



Southern Miss

2025 SPONSORSHIP OPPORTUNITIES
schoolofleadership@usm.edu | usm.edu/leadership/tedxsouthernmiss
Long Beach, MS

	SUPPORTER \$500	BRONZE \$1,000	SILVER \$2,500	GOLD \$5,000	PLATINUM \$10,000 (1 available)
Website Presence <i>Your logo on our TEDxSouthern Miss website</i>	X	X	X	X	X
Social Media Presence <i>Your brand is presented on our Facebook, Instagram, and LinkedIn</i>		X	X	X	X
Printed Recognition <i>Your logo on printed event materials</i>		X	X	X	X
Presence on Invitations <i>Your name and links mentioned on invitations and marketing</i>			X	X	X
Global TEDx Exposure <i>Your logo will be featured in all our TEDx final videos that will be released globally with TED</i>				X	X
Your TEDx Tickets <i>Including exclusive invitations to the VIP reception</i>				1	2
After Party Representation <i>An option to speak about your brand for 2 mins</i>					X



Southern Miss

SPONSORSHIP GUIDELINES

schoolofleadership@usm.edu | usm.edu/leadership/tedxsouthernmiss
Long Beach, MS

Eligible sponsors:

- Prohibited sponsors
 - Under no conditions may a licensed TEDx organizer approach the following companies, who are current TED partners:
 - BCG
 - PWC
 - Northwestern Mutual
 - Adobe
 - Visit Philadelphia
 - Intel
- Prohibited industries
 - Companies whose primary business are the following are not able to sponsor TEDx events
 - Adult-oriented products/services
 - Tobacco/cigarettes
 - Weapons, ammunitions, and defense
- TEDx Talks are educational content, often used in classrooms and seminars for young audiences around the world. As a result, alcohol brands are not permitted to have representation on video material (e.g. sponsor slides pre-roll) for any TEDx Talk. Youth events cannot have alcohol sponsors.

Editorial independence:

- Sponsors of your event cannot be speakers and can never present from the stage.
- Sponsors must have no editorial control or influence over your program curation.

Sponsor logos on stage:

- Sponsor logos cannot be permanently displayed on your TEDx stage. You can thank your sponsors in a slide, but the logos can only remain on the stage while they're being acknowledged.
- A sponsor's role in the event must not be misrepresented. For example, sponsor logos cannot be a prominent part of any staged team photos. That is, it's okay if a sponsor logo slide happens to be in the background of a photo taken at your event. However, a sponsor logo can't be positioned in a way that causes confusion about their role in your event. It should be clear that your TEDx team is the single organizer of your event.

Sponsor logos on videos:

- This slide must adhere to our official sponsorship slide template (versions for 4:3 and 16:9 provided), with the unique TEDx event logo in the upper left corner.
- The sponsor logos must appear smaller than your TEDx event logo. Sponsor logos may only be shown on a single slide at the beginning and end of each edited video. If you are unable to edit these image files, you may recreate the layout in your image/slide editor of choice.
- The sponsor slide should be a static slide, no commercials are allowed. Never feature rolling credits.
- You may not feature different sponsor logos on different videos.

Sponsor logos on website:

- Sponsor or partner logos or names may not appear on your site's homepage. Instead, create a separate page dedicated to your sponsors, and link to the page from your site's global navigation bar. Anywhere it appears, the sponsor's logo must be smaller than your TEDx event's logo.

Event sponsors + social media:

- You can mention a sponsor's specific contribution to your event in your social media channels, including Twitter, Facebook and Instagram, by tagging their social media accounts, using their hashtag or including their organization name in an image caption.
- You or your sponsor may create videos and other content highlighting the sponsor's contribution to your event. However, all content must be approved by your team to ensure the partnership is accurately represented. Once approved, it can be shared on your or the sponsor's website, newsletter, and social media channels (including as collaborative posts).
- You cannot share sponsor content that is unrelated to your TEDx event, e.g. a sponsor's marketing campaign, product announcements, etc.
- You cannot post a sponsor logo (or logos) on its own, but logos may be included if visible in an event photo or other creative material.

TEDxSouthern Miss Sponsorship Opportunities

Platinum Sponsor (1 Available)

Platinum Sponsorship is a sponsorship supporting TEDxSouthern Miss and the School of Leadership. In exchange for a donation of \$10,000 or more, we will:

- Provide an option to speak about your organization for 2 minutes at an after-party reception *
- Feature your logo in all TEDxSouthern Miss final videos that will be released globally with TED
- Print your logo and business's webpage on invitations and marketing
- Print your business logo on printed event materials
- Include 2 tickets to the TEDxSouthern Miss event (Valued at \$200, Amount not tax deductible).
- Present your logo on the School of Leadership's Facebook, Instagram, and LinkedIn
- Present your logo on the TEDxSouthern Miss Website

Gold Sponsor

Gold Sponsorship is a sponsorship supporting TEDxSouthern Miss and the School of Leadership. In exchange for a donation of \$5,000 or more, we will:

- Feature your logo in all TEDxSouthern Miss final videos that will be released globally with TED
- Print your logo and business's webpage on invitations and marketing
- Print your business logo on printed event materials
- Include 1 ticket to the TEDxSouthern Miss event (Valued at \$100, Amount not tax deductible).
- Present your logo on the School of Leadership's Facebook, Instagram, and LinkedIn
- Present your logo on the TEDxSouthern Miss Website

Silver Sponsor

Silver Sponsorship is a sponsorship supporting TEDxSouthern Miss and the School of Leadership. In exchange for a donation of \$2,500 or more, we will:

- Print your logo and business's webpage on invitations and marketing
- Print your business logo on printed event materials
- Present your logo on the School of Leadership's Facebook, Instagram, and LinkedIn
- Present your logo on the TEDxSouthern Miss Website

Bronze Sponsor

Bronze Sponsorship is a sponsorship supporting TEDxSouthern Miss and the School of Leadership. In exchange for a donation of \$1,000 or more, we will:

- Print your business logo on printed event materials
- Present your logo on the School of Leadership's Facebook, Instagram, and LinkedIn
- Present your logo on the TEDxSouthern Miss Website

Supporter Sponsor

Supporter Sponsorship is a sponsorship supporting TEDxSouthern Miss and the School of Leadership. In exchange for a donation of \$500 or more, we will:

- Present your logo on the TEDxSouthern Miss Website

*Please note that according to the IRS, a qualified sponsorship payment does not include activities that "promote" the sponsor's products or services, which include:

- 1) Messages containing qualitative or comparative language, price information, or other indications of savings or value
- 2) Endorsements
- 3) Inducements to purchase, sell, or use the products or services

Please refrain from providing these materials for events that would fall into these categories.

Please fill out the attached sponsorship form.

Please complete the sponsorship form and return it to the USM Foundation address listed below.

Sponsorship Form

Name:

Business Name (If Applicable):

Phone Number:

Email Address:

Mailing Address:

Please Select a Sponsorship Package:

- ☐ **Platinum Sponsorship** \$10,000
- ☐ **Gold Sponsorship** \$5,000
- ☐ **Silver Sponsorship** \$2,500
- ☐ **Bronze Sponsorship** \$1,000
- ☐ **Supporter Sponsorship** \$500

Make checks payable to:

USM Foundation and include "School of Leadership" in the memo section of the check.

Please mail checks to:

USM Foundation ATT – Sawyer Walters
118 College Dr. Box #5210
Hattiesburg, MS 39406-0001

The USM Foundation is a 501(c)(3) nonprofit organization. Gifts are tax-deductible to the extent of current IRS regulations.

A reception will be held after TEDxSouthern Miss. Attendance is open to the public with RSVP;

Please email the finalized form and logo to:

schoolofleadership@usm.edu