

TEDxCOLOMBO
PARTNER PROPOSAL
2026

Where idealists collaborate

HELLO

Our names are Safra and Koshal and we'll be organizing an independent TEDx event.

TED is an annual event that brings together the world's leading thinkers and doers to share ideas that matter in any discipline - ranging from technology, entertainment, design, science, humanities, business, and development. The talks at the conference, "**TEDTalks**," are then made available to watch for free on [TED.com](https://www.ted.com).

In the spirit of "**ideas worth spreading**", TED has created TEDx, a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TEDTalks video and live speakers combine to spark deep discussion and connections. Our TEDx event is not organized by TED Conferences, but is operated under a license from TED.

We're excited to be a **TEDx licensee** and are reaching out to a **select group of companies** that are committed to the **power of ideas** to support our TEDx event. **We felt your organization would add to the unique atmosphere.** We are looking forward to discussing ways in which your organization could help underwrite and add to this incredible new experience.

For more information, please take a look at:

www.ted.com | www.ted.com/tedx | www.tedxcolombo.org

We look forward to discussing further.

Sincerely,
Safra Anver & Koshal Krishnakumar

BUT WHAT IS TED?

Our mission: Spread ideas, foster community and create impact

TED is on a mission to discover and spread ideas that spark imagination, embrace possibility and catalyze impact. Our organization is devoted to curiosity, reason and imagination, and we seek knowledge and wonder, without an agenda. We welcome people from every discipline and culture who seek a deeper understanding of the world and connection with others, and we invite everyone to engage with ideas and activate them in your community

Our Organization

TED began in 1984 as a conference where Technology, Entertainment and Design converged, but today it spans a multitude of worldwide communities and initiatives exploring everything from science and business to education, arts and global issues.

Aside from the hundreds of TED Talks curated from our annual conferences and published on TED.com, we produce original podcasts, short video series, animated educational lessons and TV programs that are translated into more than 100 languages and distributed via partnerships around the world. Each year, more than 3,000 independently run TEDx events bring people together to share ideas and bridge divides in communities on every continent. Through the Audacious Project, TED has helped catalyze more than \$3 billion in funding for projects that seek to make the world more beautiful, sustainable and just. And in 2020, TED launched Countdown, an initiative to accelerate solutions to the climate crisis and mobilize a movement for a net-zero future. [View a full list of TED's many programs and initiatives.](#)

TED is owned by a nonprofit, nonpartisan foundation. Our aim is to help create a future worth pursuing for all.

HOW IS TEDx DIFFERENT?

In the spirit of **ideas worth spreading**, TEDx is a program of local, independently organized events that **bring people together** to share in a TED-like experience. At TEDxYouth and other TEDx events, TEDTalks videos and live speakers combine to **spark deep discussion** and **connection** in a small group. These local, self-organized events are branded **TEDx**, where *x=independently organized TED event*.

The TED conference provides general guidance for the TEDx program, but individual TEDx events are self-organized.



WHO IS TEDxCOLOMBO?

TEDxColombo was founded by a group of young people to **raise awareness** and provide a platform for our leaders and thinkers to **make a difference** and **share their ideas**. This group is made up of volunteers from various backgrounds and age groups who all share the same goal. We're here to demonstrate that even at this point in our lives, **we can only move forward**.



WHO ATTENDS TEDxCOLOMBO?

TEDxColombo brings together a diverse and influential audience — from **business leaders, innovators,** and **academics** to **creatives, entrepreneurs,** and **socially conscious youth.** It's a space where decision-makers and changemakers connect, exchange ideas, and inspire action. For partners and sponsors, this means engaging with some of Sri Lanka's most forward-thinking and impactful individuals across industries.



ATTENDEES OVERVIEW

33% Director/C-Suite Level
31% Senior Management
5% Assistant Manager
18% Executive
11% Students
1% Retired/unknown



TEDxCOLOMBO OVERVIEW

TOTAL NO OF EVENTS: 13

TOTAL NO OF PARTICIPANTS: 10,000+

TOTAL NO OF SPEAKERS: 100+

TOTAL NO OF BRANDS WE HAVE WORKED WITH: 70+

GALLERY:

2025

2023

2018

2017

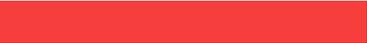
2016

2015

TEDxCOLOMBO 2025 IN A GLIMPSE

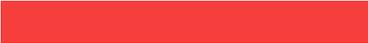
CLICK TO VIEW





Many ideas remain unexplored in Sri Lanka.

TEDxColombo will serve as a platform for speakers to **express their ideas** and gain **global recognition**. It will also allow recognized speakers to share their ideas and experiences in a more public setting. As a result, we believe that this event will help to **spark debate** and **discussion** among people both inside and outside the country about **pressing issues** and **ideas that are gaining traction today**.



OUR VISION

We are currently the **largest TEDx event in the country** and has thereby been given the **exclusive license** of hosting a **Level II event**. The Level 2 license is a special type of TEDx license -- applied at TED's discretion to an already licensed TEDx event and name -- that grants exclusive privileges for the ticket price, duration, format and distribution of one TEDx event. **We were also one of five licencess who worked on curation of TEDWomen 2020** which racked up over 1.6million views on the talk from Sri Lanka.

OUR ACHIEVEMENTS

WHY PARTNER WITH US?

1

You want to engage with a community that believes in the value and power of ideas.

2

You believe in leveraging ideas, new technologies, design, and education to help create a better future.

3

You want to join this unique group of individuals, businesses, and foundations championing remarkable thinking and sparking new ideas.

JOIN US!

MAIN PARTNER | Rs.3,000,000

- Partner will be given the exclusivity of being the “Main Partner” for the event and in all promotions.
- Announcements as “Main Partner” at event and in media write ups.
- 90 second video advertisement / message played during the breaks.
- 60 second video message from sponsor to be uploaded on YouTube and promoted on Social Media.
- Partner would get publicity via electronic (TV and radio), web, digital billboards, Cinema Hall ads and Social media channels where available
- Partner logo on official event banner, video loop at entrance and breaks, and posters.
- Back cover and 2-page (Color) advertisement in e-souvenir.
- Up to 6 banners displayed at the venue (lobby area).
- Up to 12 invitations to the event.
- Interactive booth in social space.
- 10 flags in the car park area (subject to space availability at the venue).
- “Main Partner” status on official video trailer.
- Opportunity to include one item in goodie bag given to participants.
- Logo on Organizing Committee T-shirts sleeve.
- Partner will have the opportunity to participate in the TEDxColombo ticket giveaway competition.
- Will be a part of an exclusive dinner organized for the Current & Past Speakers

JOIN US!

CO-PARTNER | Rs. 1,800,000

- Partner will be given the title of being the “Co-Partner” for the event and in all other promotions
- Announcements as “Co-Partner” and video message played during the breaks.
- Partner would get publicity via electronic (TV and radio), web, media write ups, social media channels, Cinema Hall Ads and digital billboards where available.
- Partner logo on official event banner, video loop at entrance and breaks and posters.
- One Page (Color) advertisement in e-souvenir
- Interactive booth in social space (subject to concept approval by the TEDxColombo team)
- Up to 5 banners displayed at the venue (lobby area).
- Up to 7 flags in car park area. (Subject to space availability at the venue)
- Up to 10 invitations to the event.
- “Co-Partner” status on Video Trailer.
- Opportunity to include one item in goodie bag given to participants.
- Partner will have the opportunity to participate in the TEDxColombo ticket giveaway competition
- Will be a part of an exclusive dinner organized for the Current & Past Speakers
- 60 second video advertisement / message played during the breaks.

JOIN US!

ASSOCIATE PARTNER | Rs. 900,000

- Partner will be given the title of being the “Associate Partner” for the event and in all other promotions
- Partner would get publicity via electronic (TV and radio), media write ups, social media and web where available.
- Partner logo on official event banner & posters.
- 1 page (Color) advertisement in e-souvenir.
- Up to 3 banners displayed at the venue (lobby area).
- Up to 5 invitations for the event.
- 30 second video advertisement / message played during the breaks.
- Associate Partner status on Video Trailer.

IDEA SUPPORTERS | Rs. 100,000

- Special thank you shout out during the vote of thanks
- Logo to be displayed on main screen during shoutout
- 1 banner to be placed at the venue (lobby area)
- Upto 1 invitation for the event

IN KIND SPONSORSHIPS

In-kind partners is in terms of any resources available that your company can offer us:

- Multimedia equipment.
- Video recording and editing of the whole conference.
- Photography.
- Venue space for rehearsals (auditorium, conference halls, etc.) and team meetings..
- Giveaways to participants (Goodie Bags, T-shirts, Notebooks,, Pens, gifts, vouchers etc.).
- Television Screens.
- Printing and Stationery.
- Media Coverage
- Digital Advertising
- Speaker Dinner Venue

Partnerships of this kind will be given packages in consideration of the value of the partnership.

Following your response to this proposal, the organizing team will thereby send you an exclusive package.

TERMS AND CONDITIONS

EDITORIAL CONTROL: Partners have no editorial control or veto power over the programme.

THE STAGE: Partners may not present from the stage. No one can pay to be included in the programme. Partner logos cannot be displayed on a TEDx stage.

DEADLINES: All banners, videos, artworks for advertisements and high resolution logos must be provided by the partner when requested by the organizers within the deadline provided

BRAND PRESENCE



YouTube: 205 Subscribers

Instagram: 7,214 Followers



X: 2,560 Followers



Facebook: 14,000 Followers



LinkedIn: 2,461 Followers

SUCCESSFUL PARTNERSHIPS



DO YOU HAVE ANY QUESTIONS?

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THANK YOU