

# TEDx

# CooperUnion

x = independently organized TED event

<http://tedxcooperunion.com/> | [tedxcooperunioncu@gmail.com](mailto:tedxcooperunioncu@gmail.com)

TEDxCooperUnion is a TEDx event independently organized by students of The Cooper Union for the Advancement of Science and Art in New York City. This event will feature both external speakers and speakers from Cooper, such as students, professors, alumni and industry professionals. They will share their innovative ideas across areas such as addressing refugee crises and fostering sustainability. Student performances, such as Cooper Union's Chinese yo-yo club and hip hop dance team, will also be featured to entertain the audience and showcase the diversity of cultures in our community.

The theme of the event is "One." Our world faces numerous disasters and conflicts; in light of this, we hope to spread the idea of unity and peace within the community. We want to inspire TEDxCooperUnion attendees with a sense of motivation that will ultimately allow them to go out into the world and make a difference.

TEDxCooperUnion will be held **on April 1, 2017 in The Great Hall of The Cooper Union**. The Great Hall is historically a venue for great change. Abraham Lincoln launched his presidential campaign on this stage. Barack Obama took the stage twice during his tenure as President. This stage has seen paradigm shifts in history, and hence is an appropriate venue for hosting a conference where change is our primary directive.

We value your sponsorship as a partnership, and your association with TEDx and TED would give you the promotion your brand deserves. TEDx is a globally recognized event that attracts individuals from all walks of life, and will provide a great opportunity to network and connect with others. But most importantly, TEDx is a platform for exchanging ideas. Through TEDx, our goal is to bring you inspiring ideas worth spreading as well.

To make it simple for our partners to contribute, we have four sponsorship tiers available. If you are interested in an arrangement that is not listed, we will gladly tailor a package to suit you.

## About TED

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California 30 years ago, TED has grown to support its mission with multiple initiatives. The two annual TED Conferences invite the world's leading thinkers and doers to speak for 18 minutes or less. Many of these talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Sal Khan and Daniel Kahneman.

## About TEDxCooperUnion

Created in the spirit of ideas worth spreading, TEDxCooperUnion is a local, student-organized event that bring people together to share a TEDx experience. The Cooper Union for the Advancement of Science and Art is a college in the East Village of Manhattan that has long been a pillar of education in Art, Architecture and Engineering. We are organizing a TEDx event at The Cooper Union that will explore the multidisciplinary outlook that our college has espoused throughout its history

The theme of our event is “One”. We live in a world where the ties between communities are being re-defined and stretched. We are witnessing refugee crises, climate change, the emergence of new diseases, and more recently, isolationism. We are also witnessing the birth of new communities that transcend borders and opposing forces that divides. In science we are also witnessing the merging of hitherto irreconcilable theories (e.g. biology and quantum mechanics) that challenge our very notions of “matter” let alone “otherness”.

This will be The Cooper Union’s second TEDx event. The last TEDxCooperUnion conference in 2012 was an astounding success. To build a legacy, we are organizing a second TEDx event, with more students and organizations involved, and we are hoping our theme will allow a discussion of broad issues within a larger community.

## Highlights of the event

- 4 inspiring TED videos
- 12-15 speakers from a variety of fields, including
- Student performances
- Post-conference networking session

## The Audience

The majority of the audience will be composed of members of The Cooper Union community, with students, professors, alumni, and faculty from the school. The Cooper community is strong and diverse, and is able to reach out to people everywhere. Moreover, Cooper is located in the East Village, one of the most vibrant and diverse areas in New York City. The East Village has historically attracted a broad range of people, from young students to families, from artists to all kinds of “misfits”. However, this neighbourhood has united these people with various backgrounds under one culture - acceptance. In the same manner, Cooper can draw a diverse group of attendees coming from different backgrounds and experiences. Additionally, The Cooper Union has relationships with academic and professional societies. Cooper’s ties with various schools in New York City, such as New York University and Columbia University, can pull a substantial amount of students and academics to the conference. Moreover, our connections with professional alumni can attract architects, engineers, artists, designers, and a plethora of workplace professionals.

## Speakers

The previous TEDx event -- Found In Translation -- at Cooper Union has been very successful. Speakers at the previous event include Environmentalist entrepreneur Ron Gonen, founder of RecycleBank and Healthy Planet, and Columbia professor and management guru Hitendra Wadhwa. Full biographies of speakers are available on the conference site. For more information on past speakers, please [see the Cooper News Article](#), [the old website list](#) and [the previous TEDx event](#).



This years TEDx event will feature powerful and influential speakers such as Professor Toby Cumberbatch, whose passion is to bring together students at The Cooper Union to develop sustainable solutions to the problems facing humankind. His projects aim to address energy, water, and shelter in remote regions for which he has received multiple grants from the National Science Foundation, the Environmental Protection Agency, the National Collegiate Inventors, and more. His dedication to engineering and humanity has led him to found [SocialLite](#), a

social enterprise that brings rechargeable LED lanterns to rural areas in Ghana.



David Gersten is an influential thinker based in New York City. As the previous Dean of Architecture at The Cooper Union School Irwin S. Chanin School of Architecture, his drawings, stories and constructions have appeared in numerous international exhibitions, and are held in the collection of the Canadian Center for Architecture, the New York City Public Library's print collection and many private collections. He has published extensively on diverse areas of research including: The financial markets, ethics and technology, the poetic / material imagination, social justice and the linkages between perception, language and space. Gersten believes strongly that we can learn from our differences, and to learn from underdeveloped places,

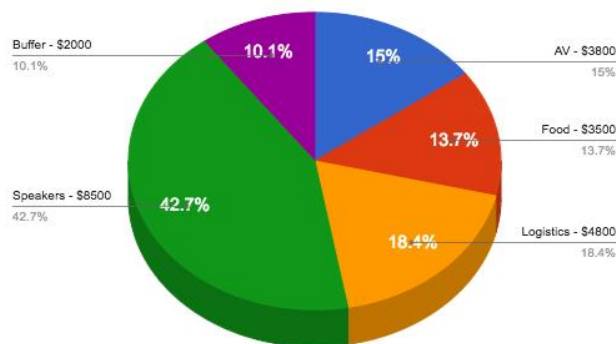
where resources and education are not widely available. Knowledge takes many forms, and those who have different hardships have valuable knowledge to teach us; we just have to find a way to give them voices.

## Tiers of Partnership

An estimated budget of \$26,000 is required to organize and run operations for the event.

	\$1000+	\$2500+	\$5000+	\$10000+
Thanked at the start of event by host	✓	✓	✓	✓
Logo on website	✓	✓	✓	✓
Recognition in printed programs	✓	✓	✓	✓
Reserved seats at the event	1	2	4	6
Recognition in all slide shows		✓	✓	✓
Logo on screen during break		✓	✓	✓
Opportunity for Sponsored space outside of The Great Hall			✓	✓
Logo and name on all TEDxCooperUnion speaker videos			✓	✓
Thanks you message in the conference program			100 words	200 words
Option of approved item for inclusion in conference gift bag				✓
Invitation to post-conference speaker and team dinner				✓
Mention in press release				✓

**Budget Breakdown**



## In Kind Partnership

In addition to cash partnerships, you can also partner with TEDxCooperUnion through an in-kind donation. The wide range of possibilities include:

- Food / Snacks
- Beverages
- Printing
- Photographer and Videography
- Speaker Dinner
- Gift Items sponsor

Benefit package will be customized based on value of donation. However, all in-kind partners would receive at least:

- Recognition at the start of the event from host
- Logos on TEDxCooperUnion website
- Recognition in printed programs
- One reserved seat at the event

## Opportunity for Sponsored space outside of The Great Hall

As a 5K or 10K sponsor, you have the opportunity to reserve space outside the Great Hall for a company booth. In addition to company members at the booth, suggested materials include recruiting programs, souvenirs, brochures, and employees. This is a great opportunity for students and professors at the school to interact with the company, and create lasting relations at the school.

In order to reserve space, please contact [tedxcooperunioncu@gmail.com](mailto:tedxcooperunioncu@gmail.com) by **March 15th**.