

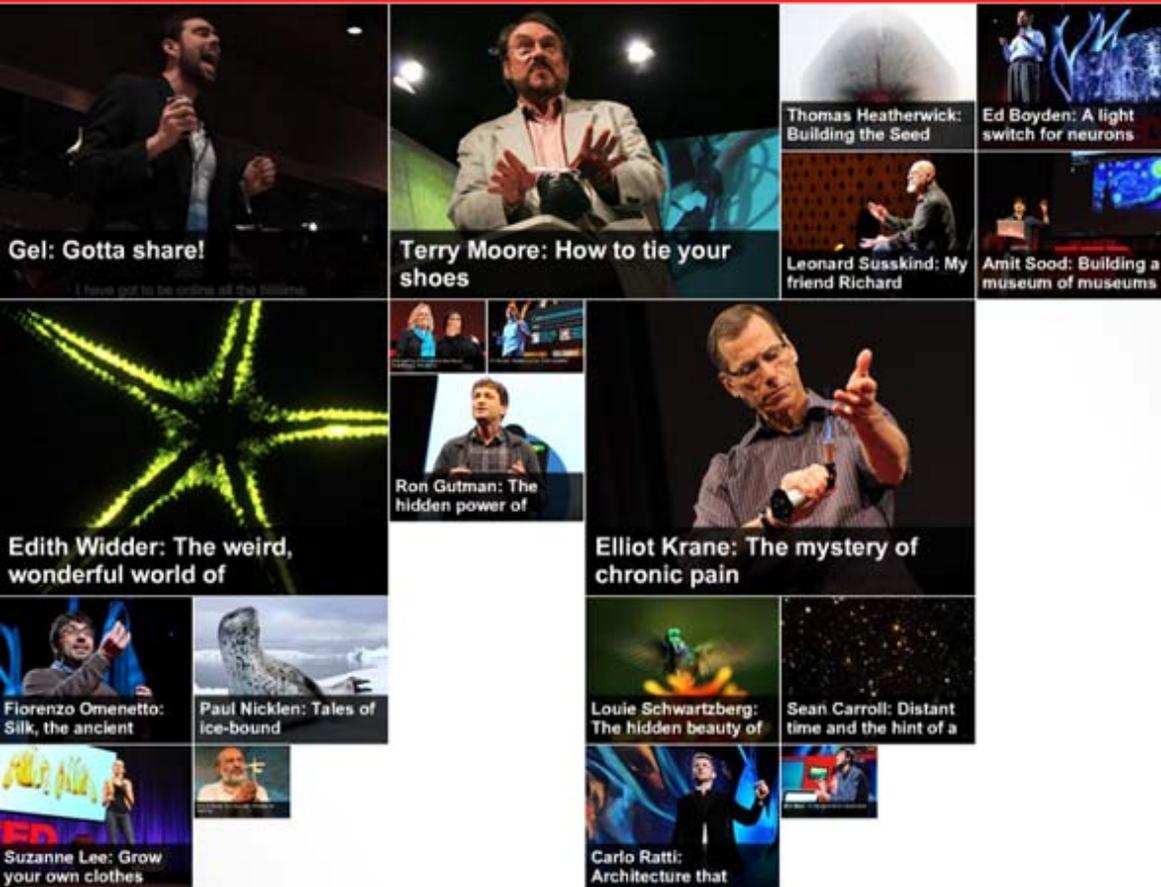
# TED<sup>x</sup> Maui



X=independently organized TED event



Maui, Hawaii  
1/13/2013



## What is a TED event?

**“Give the talk of your life in 18 minutes or less!” was the**

**directive:** Thus began **TED**, in 1984, a spirited conference that brought together leaders in the fields of Technology, Entertainment and Design.

Since then, its scope is ever broader—and today **TED**, **renown the world over**, brings the **world's leading thinkers and doers** together to spread great ideas and provocative performances like wildfire.

**TED.com** features the best of these talks, which are **viewed for free by millions worldwide**.



## What is TEDx and TEDxMaui?

While TED is a global conference and platform, **TEDx** is an independently organized TED event, licensed by TED, that focuses on innovation in specific cities or regions. After a sold out event in 2012, **TEDxMaui** has established itself as a wildly popular annual event, and will be expanding in 2013 to accommodate 1200 attendees. It is the largest **TEDx** event in Hawaii. **TEDxMaui** is planned and staffed locally.

## TEDxMaui Event Details

When: January 13, 2013

Where: Maui Arts & Cultural Center (MACC), Castle Theatre

Time: 9:00am – 5:00pm (plus registration, networking breaks, and after party)

This coming January, over 18 **scintillating speakers** will present on issues as diverse as clean energy technology and indigenous wisdom to native forest restoration and leading health breakthroughs. **Lively and moving performances**, such as drumming, slam poetry, or youth dance, will punctuate the talks throughout the day. Delish, local lunch provided and networking breaks abound.



## Launching the TEDxMaui Vision

When people, ideas, their energy and passion come together—magic happens. The power of ideas changes attitudes, lives and ultimately, the world. We hope that a day spent at the MACC, at TEDxMaui, will stimulate minds, collaboration and networking, the local community and economy. *From ideas to action!*

### Goals for our Second Annual Event:

- To share the wisdom of Maui with the world (talks uploaded to TED.com Website)
- To encourage a culture of innovation locally
- To gather together and build our Hawaii and Maui brain trust
- To celebrate out of the box thinking
- To inspire Maui's young people
- To offer a high caliber event that enriches Maui and the Hawaiian Islands
- To provide opportunities year after year to showcase Maui and Hawaii to the outside world



## What to Expect

- An audience of 1200 business leaders, scientists, visionaries, educators, artists, students, community organizers and entrepreneurs.
- A day of world-class speakers, artists, musicians, and performers
- Interactive exhibits
- An evening celebration
- Opportunities to build your social network and make new connections
- High energy inspiration to turn ideas into action





## Our Team

In Fall 2010, the fearless Katie McMillan, of Katie McMillan Public Relations attended **TEDWomen** in Washington, D.C. So bedazzled was she, that she obtained the **TEDxMaui** license from **TED** to bring the spirit of **TED** to Maui. She was joined by her co-producer, the formidable Sara Tekula of Noni Films, to rock the January 2012 first-ever **TEDxMaui** event. Now planning the next **TEDxMaui** installment, Sara and Katie teamed up with renowned hi-tech guru Peter Liu to lead their digital communication efforts and idea maven, Danielle Vieth to serve as speaker liaison.



**Founder**  
Katie McMillan



**Producer**  
Sara Tekula



**Online Communications**  
Peter Liu



**Speaker Liaison**  
Danielle Vieth



# Advisory Board

TEDxMaui's Advisory Board is a collective of accomplished entrepreneurs, entertainment and technology industry executives, and more.

Our Advisory Board consists of:

**Audrey MacLean:** Entrepreneur, Start-Up Investor, Consulting Professor at Stanford University, Chancellor's Advisory Board Member at University of Hawaii, Maui College, Listed by Business Week as One of the 50 Most Powerful Business Women in America.

**Kit Thomas:** Oscar-nominated, Emmy-winning documentary filmmaker, television and record producer, Executive Director of the Circle of Wisdom Video Archive Project. Longtime member of the Board of Governors for the Grammys. Founder and former Executive Director of Common Ground, Philadelphia.

**David Fisher:** Founder, Maui Venture Consulting. Former Executive Director of Hawaii Small Business Development Center.

**Kainoa Casco:** Owner of sustainable business consulting firm Casco Pacific. Developed Sustainability Initiatives for Pacific Gas & Electric, New Resource Bank, Dowling Company, Maui Land & Pineapple Company, Wireless Advanced Vehicle Electrification (WAVE), Hawaii DOT-Airports (Honolulu Airport), and Hali'imaile Pineapple Company.

**Jennifer Chirico:** Executive Director of the Sustainable Living Institute of Maui (SLIM) at the University of Hawaii-Maui College, Founder and President of the Maui Women in Renewable Energy (WiRE) Chapter, Serves on the Advisory Board for the Hawaii Public Utilities Commission (PUC), Holds a PhD in Environmental Policy and a Master's Degree in Public Health with a Major in Environmental Health, Research Expertise in Air Quality, Green Building, Transportation, Sustainable Waste Management, and Renewable Energy.



## Inviting All Leaders, Movers and Shakers!

*“Sponsoring TED is like underwriting the future and those who will have a significant role in leading the way.”—Dwell Magazine*

We want you to ally with **TEDxMaui**. We want you to be shoulder to shoulder with us when **TEDxMaui** surprises, delights, and leaves us with chicken skin. As a **TEDx** licensee, we have a responsibility to aspire to excellence. We are reaching out to a select group of companies committed to a culture of ideas, innovation and influence—the qualities that will constitute our **TEDxMaui** event.

***We think your organization is a TEDx organization.***





## Join us as a Sponsor of TEDxMaui! Why should you align your brand with ours?

**TEDxMaui** is established as a successful highly sought-after community event with wide recognition. In 2012, TEDxMaui sold out. This year we are opening the entire Castle Theater to seat 1200 live attendees.

In 2012, one of **TEDxMaui's** presentations was selected to appear on TED.com. With just over two months online, the talk (by Lisa Kristine) has now been seen by nearly 650,000 people and counting.

**TEDxMaui** 2013 will feature presentations by globally renowned thought leaders as well as local innovators.

**TEDxMaui** has a highly engaged and influential growing audience of over 17,000 followers from Facebook, Twitter, Google +, and other online media platforms. In the past year, we've had over 14,500 unique visitors on **TEDxMaui.com**.



## Ways to Participate

**TEDxMaui** has secured Tri-Isle RC&D, a 501 (c)(3) organization, as its fiscal sponsor meaning your contribution is tax deductible. We offer a variety of sponsorship levels as well as the opportunity to have your brand recognized with a signature event such as the Evening Reception. Here are the opportunities available to you:

### **SOLD: Presenting Sponsor: \$20,000-OluKai Premium Footwear**

- Sponsor logo placed on one slide at the beginning and end of each of our **TEDx** videos. These will be posted on You Tube and **TEDxMaui.com**. If a talk is selected to appear on **TED.com**, the logo will be removed. This opportunity is only available to one sponsor.
- Special thank you from stage
- 10 Tickets to TEDxMaui
- Sponsor representative can give a presentation during the reception
- Sponsor can set up booth in our courtyard
- Material in attendee gift bags
- Logo and advertising space in printed program
- Placement of logo on stage screen during breaks
- Placement of logo and business information on website (with website link)
- Invitation to private dinner with TEDxMaui 2013 presenters, sponsors, and advisors

### **Evening Reception Sponsor-\$18,000**

All Presenting Sponsor recognition (except logo placement on videos) plus company name associated with Evening Reception



## Ways to Participate

### Stage Sponsor-\$15,000

- Special thank you from stage
- Placement of logo on stage screen during breaks
- 10 tickets to TEDxMaui
- Company logo on crew and volunteer t-shirt
- Sponsor can set up booth in our courtyard
- Material in attendee gift bags
- Logo and advertising space in printed program
- Placement of logo and business information on website (with website link)
- Invitation to private dinner with TEDxMaui 2013 presenters, sponsors, and advisors.

### Meal Sponsor-\$10,000

All Stage Sponsor recognition (except logo on t-shirt) plus special signage at all meal stations acknowledging sponsor.

### Community Sponsor-\$5,000

- Placement of logo on stage screen during breaks
- Sponsor can set up booth in our courtyard
- Five tickets to TEDxMaui
- Logo in printed program
- Placement of logo and business information on website (with website link)
- Invitation to private dinner with TEDxMaui 2013 presenters, sponsors, and advisors.

### Seed Sponsor-\$1,000

Support the curation of local talent ready to share their wisdom on a global stage and become part of our Dream Team. \$1,000 provides your business recognition on our website and in our program guide.



# TEDxMaui Sponsorship Rules

- **Unacceptable sponsors:** Weapons manufacturers, ammunition companies, cigarette companies, and companies that might use **TEDxMaui** to greenwash their image -- make it seem as though their products or policies are progressive or environmentally friendly, but without making direct investments in improving their business practices
- **Editorial control:** Sponsors have no editorial control or veto power over the program, nor do they have the right to time on stage. At **TED**, we treat our program as a journalist would, and have a strict "separation of church and state." No one can pay to be included in the program; speakers are chosen by merit only.
- **Type of sponsorship:** We encourage for in-kind sponsors that can help meet our space, food, audiovisual and other needs. These relationships are simpler than those with cash sponsors.
- **Payment:** Preferably, vendors should be paid directly by sponsors -- not through **TEDxMaui**
- **Number of sponsors:** It's easiest to have one sponsor, rather than multiple sponsors, so we favor exclusivity.
- **It's TEDx -- not TED:** Let's make it clear in all communication that this is an independent **TEDx** event, and **TEDxMaui** is the first instance of a **TEDx** event on Maui.



We look forward to further discussing the above mentioned opportunities.

Thank you!

Contact:

Katie McMillan

**TEDxMaui**, Founder

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