



# TEDx UStreetWomen

x = independently  
organized TED event

Welcome to the **TEDxUStreetWomen** community! Thank you for your interest in changing the world with us! I am delighted that you want to learn more about the conference, and hope that you will consider partnering with us as we bring together individuals with bright ideas that is intended to change the world!

**TEDxUStreetWomen** is a local, independently organized event to be held in Washington DC. We want this to be an event that strives to recreate the unique experience found at **TED**, where the world's leading thinkers and doers congregate to share what they are most passionate about. At its core, the fundamental goal of **TED** and **TEDxUStreetWomen** is to foster and spread great ideas. We aim to provide a platform where the smartest thinkers, greatest visionaries, and most fascinating teachers will be inspired and will have the opportunity to inspire others.

### **WHY U STREET IN WASHINGTON DC?**

*As a 6th generation Washingtonian, I've always known U Street to be a community build on activism. Arthur Ashe once said, "The corner of 14th and U was the grapevine. . . If you were at that corner, you always had the sense that something big was about to happen".*

**U Street** was once truly the heart of black culture in America, attracting locals and visitors for an unparalleled music and nightlife scene. Perhaps not coincidentally, it's also the birthplace of celebrated DC hero, jazz musician **Duke Ellington**. Today, this section of the city is as vibrant as ever, anchored by the lively 14th Street corridor to the west and the refurbished Howard Theatre bordering the Shaw neighborhood to the east, where a towering sculpture in reverence to Ellington stands. Known as Washington's cultural center at the turn of the century, **U Street** has long been a backbone of the city's homegrown jazz, go-go, arts, and civil rights movements. It's both historic and colorful, boasting some of the richest culture of the city and full of bars, restaurants, and boutiques – as well as plenty of **DC** locals who come to enjoy the culture and the people-watching.

Once bearing the scars of riots and protests, today is no different, it has regained its rightful place as the community where something big is about to happen. It is fitting that this year's theme, "**Time For Action!**", centers around the very essence Arthur Ashe spoke of about the U Street Corridor. From climate change to human rights and anywhere in between, I am looking for global minded businesses who share my vision of making a global impact. The theme, "**Time For Action**", focuses on the urgency of using the existing momentum to create sustainable changes. We can't let this moment pass, we need partners, like yourself, to reach the masses to create change.

### **JOIN THE MOVEMENT NOW!**

Kim Webster, MBA | **TEDxUStreetWomen** Curator

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- TEDxUStreetWomen will foster the spread and application of great ideas.

Washington DC is the most powerful city in the nation. Home of the most powerful and smartest people in the world. People travel miles to work and live in this area. Imagine the city's most fascinating and engaging speakers coming together for one day to share their passions and discuss their visions for the world. TEDxUStreetWomen looks forward to showcasing these remarkable people while embracing, encouraging, and enabling their ideas to be put into action.

- From policy makers to the clergy, we have curated a diverse group of people from around the Washington DC area to help spread the mission of TED.

In recognition that the Washington DC area has full of people with innovation, originality, and excellence at every level of study, we have chosen community leaders, business owners, innovators, and big thinkers to present their ideas at TEDxUStreetWomen and perhaps, more importantly, to discuss each other's ideas. TEDxUStreetWomen will be an exciting opportunity for people to share their ideas.





• **TEDxUStreetWomen** provides a global platform for the brightest minds to be inspired and to inspire others. We are committed to creating an event where participants are challenged to communicate their passions in an exciting and engaging dialogue. At **TEDxUStreetWomen**, speakers will give the best talk of their lives and will also have the opportunity to discuss their ideas. The format of **TEDxUStreetWomen** will allow speakers and attendees to digest and debate the talks and encourage the exchange of ideas and information amongst all participants.

#### CONFERENCE INFORMATION:

**What:** **TEDxUStreetWomen** presents **Bold + Brilliant = Badass: Time For Action!**

**Where:** **The University of the District of Columbia Theater for the Arts, Washington DC**

**When:** **April 4, 2022 9am – 3pm ET**

• We will stream portions of the Official **TED** Women 2021 Conference (market rate \$3,000.00 US). The theme this year is **What Now! What a time it has been!** The past year has upended so much for so many, and forced global reckonings with systems, processes and policies that too often let us down. So ... what now? At this year's triumphantly live-and-in-person **TED**Women, you'll hear from speakers who are imagining new possibilities and exploring new ideas for how we might live and work better together in the years to come.

#### WELCOME RECEPTION INFORMATION:

**What:** **Welcome Reception to Meet & Greet the TEDx Speakers**

**Where:** **Four Seasons Hotel in Georgetown Washington DC – Covered & Outside**

**When:** **April 1, 2022 5pm – 8pm ET**

## THE HALO EFFECT

“The event was engaging and showcased a variety of speakers and workshops that were relevant to me and the world today. The messages were perfect for the current state of the world, but they were also timeless!”

- TEDxUStreetWomen 2020 Conference attendee

“The collection of speakers was diverse, and they were dynamic.

Everyone of them brought something to inspire. I thoroughly enjoyed the experience. I truly hope I can make it to the stage next year.

Either way, I plan to be there. It was awesome!”. – TEDxUStreetWomen 2019 Conference attendee

“The Topics are very informative and engaging. It was a great experience, I really enjoyed myself and the performances!”. –

TEDxUStreetSalon 2020 Conference attendee

“It was an amazing experience! I didn't realize how powerful this day would be! The speakers were phenomenal and really honed in on women's empowerment in the community, at home and in the workforce. This was truly a life changing experience, and I would want as many men and women to hear these speaker's prospective as possible.”. – TEDxUStreetWomen 2019 Conference attendee

*Source: TEDxUStreetWomen & TEDxUStreetSalon Events 2019 & 2020 Survey Responses Facilitated by TED*

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## OUR REACH + SCALE = IMPACT

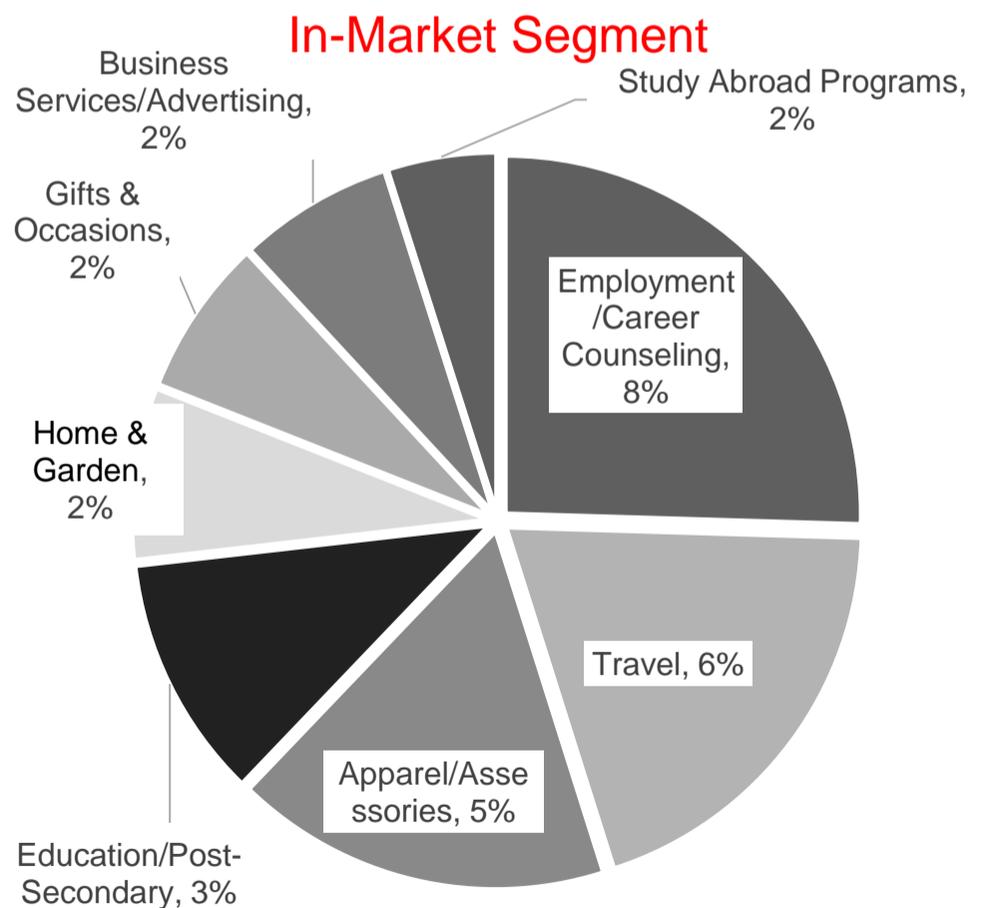
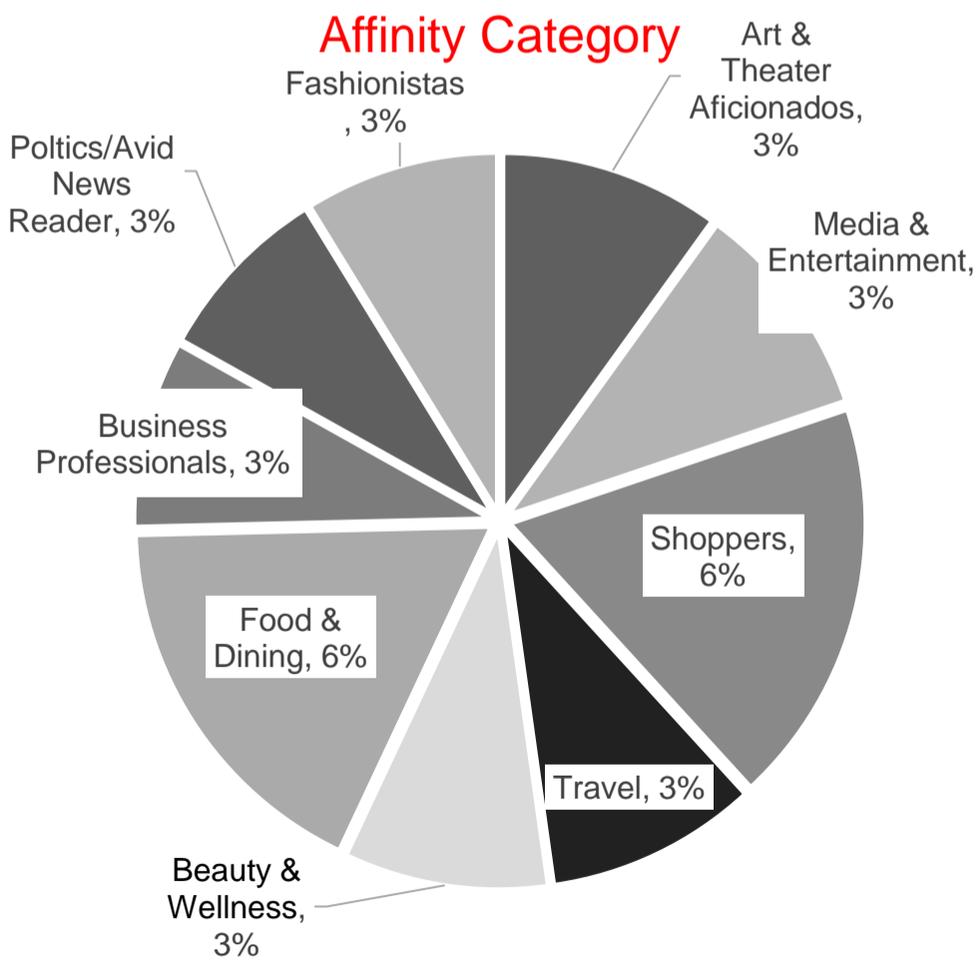
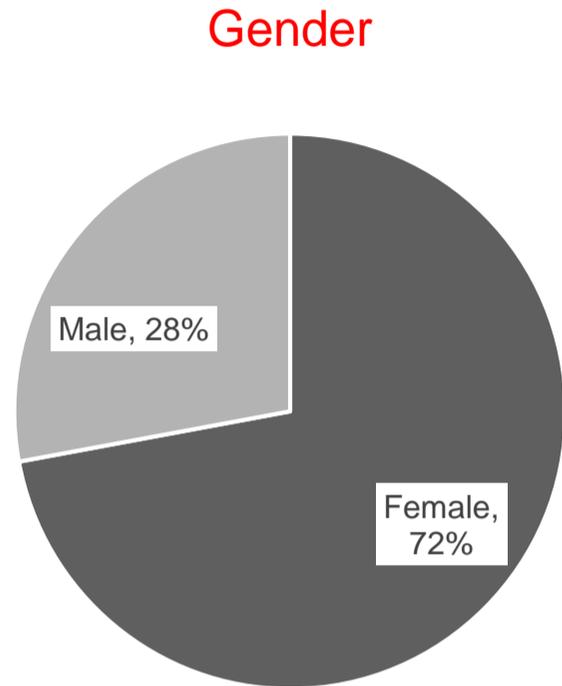
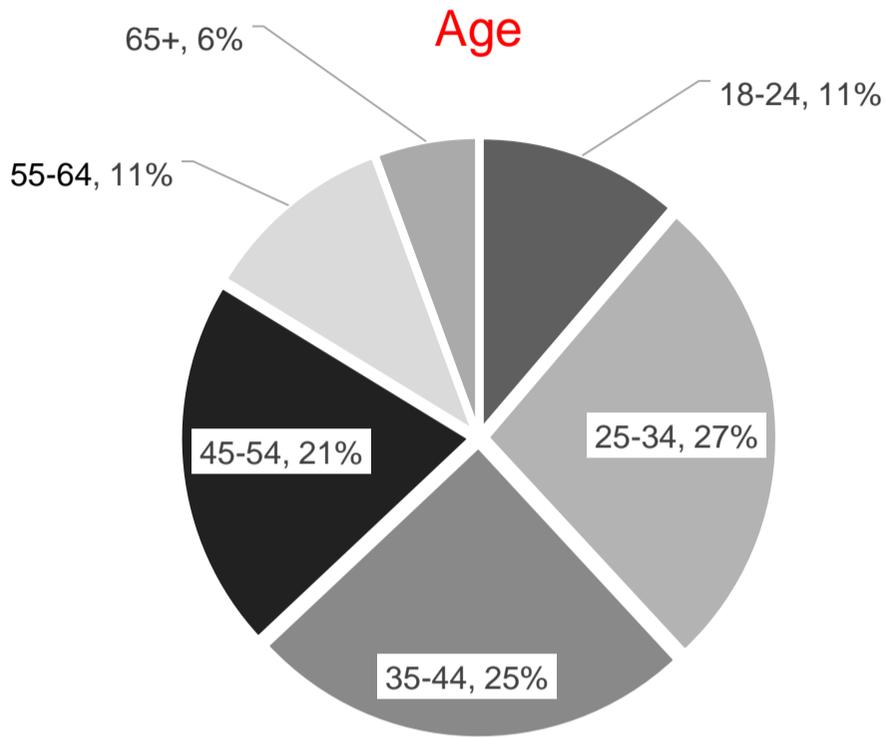
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Algeria	Russia	Colombia	Belize
Turkey	Sweden	Czechia	Switzerland
Egypt	Somalia	Ecuador	Bolivia
Canada	Tunisia	Guatemala	Burkina Faso
India	Austria	Israel	
United Kingdom	Spain	Japan	
Philippines	Georgia	Liberia	
Ethiopia	Jamaica	Lithuania	
South Africa	Mauritania	Myanmar (Burma)	
Libya	Malaysia	Malta	
Costa Rica	Poland	Mozambique	
Vietnam	Sierra Leone	Niger	
Germany	United Arab Emirates	Norway	
Mexico	Brazil	New Zealand	
Australia	Dominican Republic	Peru	
Iraq	Hong Kong	Portugal	
Kenya	Netherlands	Qatar	
Pakistan	Nepal	Serbia	
Barbados	Puerto Rico	Rwanda	
Italy	Singapore	Saudi Arabia	
France	Thailand	Turks & Caicos Islands	
Bahamas	Congo - Kinshasa	Chad	
Morocco	Cameroon	Tanzania	
Nigeria	China	Ukraine	
Guinea	Grenada	Uganda	
Indonesia	Greece	Uzbekistan	
Ireland	Maldives	Afghanistan	
Comoros	Panama	Antigua & Barbuda	
Mongolia	Palestine	Argentina	
Togo	Romania	Azerbaijan	
Trinidad & Tobago	Senegal	Bangladesh	
	Bermuda		

Over 100 countries and counting

Source: Google Analytics  
The TEDxUStreetWomen Brand

# OUR GLOBAL AUDIENCE

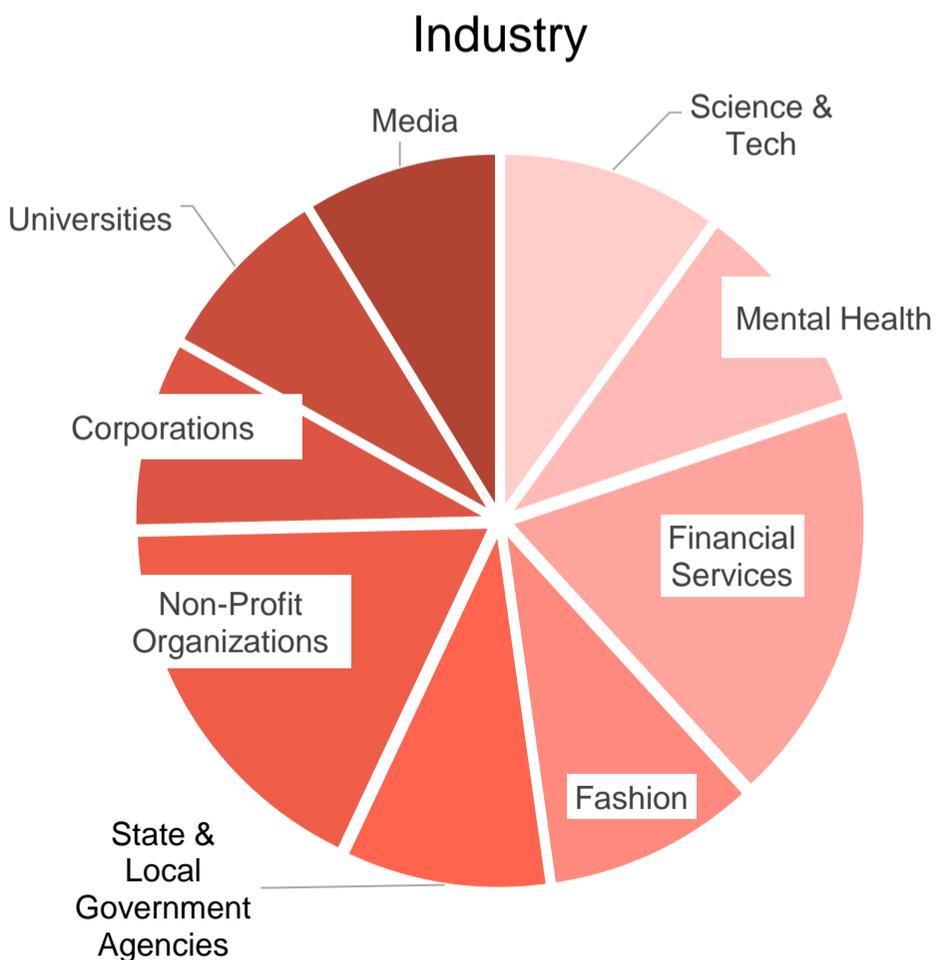
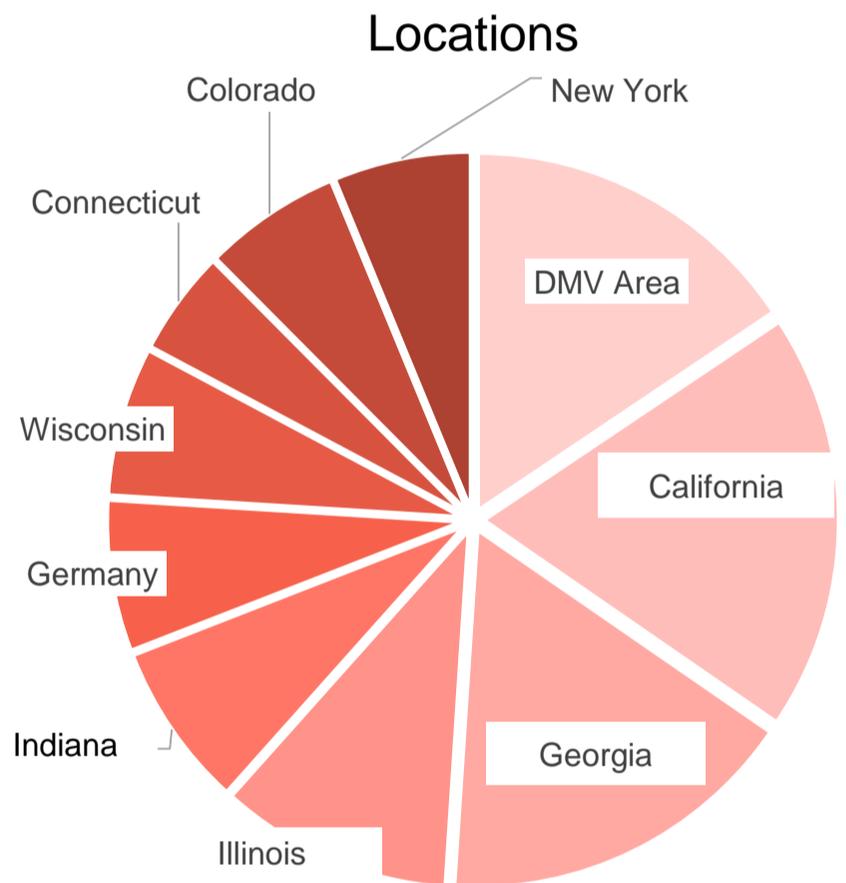
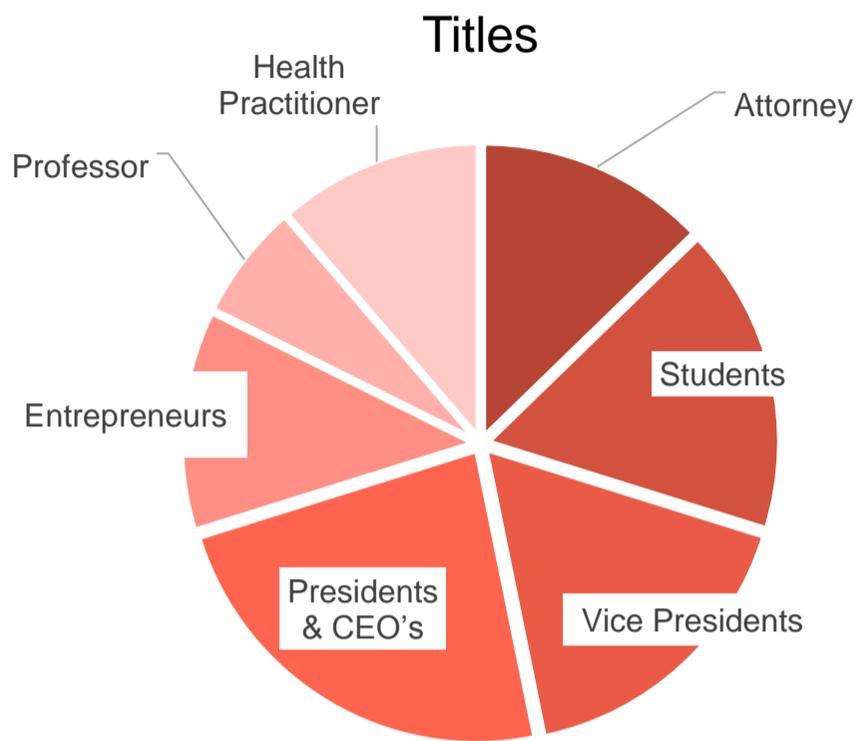
**SMART** | **SAVVY** | **EARLY ADOPTING** | **OPEN**  
**MINDED** | **INTELLECTUALLY CURIOUS** | **GAME**  
**CHANGERS**



Source: Google Analytics  
The TEDxUStreetWomen Brand

# OUR ATTENDEES

**SMART** | **SAVVY** | **EARLY ADOPTING** | **OPEN MINDED** | **INTELLECTUALLY CURIOUS** | **GAME CHANGERS**



Source: Current Registrations To-Date

# SPONSORSHIP LEVELS

<b>Individual Tickets</b> <b>\$100-\$175.00</b>	<b>Vendor Sponsor</b> <b>\$350.00</b>	<b>Lunch Break</b> <b>\$1,500.00</b>	<b>Bold Investment</b> <b>\$2,500.00</b>	<b>Brilliant Investment</b> <b>\$3,500.00</b>	<b>Badass Investment</b> <b>\$5,000.00</b>
<p>General Admission &amp; Welcome Reception</p> <p>1. One (1) Welcome Reception</p> <p>2. One (1) Talk Ticket</p> <p>3. Official TEDxUStreet Women Merchandise</p> <p>General Admission Only \$100.00</p> <p>1. One (1) Talk Ticket</p> <p>3. Official TEDxUStreet Women Merchandise</p>	<p>1. One Talk Ticket</p> <p>2. Website Listing</p> <p>3. Digital Ad commercial played on website for 1 year</p> <p>4. X Bag Insert</p> <p>5. Table in Exhibit Area</p> <p>6. Official TEDxUStreet Women Merchandise</p> <p>7. Table &amp; Chair</p> <p>8. Electricity</p>	<p>Lunch Break Sponsor Benefits</p> <p>1. 2 Talk Ticket</p> <p>2. 2 Welcome Reception Ticket</p> <p>3. Digital ad commercial on website for 1 year</p> <p>4. Table in the vendor hall.</p> <p>5. Website Listing</p> <p>6. Logo on Website &amp; Email Campaigns</p>	<p>As a Bold Sponsor your logo will have a global presence on all the speaker talks. Includes</p> <p>1. Three (3) Talk &amp; Reception Tickets,</p> <p>2. Logo on monitors at venue</p> <p>3. Website Listing,</p> <p>4. Digital ad commercial on website for 1 year,</p> <p>5. Swag Bag Insert,</p> <p>6. Table in Vendor Hall</p> <p>7. Official TEDxUStreet Women Merchandise</p>	<p>Sponsor logo will be featured on all speaker talks (global exposure). As a Brilliant Sponsor - you will get everything from Bold plus</p> <p>1. 3 additional general and welcome reception tickets for a total of 6 tickets; and</p> <p>2. Logo on the step and repeat at the conference</p>	<p>Sponsor logo will be featured on all speaker talks (global exposure) As a Badass Sponsor - you will receive everything from Brilliant plus</p> <p>1. 6 additional general and welcome reception tickets for a total of 12 tickets and</p> <p>2. Headlining sponsor for the Welcome Reception at the Four Seasons Hotel in Georgetown.</p>

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## TAKE ACTION NOW!

Place your brand in the center of a global conversation  
focused on influencing positive change.

Contact

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