

# TEDx Amsterdam Women

x = independently organized TED event

## The power to create change

So far, 2020 has been an interesting year. Everything we thought it would be, turned out to be different. Now more than ever it is evident that it is important that we connect with each other; with men, women, and other genders, across different generations, races, religions, with the environment and with ourselves. This will add context to discussions, it will inspire us to think differently and it will move us to take action.

The theme for TEDxAmsterdamWomen 2020 is:

# courage to connect

TEDxAmsterdamWomen is reputed to open conversations that connect and share differing viewpoints, sharpen existing opinions and offer our community a wider understanding of all women related issues in the fields of technology, entertainment, design, research, culture, arts and global affairs.

We have the power to create change when we have the courage to connect.

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## TEDxAmsterdamWomen

Every year the TEDxAmsterdamWomen team aims to showcase carefully prepared talks, demonstrations and performances, steered towards women's issues that are idea-focused, cover a wide range of subjects worth sharing, to foster learning, inspiration and wonder, all to provoke conversations that matter.

Now more than ever women are making a huge contribution to reshaping the future of our world. We are grateful that many of our partners see that TEDxAmsterdamWomen plays an important role in this process and it is their contribution that continues to make this possible. We invite you to join us this year in one of the most unique TEDxAmsterdamWomen events so far.

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## Main event 2020

We strive to make every event an inspiring day. Due to COVID-19 restrictions, the Main Event 2020 will be slightly different. We are investigating a few different ways to deliver the event. Of course there are several digital online possibilities, but we are also exploring a concept to arrange separate rooms within one venue, each with a limited number of guests. The guests in each room will be offered dinner and will experience two of the speakers live on stage

which will be streamed to the other rooms and viewed on a big screen. Visitors will be able to exchange ideas with like-minded people, including millennials, entrepreneurs, mid-career to senior level executives who are mostly working in technology, sustainability, entertainment, art, manufacturing and design industries. Also this year we strive to make it an amazing experience. Any event that we do run will be within the guidelines and restrictions stipulated at the time of the Main Event.

## facts and figures

In the past 10 years almost 200 of the most innovative speakers and performers have shared their ideas on the TEDxAmsterdamWomen stage. 150 professional volunteers have helped to make this possible, hosting the event in remarkable locations in Amsterdam, such as the KIT, Sotheby's, The Van Gogh Museum, The Okura Hotel and The Concertgebouw. Every year more than 2,000 people hope to be one of the 500 guests who attend the Main event. Approximately 60% of our visitors tend to work for larger companies in the Netherlands, while 40% have their own company; approximately 85% of the audience are women. The age of our visitor varies between 23 and 55 years old and education level is HBO (higher vocational) or WO (academic) level.

Become a **partner** of

# TED<sup>x</sup> Amsterdam Women

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## TED, the platform of spreading ideas, inspiration and change

begin as a conference where Technology, Entertainment and Design converged. Since TED was founded in 1984, it has grown exponentially, expanding to local communities around the world. All in the spirit of "ideas worth spreading". Where the x stands for local self-organized, independently events (that bring people together) to share a TED-like experience.

## Today, almost all topics are covered,

ranging from science to business to global issues. In 2010 Amsterdam was one of the first cities in the world to organize a TEDxWomen event and has been recognized as one of the top 3 TEDx events globally out of over 3,000 events in total.

## By focusing on the way women contribute

to global change and shaping the future, we aim to bring together hundreds of TEDxAmsterdamWomen ambassadors every year. Join us this year, by becoming a partner.

There are several ways to support this platform and below is a short overview of the partnership possibilities. Personalized partner opportunities and packages are also possible and can be discussed with members of the Partnerships Team.

## For more information about how to become a partner, please contact

### Emmeline Hessels

Head of Partnerships  
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or +31 (0)6 10241889

We are dedicated to provide you with the most suitable package, so please approach us openly, we are happy to consider your ideas.

## Sponsorship opportunities

### Platinum € 25.000

- Acknowledged as official main partner of TEDxAmsterdamWomen 2020 on all formal signage both online and offline
- Exposure on the website in size of the logo at the sponsor page
- Exposure during the main event
- Thank sponsor contribution to social media accounts Supported to use TEDx Partnership for internal communication and networks
- We invite you to be part of TEDxAW community with regular newsletter and networking opportunities
- Enjoy one dedicated workshop in relation to our theme Courage to Connect and your company needs
- Engage with a speaker prior to the event and discuss company relevant topics
- Opportunity to take part in a TEDxAW event as a jury member and coach
- Entrance tickets\*

### Gold € 20.000

- Acknowledged as official gold partner of TEDxAmsterdamWomen 2020 on all formal signage both online and offline
- Exposure on the website in size of the logo at the sponsor page
- Exposure during the main event
- Thank sponsor contribution to social media accounts
- Supported to use TEDx Partnership for internal communication and networks
- We invite you to be part of TEDxAW community with regular newsletter and networking opportunities
- Enjoy one dedicated workshop in relation to our theme Courage to Connect and your company needs
- Opportunity to take part in a TEDxAW event as a jury member and coach
- Entrance tickets\*

### Silver € 15.000

- Acknowledged as official silver partner of TEDxAmsterdamWomen 2020 on all formal signage both online and offline
- Exposure on the website in size of the logo at the sponsor page
- Exposure during the main event
- Thank sponsor contribution to social media accounts
- Supported to use TEDx Partnership for internal communication and networks
- We invite you to be part of TEDxAW community with regular newsletter and networking opportunities
- Have the opportunity to take part in a joined partners workshop
- Entrance tickets\*

### Bronze € 10.000

- Acknowledged as official bronze partner of TEDxAmsterdamWomen 2020 on all formal signage both online and offline
- Exposure on the website in size of the logo at the sponsor page
- Exposure during the main event
- Supported to use TEDx Partnership for internal communication and networks
- Invited to be part of TEDxAW community with regular newsletter
- Have the opportunity to take part in a joined partners workshop
- Entrance tickets\*

\* As we experience uncertain times, the number of available entrance tickets per package will be defined once the final format of the events has been confirmed.