

TED^x PROPOSAL

TEDxNewCairoSTEMYouth is an independently organized TEDx event licensed by TED. This year's theme, "Luminous Darkness," highlights the power of resilience and the sparks of light that emerge from life's deepest challenges. Even in the darkest moments, there is a hidden light within every person—a spark waiting to shine.

This event is our opportunity

This event is our opportunity to reveal that light. In a landscape of economic and technical challenges (the darkness), we look to our partners to represent the innovation and guidance (the light) that empower the next generation of Egyptian youth.

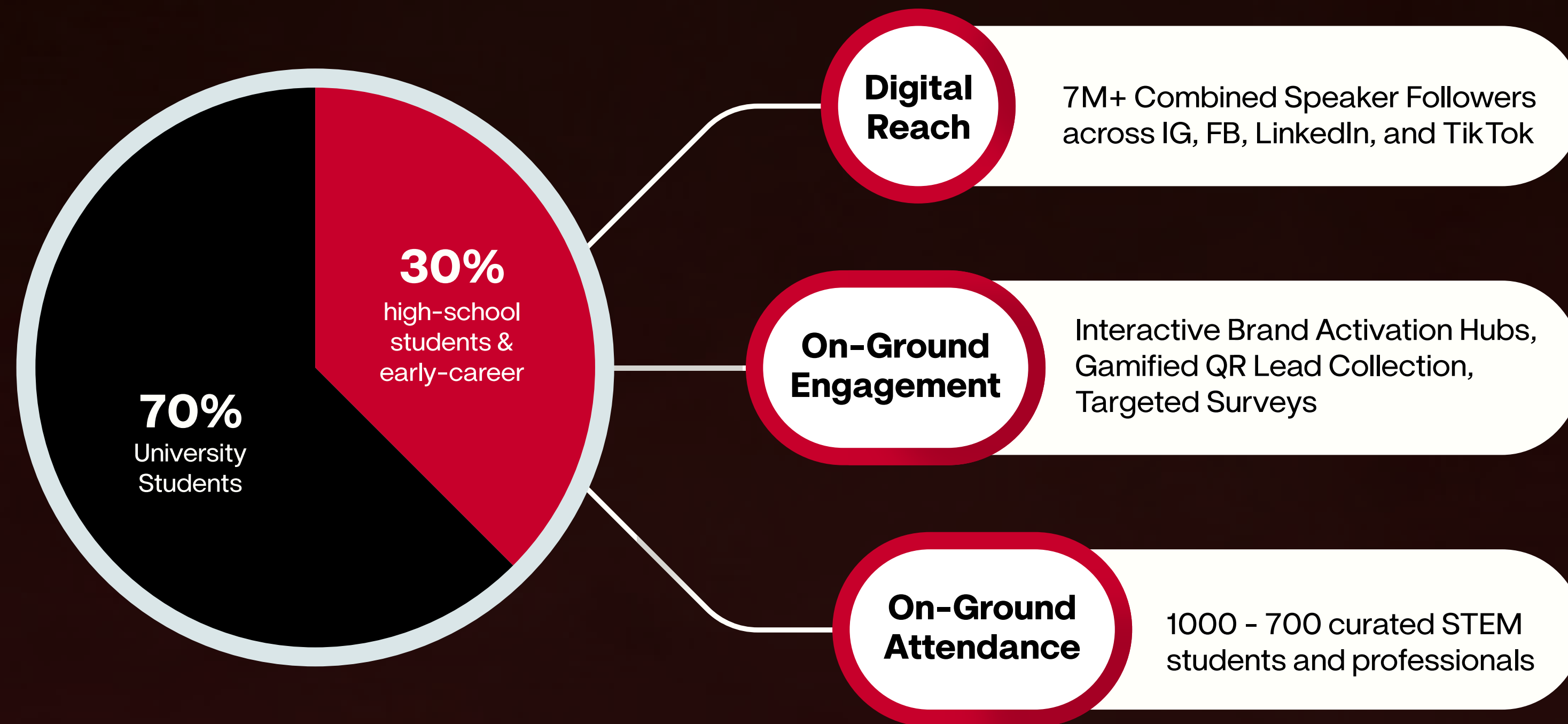
Our Contact Information:

- **Instagram:** [@tedxnewcairostemyouth](https://www.instagram.com/tedxnewcairostemyouth)
 - **Facebook:** [TEDx New Cairo STEM Youth](https://www.facebook.com/TEDx-New-Cairo-STEM-Youth)
 - **LinkedIn:** [TEDx New Cairo STEM Youth](https://www.linkedin.com/company/tedx-new-cairo-stem-youth)
 - **Tiktok:** [@tedxnewcairostemyouth](https://www.tiktok.com/@tedxnewcairostemyouth)
 - **Linktree:** linktr.ee/TedxNewCairoSTEM
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AUDIENCE PROFILE

-Who You'll Reach?-

Our audience is not just a crowd; it is a highly curated group of Egypt's brightest young minds, selected through a targeted registration process to ensure high-quality engagement and valuable data for our partners.



THE INTERACTIVE ENGAGEMENT HUB

We have replaced traditional, passive booths with an Interactive Engagement Engine. Using our custom QR-integrated system, we turn your brand's presence into a destination.

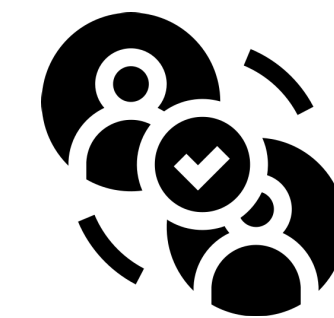
Guaranteed Foot Traffic:

Attendees participate in a high-stakes **"Treasure Hunt"** to win a Grand Prize. To earn the most points, they must visit your booth.



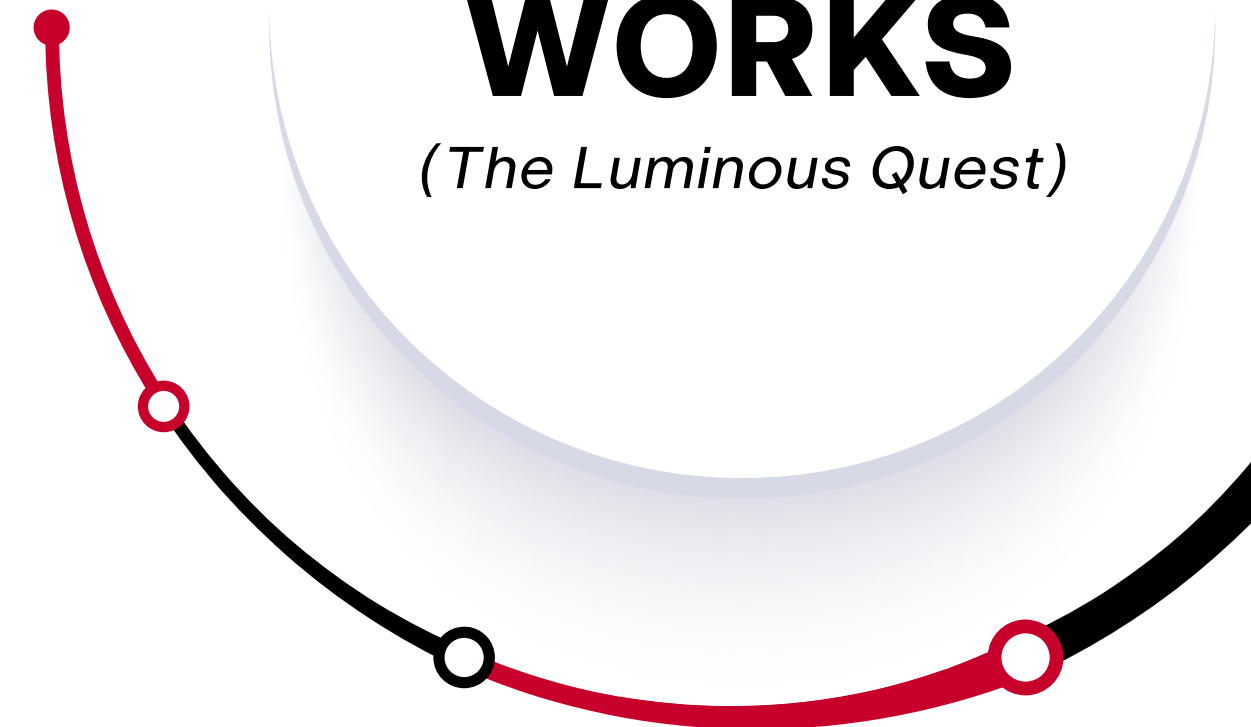
Active Interaction

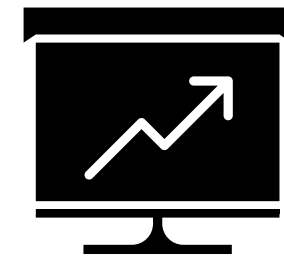
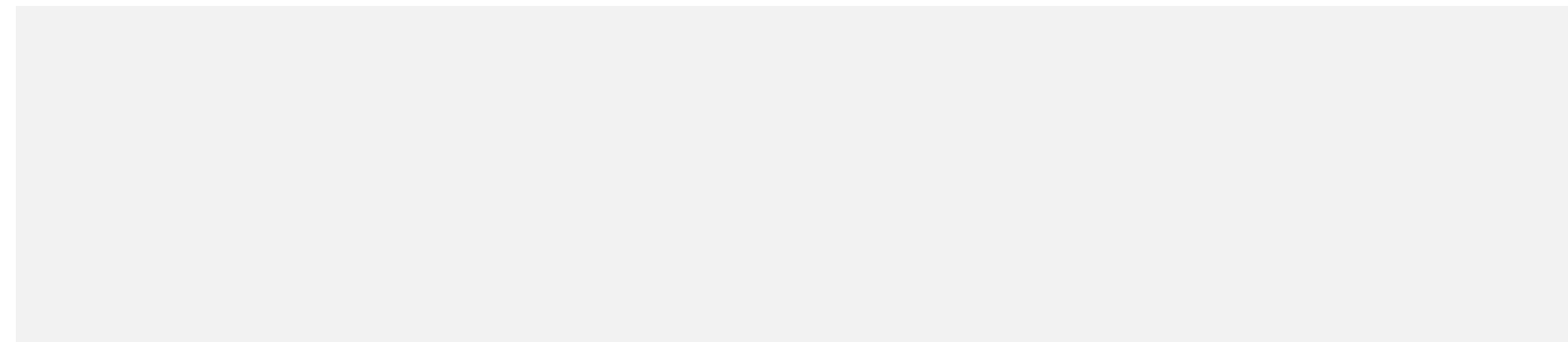
When an attendee scans your unique QR code, they are prompted with a **"Mini-Mission"** (e.g., "Ask our team about our 2026 Internship Program and write the answer").



HOW IT WORKS

(The Luminous Quest)





Energy & Engagement:

A Live Leaderboard projected in the quest creates a competitive energy and keeps the crowd excited during breaks.

Instant Lead Retrieval

Every scan instantly captures the attendee's data (*Name, Email, Major*) with their approval. At the end of the event, you receive a verified list of high-intent leads who interacted with your brand.

THE INTERACTIVE ENGAGEMENT HUB

We have replaced traditional, passive booths with an Interactive Engagement Engine. Using our custom QR-integrated system, we turn your brand's presence into a destination.

We don't just put your logo on a wall; we put your brand in their hands

THE RESULT FOR YOU

01

Eliminate Passive Branding

No more empty booths;
we drive the crowd
directly to your team.

02

Measura- ble ROI

Move beyond
"visibility" to actual
data. You leave the
event with a digital
database of Egypt's
top STEM talent.

03

Real-Time Pride

Your brand is featured
on our Live Leader-
board, associating your
company with
innovation and
excitement.

04

Complete Data

After the event, you will
receive complete data
for all attendees who
scanned your QR code.

Our Post-Event Digital Report

-The Data You Really Want-

In order for each attendee to gain their ticket they must fill out their data which is:

1. Standard Contact Info

- **Full Name:**
- **Email Address:**
- **Phone Number:**
- **Age/Date of Birth:**

2. Academic & Professional Data

- **University/School Name:**
- **Major/Field of Study:**
- **Year of Graduation:**
- **Current Skills/Interests**
(choose your top 3):
 - o *Software & AI*
 - o *Robotics & Electronics*
 - o *Mechanical & Industrial Engineering*
 - o *Civil Engineering & Architecture*
 - o *Applied Sciences*
 - o *Business & Finance*
 - o *Entrepreneurship & Startups*
 - o *Marketing & PR*
 - o *Design & Media*
 - o *Writing & Research*
 - o *Leadership & Public Speaking*

Our Post-Event Digital Report

-The Data You Really Want-

In order for each attendee to gain their ticket they must fill out their data which is:

3. The "Lead Generation" Questions

Dropdown menu questions directly from the sponsors:

Examples:

"Which of these industries are you most interested in for a future career?" (Options: Banking, Telecom, Software, Energy, etc.)

"Are you currently looking for an internship or a part-time job?" (Yes/No).

"Which of those brands would you like to hear more from regarding opportunities?" (Your list).

4. Data Privacy Compliance

(GDPR & Egypt Law 2020/151)
Checkbox (CRITICAL)

To ensure the data is "GDPR-Compliant and Opt-In," we will include this checkbox at the bottom of the form.

They cannot buy a ticket unless they see this:

I agree to the Terms and Conditions and consent to TEDxNewCairoSTEMYouth sharing my professional profile and contact information with official event partners for networking and career opportunities.

Financial Sponsorship Packages

Complete ROI Structure

This document presents our commercial sponsorship packages with clear ROI, marketing deliverables, digital exposure, and measurable benefits for partners and sponsors.



Visionary Sponsor

220,000 EGP (Exclusive – 1 Slot)

Category Exclusivity: “Event powered by [Brand]” naming rights

Brand Identity:

- Exclusive logo placement on all ID Lanyards
- Prominent logo on main stage backdrop
- Logo on official Goodie Bags (exterior placement)
- Logo on main “Wall of Fame” and official website/brochure

Digital Impact:

- 1 strong animated Sponsored Reel on all platforms
- Social media post on all platforms + Logo on digital campaigns
- Inclusion in targeted email campaigns to all attendees
- Logo on side screens, and rotational display
- Inclusion in media coverage and press release

Engagement & Access:

- Premium “Interaction Hub” placement
- “Priority Quest Status” (Highest point values for booth visits)
- 3 VIP Passes + Exclusive branding inside VIP/Speaker Lounge
- Opportunity to include 3 branded items/flyers in attendee Goodie Bags

Data & Intelligence:

- 1 Custom Survey (up to 10 questions) sent to all attendees. And is required to make them enter our website and event games to gain gifts. (You write the questions, we provide the opt-in data/leads.)
- 2 Lead Generation questions (Therefore, we have to deal one month before the event, by 30/6)
- Post-event digital report containing verified, opt-in data from our attendee

Stage Presence:

- 5-minute speech slot on main stage
- Mention in closing ceremony
- Mention in official thank-you post

Visionary Sponsor

220,000 EGP (Exclusive – 1 Slot)

Platinum Sponsor

120,000 EGP

Brand Identity:

- Prominent logo on main stage backdrop
- Logo on official Goodie Bags
- Logo on main “Wall of Fame” and official website/ brochure

Digital Impact:

- 1 strong animated Sponsored Reel on all platforms
- Social media post on all platforms + Logo on digital campaigns
- Inclusion in targeted email campaigns to all attendees
- Logo on side screens, and rotational display
- Inclusion in media coverage and press release

Engagement & Access:

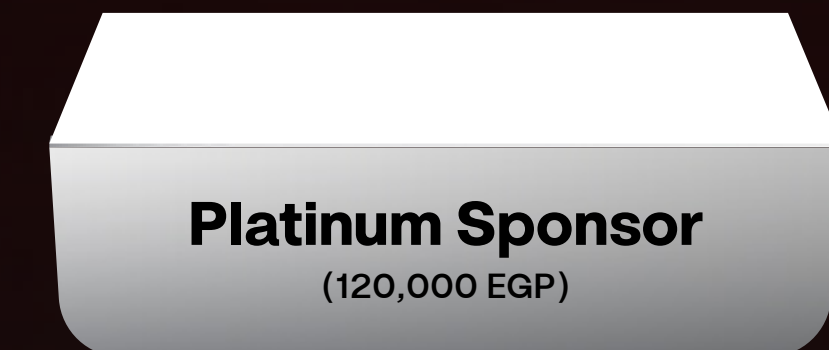
- Prime “Interaction Hub” placement
- “Priority Quest Status” (Higher point values for booth visits [lower than the visionary])
- 2 VIP Passes
- Opportunity to include 2 branded items/flyers in attendee Goodie Bags

Data & Intelligence:

- 1 Lead Generation question (Therefore, we have to deal one month before the event, by 30/6)
- Post-event digital report containing verified, opt-in data from our attendee

Stage Presence:

- Mention in closing ceremony
- Mention in official thank-you post



Golden Sponsor

90,000 EGP

Brand Identity:

- Logo on main “Wall of Fame” and official website/ brochure

Digital Impact:

- 1 strong animated Sponsored Reel on all platforms
- Social media post on all platforms + Logo on digital campaigns
- Inclusion in targeted email campaigns to all attendees
- Logo on side screens and rotational display
- Inclusion in media coverage and press release

Stage Presence:

- Mention in closing ceremony
- Mention in official thank-you post

Engagement & Access:

- “Interaction Hub” placement at venue
- 1 VIP Passes
- Opportunity to include 1 branded item/flyer in attendee Goodie Bags



Silver Sponsor

25,000 EGP

Brand Identity:

- Logo on main “Wall of Fame” and official website/ brochure

Access:

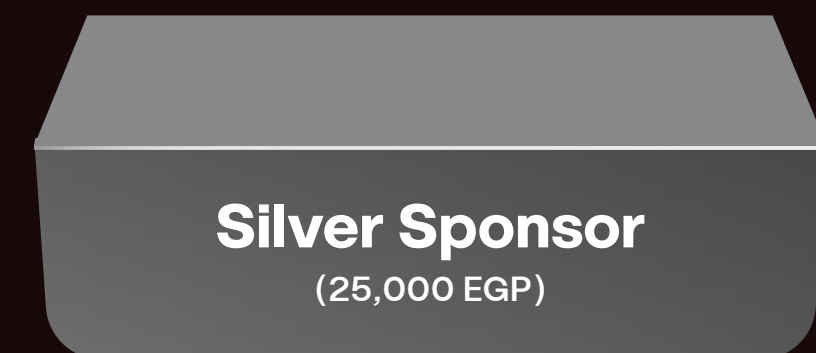
- 1 VIP Passes

Stage Presence:

- Official mention during event transitions
- Mention in official Thank You post and Closing Ceremony

Digital Impact:

- Social media post on all platforms + Logo on digital campaigns

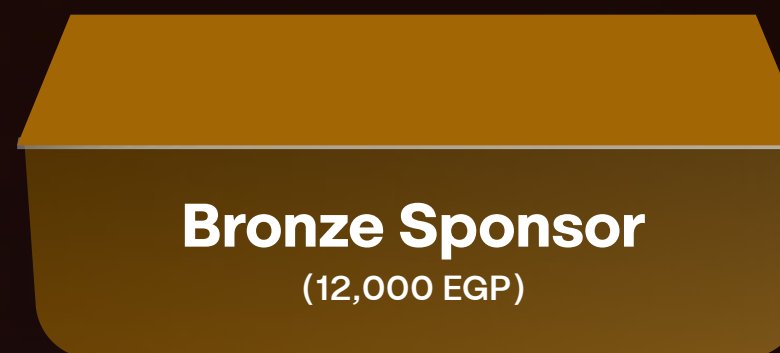


Bronze Sponsor

12,000 EGP

Digital Impact:

- Logo on Social Media platforms and Website Sponsor Section
- Mention in official Thank You post



Interactive hubs levels' Specifications

The Visionary Grand Suite

(Premium Activation)

Inspired by: High-Gloss Custom Architecture

Structure: 9 sqm (3m x 3m) custom-built MDF installation featuring signature “Luminous” back-wall with integrated LED contour lighting

Premium Utilities:

- Three high-end bar stools
- Professional gloss-finish counter
- Dual power outlets for continuous tech demos

Command Center:

50” LED Screen integrated into architecture to display custom “Luminous Quest” dashboard or branded motion graphics

Strategic Advantage:

Priority Quest Status directing highest volume of attendee foot traffic for maximum lead generation



Interactive hubs levels' Specifications

The Platinum Interaction Hub

(Standard Professional)

Inspired by: Corporate Excellence & Clarity

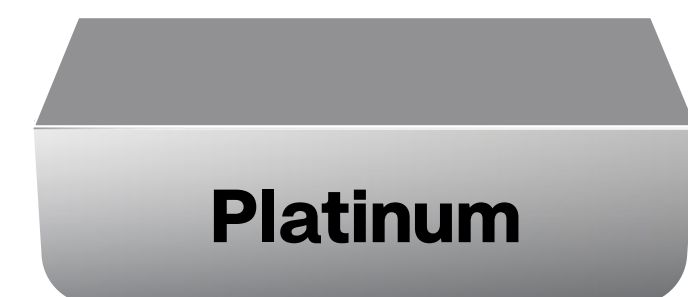
Structure: 4 sqm (2m x 2m) professional shell structure with high-visibility branded fascia (header)

Functional Design:

- Branded reception counter
- Two ergonomic chairs
- Dedicated power outlet

Lead Capture Station:

Optimized for “Luminous Quest” with space for 32” digital display or interactive tablet stand for rapid QR mission scans



The Gold Discovery Station

(Minimalist Innovation)

Inspired by: Modern Geometric Minimalism

Structure: Modern arched “Pop-up” counter system maximizing visual impact within compact footprint

Setup:

- One minimalist podium
- High-top stool
- Clean, approachable space for “Mini-Missions”

Connectivity: Access to shared high-speed power distributors for digital engagement tools

Brand Presence: High-impact vertical banner placement ensuring logo visibility in “Luminous” landscape



The Inner Circle: VIP Lounge Detailed Benefits

The Atmosphere: A Sanctuary of Ideas

Design: Elegant & Intimate Sanctuary maintaining "Luminous Darkness" aesthetic

Features:

- Minimalist lounge seating
- Dedicated zones for deep discussion and partnership building
- Themed environment reflecting "Luminous" branding

The Culinary Experience:

Gourmet Fusion

- Curated refreshments and specialized snacks reflecting innovation
- Continuous service from opening session to final performance
- High-quality artisanal beverages and specialized catering

The "Golden Hour": Exclusive VIP Networking

Direct Access:

Designated window where speakers (renowned figures in AI, PR, Engineering) gather for informal dialogue with partners

Strategic Connections:

One-on-one conversations with "Alchemists" of the Egyptian STEM scene—discussing tech futures, corporate branding, and partnership possibilities in relaxed, professional setting

Partner Immersion: The Visionary Showcase

The Digital Ledger:

High-definition screen or premium minimalist banner as primary visual backdrop, showcasing "Patrons of Light"

The Photo Op:

Branding remains constant signature during speaker interviews and behind-the-scenes photography

Exclusivity:

Lounge-specific branding reserved for highest-tier partners, ensuring association with prestige and leadership

The Data Advantage: *What Sponsors Receive*

As a TEDxNewCairoSTEMYouth partner, you gain access to one of Egypt's most valuable datasets: 700-1,000 curated STEM-focused young professionals who have explicitly opted in to share their information. Our comprehensive data collection ensures you leave with actionable intelligence, not just business cards.

Data Type	What You Receive	Strategic Value
Engagement Analytics	Complete list of attendees who scanned your QR code, with timestamps and interaction duration	Identify highest-intent prospects who actively sought your brand
Custom Survey Responses	Answers to your curated questions (for visionary sponsor)	Deep market research on career preferences, brand perception, and product feedback
Lead Generation Data	Responses to your targeted dropdown questions (industry interest, job-seeking status, brand preferences)	Pre-qualified leads segmented by interest and readiness
Complete Attendee Profiles	Full contact information, academic background, graduation year, and self-identified skills/interests	Build long-term talent pipelines and targeted marketing databases

Data Quality Assurance:

- **100% Opt-In:**

Every data point collected through explicit consent (GDPR & Egypt Law 151/2020 compliant)

- **Verified Accuracy:**

Registration required for event access ensures real, engaged attendees—not empty leads

- **Immediate Availability:**

QR scan data available in real-time during event; complete report delivered within 5 business days post-event

- **Exclusive Access:**

Visionary, Platinum, and Gold receive data not available to other tiers

You don't just sponsor an event—you acquire a curated database of Egypt's future STEM leaders, complete with psychographic and behavioral insights that would cost tens of thousands to gather through traditional market research.

In-Kind Sponsorships

(Exclusive Number of Slots)

We welcome in-kind sponsorships from service providers who can elevate the production value of the event. In-kind partners receive the exact marketing benefits of the equivalent financial tier based on the fair market value of their contribution (***except for the interactive hubs as they are exclusive to the financial sponsors***)

High-Priority Partnership Needs:

1. Premium Catering & Beverages:

Providing meals for the organizing team, snacks for attendees during breaks, or high-end catering for the VIP & Speaker Lounge.

2. Official Gift & Goodie Bag Partners:

Contributing high-quality branded merchandise (e.g., notebooks, tech accessories, or apparel) to be included in the 1,000 official attendee bags.

3. Media & Press Coverage:

Partnership with digital magazines, news portals, or influencers to provide professional photography, videography, or wide-scale event PR.

4. Printing & Branding Materials:

High-quality printing for the stage banners, roll-ups, and the “Wall of Fame.”

Value Equivalency Example:

A beverage company providing 1,000 units of refreshment plus VIP catering (valued at 50,000 EGP) will receive all Gold Sponsor benefits, but without an interactive hub (booth) in the event.

Why Partner With Us?

This is not just a sponsorship; it is an investment in the future of Egypt's youth and a strategic opportunity to embed your brand into a world-class intellectual experience.

Exclusive Data & Lead Generation:

Move beyond simple brand awareness. Through our targeted registration and gamified QR systems, gain access to GDPR-compliant, opt-in attendee data and customized survey results tailored to your brand's specific market research needs.

Experiential ROI:

We don't just offer tables. We offer "Interactive Brand Activation Zones" where your company can directly engage a highly motivated demographic through product demos, tech lounges, or interactive challenges.

VIP Access:

Gain exclusive entry to our VIP & Speaker Lounge, providing unparalleled networking opportunities with Egypt's top innovators, media figures, and thought leaders.

Premium Visibility:

Showcase your brand alongside 5M+ digital reach, on the main stage, and throughout Ain Shams University's high-traffic environments

About Us

TED^x NewCairoSTEMYouth is organized by a passionate team of young creative minds in Egypt. We are committed to bringing TED's mission "Ideas Worth Spreading" to our community by creating a platform for innovation, inspiration, and dialogue. To learn more about our team and explore the full scope of our event, please refer to our portfolio.

