

April 2026

TEDxWilmington

Humans. Being.

**Because you know what happens when you say 'hello' or 'good morning?'
You make a connection. And isn't that what being human is all about? – Philip Rosenthal**

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Dear Potential Partner,

We invite you to embark on a remarkable journey of inspiration, innovation, and empowerment as we present TEDxWilmington – an event entitled "Humans.Being" that transcends ordinary boundaries. Set to take place on Saturday, April 25, 2026, from 10am - 3pm, at Urban Artist Exchange, Wilmington, this event promises to be a transformative experience that resonates far beyond its duration.

Where connection and authenticity matter more than ever, Humans.Being creates a space to explore what it truly means to live, feel, and grow together. Picture the ripple effect, voices being heard, perspectives being broadened, and communities being drawn closer through meaningful dialogue. With your support, Humans.Being becomes more than an event; it becomes a catalyst for connection, compassion, and collective growth.

As you consider the opportunity to partner with TEDxWilmington, envision the lasting impact your support will have on these exceptional speakers. Together, we can inspire a generation, elevate our community, and nurture a legacy of visionary leaders who will shape the future by fusing innovative ideas with meaningful action.

Thank you for considering this unique opportunity to make a meaningful difference and uplift the voices of tomorrow.

Sincerely,

W. Daniel Young, PhD



Connect with
me on LinkedIn





Humans. Being.

Event Vision & Theme

TEDxWilmington will be bringing some of the best ideas from people in Delaware to Urban Artist Exchange on April 25, 2026. These thought-leaders and change-makers will spark ideas that have the opportunity to impact our community (and the world). Our theme "Humans.Being" will highlight leaders whose ideas are geared towards value through social change.

Event Mission

Our mission is to bridge the gap between global elite thought leadership and local, young Delaware talent by creating an ecosystem and platform for ideas that can change the world. This begins by creating an event and environment that fosters community and building meaningful relationships.

By Supporting This Event

You are helping create and support a platform and community that produces ideas that relate to change. You are helping create a space that fosters innovation, community, and relationships. You will be supporting the annual TEDxWilmington events and the students who help create these events.



MEET OUR ORGANIZING TEAM



Dr. Dan Young



Jamie Kleman



Elayna Fernandez



Natalie Murray



TEDxWilmington

What is TEDxWilmington?

TEDxWilmington is a licensee of TED, a nonprofit organization and global community, welcoming people from every discipline and culture who seek a deeper understanding of the world. TED believes passionately in the power of ideas to change attitudes, lives and, ultimately, the world. TED.com is building a clearinghouse of free knowledge from the world's most inspired thinkers – and a community of curious souls to engage with ideas and each other, both online and at TED and TEDx events around the world, all year long.

Over the years, TEDxWilmington has grown from one annual event to many distinct events, including the Annual TEDxWilmington Conference, TEDxWilmingtonWomen, TEDxWilmingtonYouth, and TEDxWilmingtonED. We invite creators, catalysts, entrepreneurs, artists, technologists, designers, scientists, thinkers and doers to share at our conference events what they are most passionate about – positive ideas for the world and Delaware.

What is TEDx?

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TED Talks video and live speakers combine to spark deep discussion and connection. 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. (Subject to certain rules and regulations.)

What is TED

TED is a nonprofit organization devoted to Ideas Worth Spreading, often in the form of short talks delivered by leading thinkers and doers. Many of these talks are given at TED Conferences, intimate TED Salons and thousands of independently organized TEDx events around the world. Videos of these talks are made available, free, on **TED.com** and other platforms. Audio versions of TED Talks are published to **TED Talks Daily**, available on all podcast platforms.

TED's open and free initiatives for spreading ideas include **TED.com**, where new TED Talk videos are posted daily; **TEDx**, which licenses thousands of individuals and groups to host local, self-organized TED-style events around the world; the **TED Fellows** program, which selects innovators from around the globe to amplify the impact of their remarkable projects and activities; **The Audacious Project**, which surfaces and funds critical ideas that have the potential to impact millions of lives; **TED Translators Program**, which crowdsources the subtitling of TED Talks so that big ideas can spread across languages and borders; and educational initiative **TED-Ed**. TED also offers **TED at Work** a program that reimagines TED Talks for workplace learning. TED also has a growing library of original podcasts, including The **TED Interview** with Chris Anderson, **WorkLife with Adam Grant**, **Far Flung with Saleem Redhamwala** and **How to Be a Better Human**.

Follow TED on **Twitter**, **Facebook**, **Instagram** and on **LinkedIn**.



What do your sponsorship dollars go towards?

Everything outlined in the Partnership Agreement

The creation, organization, marketing, and completion of the
TEDxWilmington event

Training for all of the speakers in best practices of public speaking. Each of the speakers on stage has been trained by the TEDxWilmington organizers for 10 months leading up to the event of the most effective ways of creating influential talks that can change society. Each of these training sessions has been recorded, so they can be shared with the parents and schools as a training tool for students.

Training for students in the partner school on different aspects of event management, video production, project management, media, marketing, and fundraising. In partnering with a local school, TEDxWilmington creates a bond with all students in the school to enhance their skill sets and provide them with a once-in-a-lifetime opportunity to put TED on their resume for college.

Sharing the creative ideas of Delaware students to a worldwide audience!



PARTNERSHIP LEVELS

SPONSORSHIP TIERS	INVESTMENT
Awakened Partner	\$10,000
Empowered Partner	\$5,000
Connected Partner	\$2,500
Midful Partner	\$500
In-Kind Partner	TBD

PARTNERSHIP PACKAGES

Awakened Partner – \$10,000

- Marketing at the standard event in April 2026 AND all TEDxWilmington events from 12 months from the signing of the agreement and 10 tickets to each ticketed event event
 - Your company's logo at the beginning of all TEDxWilmington videos produced at all TEDx events from 12 months from the signing of the agreement (minimum four events – currently TEDxWilmington videos have been viewed more than 100 million times on YouTube)
 - Ability to have separate breakout space at the April 2026 event
 - Opportunity to place branded products in speaker bags
 - Acknowledgement on the website and social media as a partner in hierarchical order
 - Your company logo on all printed marketing material as a partner in hierarchical order
 - Stage acknowledgement by the host during opening remarks
 - Acknowledgement in the Journey to TEDxWilmington podcast
- Inclusion in the dedication in the "Approaching The Red Circle Carpet" – a compilation of the stories of the TEDxWilmington speakers

Be an Awakened Partner

Empowered Partner – \$5,000

- Marketing at the standard event in April 2026 and 10 tickets to each ticketed event event
- Your company's logo at the beginning of all TEDxWilmington videos produced at the April 2026 event
- Ability to have separate breakout space at the April 2026 event
- Opportunity to place branded products in speaker bags
- Acknowledgement on the website and social media as a partner in hierarchical order
- Stage acknowledgement by the host during opening remarks

Be an Empowered Partner



Connected Partner – \$2,500

- Marketing on all collateral at the April 2026 event EXCEPT for the videos
- Opportunity to place branded products in speaker bags
- Acknowledgement on the website and social media as a partner in hierarchical order
- Your company logo on all printed marketing material as a partner in hierarchy order

Be a Connected Partner

Mindful Partner – \$500

- Tabling at the event
- Acknowledgement on the website and social media as a partner in hierarchical order
- Your company logo on all printed marketing material as a partner in hierarchy order

Be a Mindful Partner

In-Kind Partner

We are actively seeking in-kind partners for the following:

Promotional Items, Printing Services, Apparel, Equipment, Photography and anything else of more than \$100 of value that can be contributed. If you or your company is interested in being involved, we would love to come up with a creative way to partner with you and are open to creating customized packages.

Please email: DrDanYoung79@gmail.com



How does this help your business?

Partnering with TEDxWilmington ultimately provides an exponential return on investment because we impact three different areas:

Your current Employees and Customers

Your current employees and customers see that you are committed to helping the businesspeople and entrepreneurs in our community. These people, who are often from underserved populations, represent the future of the state of Delaware. Your investment in the program sends a clear message that you support their nurturing.

By providing tickets to the event, it allows you to have something that can be given to an employee or customer as a reward, a networking opportunity, or a chance for professional development.

Future Employees and Customers

Your participation in the program is a great way for you to recruit new employees or customers who have similar values to you.

For someone who is considering joining your company, the gift of a ticket to the event may be a great way to help them decide you are the perfect organization to partner with.

Amplifying dollars you have already spent on Marketing

If you have already spent money on marketing in the past, the sharing of your brand through TEDx is a great way to further brand recognition. Your brand will be at the beginning of every TEDxWilmington video that is recorded at the event. We expect these videos to have millions of views over time so your brand will continue to be in front of potential customers. Also, if you have social media, linking to the TEDxWilmington videos is an effective and creative way to show your commitment to the community and intensify brand recognition.

EVENT DETAILS

Date: April 25, 2026

Location: Wilmington, DE

Venue: Urban Artist Exchange

Time: 10am - 3pm EST

We are excited to announce the event will be held at Urban Artist Exchange located at 1509 Clifford Brown Walk, Wilmington, DE 19801 on April 25 2026 from 10am - 3pm EST

Who will attend?

This event will attract entrepreneurs, executives, educators, and, ultimately people who want to spark change. The speakers will present their TEDxWilmington talks in 18 minutes or less so the day will be full of brilliant conversations and ideas worth spreading. Per TED guidelines, this event will host 100 people or less.



Buy 10 tickets for \$1000!

Secure Your Ticket

Ticket Sponsorship



TEDxWilmington is operated by I.D.E.A., a 501(c)3 that was created to build community through great ideas, collaboration, and sharing

PURPOSE

The purpose of Igniting Delaware Edutainment Association (I.D.E.A) is to engage in the following activities and pursuits:

1. Community Building: Foster a sense of community among the citizens of the State of Delaware by organizing and hosting events that integrate entertainment and education. These events aim to create a shared space for individuals to come together, learn collaboratively, and strengthen the bonds of our diverse community.

2. Education Enhancement: Develop and implement innovative educational initiatives that combine entertainment and learning to make education more engaging and accessible. Through these initiatives, the Association seeks to improve the overall educational experience for individuals across various age groups.

3. Workforce Development: Contribute to the enhancement of workforce development in the State of Delaware by organizing events and programs that provide valuable skills and knowledge. The Association aims to bridge the gap between education and employment, thereby fostering a more skilled and competitive workforce.

4. Empowering Disadvantaged Youth: Specifically target young students from disadvantaged backgrounds by creating learning formats that align with their interests. The Association endeavors to empower these students through unique educational and entertainment experiences, fostering a passion for learning and opening doors to future opportunities.

5. Collaborative Learning: Facilitate collaborative learning environments where individuals from diverse backgrounds can come together to share knowledge, skills, and experiences. The Association strives to create a platform for continuous learning and skill development for the benefit of the broader community.



TEDxWilmingtonSalon

TEDxWilmingtonSalon is expanding the reach and relevance of ideas in Delaware and beyond. In June 2025, we hosted **TEDxWilmingtonSalon: Leadership and Growth**, bringing together visionaries, changemakers, and rising leaders to explore how great ideas drive both personal and organizational transformation. This was followed by a truly **historic milestone on August 3, 2025**, with **TEDxWilmingtonSalon: VOCES**—the **first-ever TEDx event in the continental United States conducted entirely in Spanish**. This groundbreaking salon amplified the voices of the Spanish-speaking community, fostering deeper cross-cultural dialogue and representation. And coming up on November 13, 2025, we proudly present **TEDxWilmingtonSalon: Health and Wellness at EastSide Charter School from 6–8 PM**, which will explore the intersection of innovation, equity, and well-being in one of the most vital sectors of our region. These salons continue to deepen our commitment to storytelling, community empowerment, and the TEDx mission of sharing “ideas worth spreading.”

TEDxYouth@Wilmington

On **April 25, 2026**, **TEDxWilmington** will return for a historic event at the **Urban Artist Exchange**, spotlighting some of the most **inspiring and innovative speakers from across the state of Delaware**. As we celebrate 15 years of TEDxWilmington and honor Delaware’s 250th anniversary of the signing of the Declaration of Independence, this event will uplift bold ideas rooted in local leadership, creativity, and community impact. With each talk, TEDxWilmington continues to deepen its global legacy—already surpassing **80 million views on YouTube**—while proudly anchoring its impact right here in the First State.

TEDxWilmington

Through **TEDxYouth@Wilmington**, we are proud to partner with **Ursuline Academy** and **Nativity Preparatory School** to **recruit, mentor, and train high school students as first-time TEDx speakers**. This initiative provides young people with a transformative opportunity to develop their storytelling, leadership, and public speaking skills on one of the most iconic stages in the world. Nativity Prep—a tuition-free middle school focused on nurturing the full potential of young men—and Ursuline Academy—a leading institution committed to developing confident, compassionate, and intellectually curious young women—both exemplify the kind of values-based education that aligns with the TED ethos. Together, we are empowering the next generation of changemakers to share their ideas, amplify their voices, and spark meaningful dialogue throughout our community.



OUR STEERING COMMITTEE



Yvonne Deadwyler
President and
CEO New Castle
County Chamber
of Commerce



Logan Herring
Chief Executive Officer
at The WRK Group



Dr. Aaron Bass, Ed.D
CEO at EastSide
Charter School



Tina Betz
Dir of Cultural Affairs
and Fund Development
at City of Wilmington



Dany Smith
Communications &
Marketing Consultant



Vernita Dorsey
Senior Vice President,
Director of Community
Strategy at WSFS Bank



Ivan Thomas
Founder & CEO
of DETV



Kelly Basile
COO at Delaware
State Chamber of
Commerce



"What makes TED Talks unique is the way they challenge us to look beyond our own experiences and perspectives and consider new ideas and possibilities."

– Bill Gates

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