



## WHO

TEDxKids@ElCajon is an annual non-profit, independently organized, TEDxYouth event. Children ages five through eighteen from our community have shared their personal journeys, captivating stories, and ideas that inspire an audience of all ages.

Since 2015, TEDxKids@ElCajon has broadened horizons, ignited thoughts, and sparked conversations with themes including Doers and Dreamers, Beyond Infinity, and My Future Possible Self.

Over 3,000 San Diego and El Cajon community members and families came together in 2019 for the World is YOurs. This past June, over 12,000 viewers were reached by our three-day, prime-time virtual event during the COVID19 pandemic with talks about the importance of recess, the future of education, journey as an immigrant, how history has impacted us today, and conservation of bees!

Every decision you make  
has an impact on your life  
either good or bad and  
is part of your life story.  
What will your story be?

Cameron & Madyson, 5th Graders  
TEDxKids@ElCajon 2019

## WHY

Events like this do not happen by itself. Like all other TEDx events, we rely on partnerships for financial support and in-kind donations. We have had an amazing history of partners, we hope you will join us this year.

Partner with TEDxKids@ElCajon because...

- You believe in creating synergy between organizations and our youth to amplify their voice.
- You believe in investing in better futures when ideas, technology, design, and education come together.
- You believe in elevating the importance of fostering innovation in the local youth community to advance social changes that matter.

How would a partnership with TEDxKids@Elcajon enhance your business?

- Brand recognition and visibility
- Building community connections
- Investing in your future workforce
- Partnering with youth that will change the world

All monetary contributions to TEDxKids@ElCajon are tax-deductible. TEDxKids@ElCajon is a non-profit event under 501(c)3 Status.

619.315.7063 - Edith Hernandez, Partnerships Manager

619.590.8881 - Jenn Petraglia, Organizer

[www.tedxkidscajon.com](http://www.tedxkidscajon.com)

# HOW

## Be a Visionary - \$5,000

- Presenting Partner rights (TEDxKids@ElCajon made possible by...)
- Branding placement in program, website, swag, and social media coverage
- Logo placement in speaker videos uploaded the Official TEDx Youtube Channel with 27.1 million subscribers
- Live Partnership mention during all sessions
- Large virtual exhibit area for brand activation and product exposure
- Opportunity for TEDxKids@ElCajon Speaker to speak at a partner event

## Be a Champion - \$2,500

- Branding placement in printed program, website, tickets, badge, and social media coverage
- Logo placement in speaker videos uploaded the Official TEDx Youtube Channel with 27.1 million subscribers
- Opportunity to provide promotional item in speaker swag bag
- Branding placement in program, website, swag, and social media coverage
- Opportunity for TEDxKids@ElCajon Speaker to speak at a partner event

## Be an Innovator - \$1,000

- Host of an activity with branding placement
- Branding placement in program and website
- Exhibit space for brand activation and product exposure
- Opportunity for TEDxKids@ElCajon Speaker to speak at a partner event

## Be a Builder - \$500

- Mention in program and website
- Virtual Exhibit booth for brand activation and product exposure

## Be a Believer - \$100

- Mention in program and website

## Be a Friend - In-Kind

- In addition to monetary contribution, we also welcome in-kind partners. Here are some possible in-kind partnerships:
  - Swag Bag Items
  - Interactive Virtual Activity or Experience
  - Production Support
  - Attendee Gifts
  - Speaker Gifts
  - Service Coupons or Discounts



## Current and Past Partners Include:



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