

TED^x

University of St Andrews

x = independently organized TED event

Sponsorship Prospectus



**IDEAS
WORTH
SPREADING**





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Director's Introduction

Dear prospective and returning sponsors,

We are so excited to be organising the 2025 iteration of TEDxUniversityofStAndrews hosted at the University of St Andrews! This year, our team cannot wait to build on last year's event to bring in a diverse, passionate and emphatic group of individuals to share their stories and ideas with our St Andrews community and have been working very hard to bring our event together.

This year's theme is 'Mind over Matter'. The phrase, as we know it, stands as a mantra for personal spirit overcoming adversity. After all, every TEDx speaker has had a moment when 'mind over matter' is the only way forward. Yet, this year's conference will also illuminate how the phrase can reframe how we see the world around us. What is the significance of the human mind in a world full of technological matter? How does the mind decide what really matters when we are inundated by the media? This TEDx conference is all about how listeners can re-evaluate what the term 'mind over matter' means to them and how their horizons can be shifted and expanded by its potential.

Not only is this theme versatile but it allows our speakers to talk on a wide range of topics. In fact, it welcomes it. We hope our audience will leave and reflect on the mantra 'Mind over Matter'. We hope that this theme, along with the TED ethos, aligns with your own values and we would be honoured to have you join the TEDxUniveristyofStAndrews as an official sponsor.

This prospectus outlines how you can help us and what can be offered in return. We, and the whole of the TEDx team here in St. Andrews, hope that you can join us in delivering what should be an exciting, insightful and memorable conference.

With warm regards,

Katie Riddick and Zoë Paddock
Co-Organisers



Katie Riddick

Co-director



Zoë Paddock

Co-director

Events

TEDxUniversityofStAndrews is a collaboration between the students, alumni, faculty and friends, as well as world leading thinkers and doers. This year, our main conference, on the 29th of March will feature student speakers and internationally recognised interdisciplinary presenters. Alongside this, we are holding a postgraduate speaker event on 24th of November, which is a lot more intimate and involve speakers talking to a smaller crowd with an element of discussion as well.

All of our speakers will share personal experiences, current projects, and future visions to promote curiosity, innovation and critical discussion. TEDxUniversityofStAndrews is a place for our open-minded and curious community to listen and get inspired in the hopes of changing their lives, futures and, ultimately, the world. Spreading these stories on to others, affecting change exponentially.



JOIN & DISCOVER

Join the forward-thinking community by associating your brand with a global network of 700,000+ thinkers and doers. Share our mission of spreading ideas, and distinguish your brand as one that is interested in anticipating and finding innovative solutions to tomorrow's problems.

LEARN & SHARE

Take the opportunity to learn and network with inspired thinkers and experienced speakers from around the globe and the St Andrews community.

Dear prospective sponsor,

Being one of TEDxUniversityOfStAndrews' sponsors you will embark on an exciting journey with us to spread new voices and ideas to the world, while at the same time be given the chance to engage with our inquisitive student community. The event enables you to build brand visibility and awareness amongst a network of potential clients and employees. The University of St Andrews has a world-class reputation being ranked as the best university in Scotland and in the UK, and you would have the unique opportunity to be represented within the campus and amongst its student body.

Throughout the years TEDxUniversityofStAndrews have grown hugely, which would not have been possible without the generosity of its sponsors. We would therefore be delighted to have you as one of our sponsors for TEDxUniversityofStAndrews 2026.

Kind Regards,

Katharine Gardner
Head of Sponsorship
TEDxUniversityOfStAndrews2026



Katharine Gardner

Head of Sponsorship



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Sponsorship Packages

■ Tier 1



- Mention on the TEDxUniversity of St Andrews website
- Mention on the official conference programme
- Promotion on all TEDx social media pages
- Free tickets to the Main Conference

Up to £500

■ Tier 2



- Mention on the website
- Page dedicated to your company/brand in the official conference programme
- Dedicated post on our social media pages
- Free tickets to the Main Conference
- Verbal and visual mention at the Main Conference

£500 plus

However, we are happy to work with you to create a bespoke package completely tailored to your brand and company.

Get in contact:

Sponsorship@tedxstandrews.com