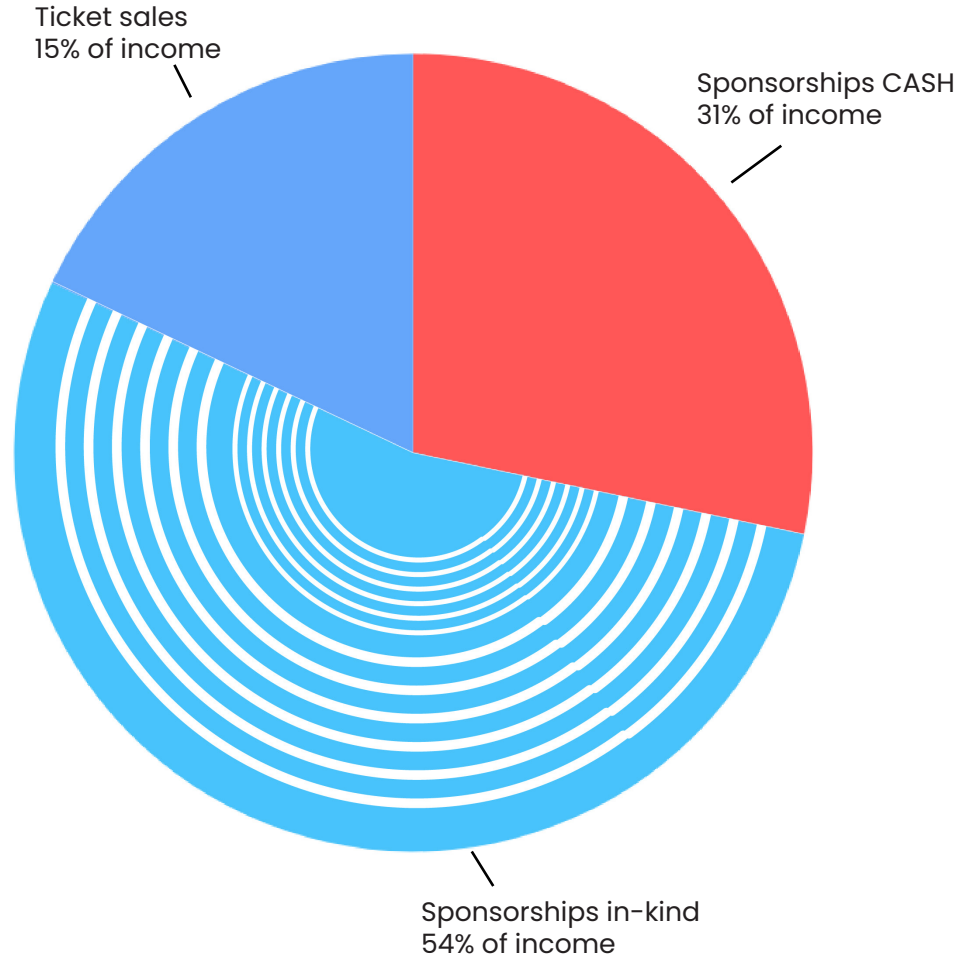
"It was interesting, thought provoking, emotionally uplifting, serious and funny, and all right here in Sonoma County. The best afternoon we've had in a long time."

2025 EVENT BUDGET

EXPENSES



INCOME



- Production \$70,000 (11% covered in-kind)
- Intermission + Reception \$15,000 (33% covered in-kind)
- Marketing \$20,000 (50% covered in-kind)
- Administrative \$16,500 (61% covered in-kind)
- Speakers \$73,000 (96% covered in-kind)
- ▨ Covered by in-kind donations & services

- Sponsorships CASH \$60,000 (31%)
- ▨ Sponsorships In-kind donations & services \$104,500 (54%)
- Ticket sales \$30,000 (15%)

SPONSORSHIP OPPORTUNITIES & BENEFITS

THE VISIONARY Partnership Level - \$10,000

Sponsors support such things as the reception and are instrumental production partners.

- 4 seats at the Speaker Dinner at Lynmar Winery on Friday, March 7, 2025
- 10 passes for our TEDx event on Saturday, March 8, 2025
- 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

Sponsors support such things as the intermission and marketing.

- 2 seats at the TEDx Speaker Dinner at Lynmar Winery on Friday, March 7, 2025
- 6 passes for our TEDx event on Saturday, March 8, 2025
- Acknowledgment of company/organization/family during opening remarks
- Dedicated social media post
- Logo (2nd rank) on our website and linked to sponsor's URL
- Logo (2nd rank) on monitors during intermissions
- Featured in event program

THE THINKER Partnership Level - \$2,500

Sponsors support such things as speaker incidentals and student tickets.

- 1 seat at the TEDx Speaker Dinner at Lynmar Winery on Friday, March 7, 2025
- 4 passes for our TEDx event on Saturday, March 8, 2025
- Logo (3rd rank) on our website and linked to sponsor's URL
- Logo (3rd 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 to learn more.





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.



THANK YOU AGAIN TO OUR 2024 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



Sotheby's
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JOHNSON
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HILLARY WICHT



— est. 1975 —
ChromaGraphics



Robert Hillmann and Olivia Crawford | David and Joanie Jasper
Judy Jordan | Danica Remy | Tam and Curt Smith | Asa Mathat Photography



Please return this form, along with a check payable to Sonoma Country Day School, the non-profit host of our event, by January 31, 2025.

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

Contact: Elizabeth Gleadall
info@tedxsonomacounty.com
(707) 284-3200

www.tedxsonomacounty.com
www.scds.org

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

THANK YOU!



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 VISIONARY - \$10,000
- THE INNOVATOR - \$5,000
- THE THINKER - \$2,500
- I / we would like to sponsor at this level for the next three years.
- I / we cannot participate this year, but would like to contribute to the success of your event with a contribution in the amount of \$ _____ .