



TEDx Victor Harbor

Partnership Proposal

12 February 2027

A Festival of Ideas
on the Fleurieu Peninsula



The Vision

A Regional Cultural Tourism Experience

TEDxVictor Harbor is a curated Festival of Ideas.

A destination, cultural event attracting visitors to experience ideas, creativity and the unique coastal environment.

Bringing together

- + Leading thinkers and storytellers
 - + Regional creatives and producers
 - + Visitors from across SA and interstate
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This event is designed to:

- + Drive **visitor economy outcomes**
- + Increase **length of stay and regional spend**
- + Showcase the Fleurieu as a **destination for ideas and experiences.**



Why Partner with Us

Destination Impact

TEDxVictor Harbor aligns directly with tourism and economic development priorities:

- + Attracts intrastate and interstate visitors
 - + Encourages extended stays
 - + Showcases local producers, wine and talent
 - + Positions Victor Harbor as a cultural destination
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Community & Legacy

- + Local speaker development
 - + Volunteer and community engagement
 - + Opportunities for regional voices
 - + A lasting platform for ideas and innovation
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What Makes This Unique

- + A globally recognized platform (TEDx) in a coastal regional setting
- + The only event of its kind in South Australia currently
- + A curated, premium experience – not a mass event



Our Reach

TEDxVictor Harbor is more than a live event. It is a growing digital platform with a real and engaged audience before during, and long after the day itself.

The 250-seat venue, Centenary Hall, Goolwa, is where talks are recorded. The real audience lives online and grows every year.

The Audience is growing as the 2027 event approaches.

The digital numbers prove the reach

Before the 2027 event has even happened, the TEDxVictor Harbor brand has already reached:

141,000	people on Facebook
18,700	people on Instagram
11,600	impressions on LinkedIn
7,000	unique website visitors
125,576	speaker views on Youtube



Socials

The YouTube Effect

Every TEDxVictor Harbor talk is published to YouTube as part of the global TED platform, the world's second largest search engine. Talks are permanently discoverable and continue to accumulate views for years after the event. Your brand appears in the opening credits of content that lives indefinitely online, in front of audiences you could never reach through local advertising alone.

A highly engaged audience

Our audience is not passive. These are professionals, community leaders, educators and change makers who actively seek out ideas. With over 12,500 Facebook engagements and 3,400 engaged website sessions, this community responds and remembers.

The Live event is the beginning

150-250 attendees experience the event in person. Thousands more experience it through social media, digital content and video. Your partnership investment reaches both and continues to work long after the day ends.



Lead Partner

\$15,500 (limited to one only)

This partnership offers the opportunity to be positioned as the lead partner of TEDxVictor Harbor.

Strategic Positioning

Naming alignment:

- + TEDxVictor Harbor Lead Partner
 - + Brand integration across the full event experience
 - + Association with innovation, leadership and regional impact
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Visibility and Promotion

- + Brand Leadership
 - + Premium logo placement across all channels
 - + Access to attendee database
 - + Inclusion in PR, media and campaign storytelling
 - + Logo presence front screen Speaker You Tube Video
 - + National and International exposure
 - + Open or Closing Address TEDxVictor Harbor
 - + Promotion Item in conference Show Bag
 - + Premium Activation Space to promote your Business
 - + Pull Up Banner on Entrance to the Hall
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Experience

4 x VIP Tickets to TEDxVictor Harbor



Gold – Sponsor

Investment: \$5,500 (+GST)

Visibility and Promotion

- + Logo presence on digital platforms and selected marketing materials
- + Logo presence final page Speaker You Tube Video
- + Recognition as Gold Sponsor across, newsletters, website and social media throughout the campaign
- + National and International exposure
- + Promotion Item in conference Show Bag
- + 1 x Activation Space to promote your Business
- + 1 x Pull Up Banner on Entrance to the Hall

Experience

4 x Complimentary Tickets to TEDxVictor Harbor Event



Silver – Sponsor

Investment: \$3,500 (+GST)

Visibility and Promotion

- + Logo presence on digital platforms and selected marketing materials
- + Recognition as Silver Sponsor across, newsletters, website and social media throughout the campaign
- + National and International exposure
- + Promotion Item in conference Show Bag
- + 1 x Pull Up Banner on Entrance to the Hall

Experience

2 x Complimentary Tickets to TEDxVictor Harbor Event



Community Sponsor

Investment: \$2,500 (+GST)

Visibility and Promotion

- + Logo presence on digital platforms and selected marketing materials
- + Recognition as Community Sponsor across, newsletters, website and social media throughout the campaign
- + Promotion Item in conference Show Bag
- + Association with innovation, leadership and regional impact

Experience

2 x Complimentary Tickets to TEDxVictor Harbor Event



Community

Your partnership supports:

- + Development of regional speakers
- + Opportunities for local creatives
- + Volunteer engagement
- + A long-term platform for ideas and innovation

This is an investment in both economic and cultural impact.

Next Steps

We would welcome the opportunity to engage and explore the possibilities to bring innovative ideas to the Fleurieu Region.

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