

VISIONARIES WANTED

TED^x Harlem
ORGANIZED BY
KENNETH L. JOHNSON

**Q: WHAT HAPPENS WHEN YOU PAIR A
MISSION OF IDEAS WORTH SPREADING
WITH A COMMUNITY THAT TRANSCENDS
ITS PHYSICAL LOCATION?**

A: **TED^x** Harlem

JUNE 21, 2025

**APOLLO STAGES AT THE VICTORIA THEATER
HARLEM, NY**

TED^x Harlem
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WHO WE ARE

In 2018, Kenneth L. Johnson was awarded the TEDxHarlem license, creating a platform to showcase brilliant speakers, thought-provoking conversations, and meaningful connections. As part of the global TEDx community, we are proud to extend the Harlem brand—an identity that transcends physical boundaries and embodies a powerful state of mind.

Harlem remains one of New York City's most sought-after destinations, ranking third among visitors. Historian John Reddick once noted that the Harlem brand holds greater global significance than Chanel, a testament to its cultural impact.

We invite your brand to partner with us for the "FREEDOM" edition of TEDxHarlem on June 21, 2025, at the Apollo Stages at the Victoria Theater. Join us in celebrating ideas that inspire, challenge, and redefine the future.



MISSION: DISCOVER AND SPREAD IDEAS THAT SPARK CONVERSATION, DEEPEN UNDERSTANDING, AND DRIVE MEANINGFUL CHANGE.

VISION: AMPLIFYING BOLD IDEAS, SPARKING CONVERSATIONS, AND INSPIRING ACTION TO DRIVE PROGRESS - ROOTED IN HARLEM'S LEGACY OF CULTURE, INNOVATION, AND RESILIENCE.

OUR PERFOR MANCE



OUR TRACK RECORD REFLECTS OUR
DEDICATION TO THE HARLEM
COMMUNITY, SPEAKERS, AND THE
AUDIENCE.

BY THE NUMBERS:

100% SOLD OUT - LIVE EVENTS

125k+ Video Views

15k Web Page Views

260k Social Media Impressions

9k Social Media Interactions

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PARTNER WITH PURPOSE



UNPARALLELED BRAND VISIBILITY

Align with the globally recognized TEDx brand and Harlem's powerful cultural influence to enhance credibility and exposure.

ACCESS TO A HIGHLY ENGAGED AUDIENCE

Connect with forward-thinking leaders, entrepreneurs, creatives, and changemakers who shape industries and drive innovation.

EXCLUSIVE NETWORKING & BUSINESS GROWTH

Gain VIP access to high-impact networking opportunities, fostering relationships with decision-makers and potential partners.

DIGITAL & SOCIAL MEDIA AMPLIFICATION

Extend your brand's reach through event via TEDx digital content, and extensive media coverage.

CORPORATE SOCIAL RESPONSIBILITY & COMMUNITY IMPACT

Demonstrate your commitment to thought leadership, diversity, and positive social change by supporting a platform that amplifies underrepresented voices.

CONTENT & THOUGHT LEADERSHIP OPPORTUNITIES

Leverage TEDxHarlem's inspiring talks and discussions in your brand's marketing to position yourself at the forefront of innovation and progress.

INVEST IN THOUGHT LEADERSHIP

YOUR LOGO, IN THE LARGEST SIZE, APPEARS AT THE BEGINNING AND END OF THE TEDXHARLEM VIDEO RECORDED ON JUNE 21, 2025.

YOUR LOGO APPEARS AFTER THE PREMIER SPONSOR AT THE BEGINNING AND END OF EACH TEDXHARLEM VIDEO RECORDER ON JUNE 21, 2025.

YOUR LOGO IS INCLUDED WITH OTHER SPONSORS AT THE BEGINNING AND END OF EACH TEDXHARLEM VIDEO. RECORDER ON JUNE 21, 2025.

FULL PAGE AD IN OUR ELECTRONIC BOOKLET - PREMIUM OLACEMENT

AD IN OUR ELECTRONIC BOOKLET

LOGO PLACEMENT ON THE TEDXHARLEM WEBSITE

RECOGNITION ON TEDXHARLEM SOCIAL MEDIA AND EBLAST

RESERVED SEATING AT THE TEDXHARLEM EVENT

	\$10K	\$5K	\$1K
	●		
		●	
			●
	●		
		1/2	1/4
	●	●	●
	●	●	●
	12	6	2
	●	●	●



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AMPLIFY IDEAS, BUILD COMMUNITY

Unique sponsorship opportunities

Attendee Lanyards – Strap your brand in for nonstop visibility! Sponsor the official TEDxHarlem 2025 lanyards—a must-have keepsake that attendees wear proudly during (and after!) the event.

Swag Bags – Get in their hands (literally)! Sponsor the official TEDxHarlem 2025 reusable swag bag and keep your brand in the spotlight long after the event.

Product Giveaways – Got something amazing? Put it in their hands! This is your chance to wow attendees and turn them into lifelong fans.

After-Party Venue Host – Own the night! Host the TEDxHarlem crowd at your restaurant with exclusive event-themed food & drink specials. Instant buzz, guaranteed!

Contact us for a quote - info@eastcoastexecutives.com



TED^xHarlem
x = independently organized TED event

2025 CONFIRMED SPEAKERS

COMMUNITY EXPERTS
AT YOUR SERVICE



**BILLY
COUNCIL** CouncilHim
Foundation



**JESSI
MITCHELL** National Anchor
CBS News
Roundup



**YUSEF
SALAAM** New York City
Council



**MELBA
WILSON** Owner
Melba's
Restaurant



**DONALD
RUFF** President & CEO
The
Eagle Academy
Foundation



**PRINCESS
JENKINS** CEO
The
Brownstone

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INNOVATIVE IDEAS
FOR A CHANGING
WORLD

**SEE YA
IN JUNE**

TED^x Harlem

Saturday, June 21, 2025

2 pm

The Apollo stages at the Victoria Theater

233 West 125th Street

New York, NY 10027

**TRANSFORMATIVE
TALKS**

TED^x Harlem
THE FREEDOM EDITION

2 0 2 5

WE'RE ALL IN! WE'RE EXCITED TO POWER TEDXHARLEM: THE FREEDOM EDITION WITH THE FOLLOWING SPONSORSHIP LEVEL.

- LEAD INNOVATOR \$10,000

☐
- CHANGEMAKER \$5,000 (MAXIMUM FOUR)

☐
- IMPACT PARTNER \$1,000 (MAXIMUM THREE)

☐

SPONSOR NAME AS IT SHOULD APPEAR : _____

CONTACT PERSON: _____

E-MAIL: _____

ADDRESS: _____

PRIMARY CONTACT PHONE NUMBER: _____

PAYMENTS CAN BE PROCESSED VIA CREDIT CARD OR ELECTRONIC BANK TRANSFER. AN INVOICE WILL BE SENT TO CONFIRM YOUR PREFERRED METHOD OF PAYMENT.

****PLEASE ADVISE IF YOUR ORGANIZATION WILL UTILIZE ALL TICKETS ALLOCATED.
IF NOT, WE ARE HAPPY TO DONATE THEM ON YOUR BEHALF.**



REACH OUT TO US AT
INFO@EASTCOASTEXECUTIVES.COM

VISIT OUR WEBSITE AT
WWW.TEDXHARLEM.NYC

INSTAGRAM
[@TEDXHARLEM](https://www.instagram.com/tedxharlem)

LET'S CREATE AN
AMAZING EXPERIENCE
TOGETHER

