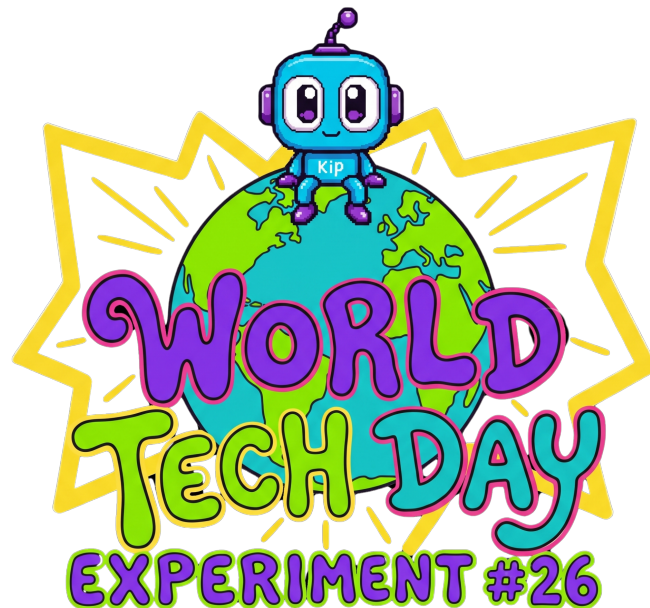


WORLD TECH DAY 2026

Corporate sponsorship prospectus.

SAT NOV 14, 2026

LEGACY ARENA · DOUGLASVILLE, GA



Before the numbers.



Remember when tech was **FUN**?

Your customers do. Their kids are about to find out.

Baking soda volcanoes

Saturday morning cartoons

The dial-up sound

Taking the radio apart

A generation fell in love with technology because someone made it feel like magic. Today's students have never known a world without it, so it stopped feeling like anything at all. World Tech Day fixes that in one day, and puts your brand inside the moment it happens.

WHAT SPARKED YOU

1985 – 2005

- Baking soda volcanoes
- Saturday morning cartoons about kid inventors
- Taking the family radio apart
- The first computer in the classroom

40 YEARS



WHAT SPARKS THEM

Saturday, November 14, 2026

- Flying a racing drone through a lit course
- Designing a character, then hearing it talk back
- Taking a real device apart at Build It Bay
- Training their first AI model

Same spark. New tools. Your brand standing where it happens.

Not your average Saturday.

One Saturday. 800 attendees. Everybody hands-on.

800

ATTENDEES

2

TRACKS

3–8

BUILT FOR GRADES

8

HANDS-ON ZONES

4

COUNTIES



Families spend a half day traveling forty years of technology — from the science fair experiments that sparked past generations, to the drones, VR, robotics, and AI their kids will build careers on. Every station is touchable. Parents end up doing at least three of them.

\$8 per child, adults free, \$24 family maximum. Community groups register at \$6 per child. Two tracks, morning and afternoon, each a complete World Tech Day.

How the day works.

Two tracks. Same show, twice.

World Tech Day runs as two complete half-day experiences on the same Saturday. Attendees pick one. Each track opens with a live interactive arena show, opens the floor for two hours of hands-on zones, and closes with a finale where the machine powers on and the City reads the World Tech Day proclamation.

	TRACK A	TRACK B
Doors	8:45 AM	1:15 PM
Opening show	9:00 – 9:35	1:30 – 2:05
Floor open	9:35 – 11:45	2:05 – 4:15
Finale	11:45 – 12:15	4:15 – 4:45
Capacity	400	400

Why two tracks

400 people across eight zones is busy and energetic. 800 at once is a queue. Your activation gets engaged visitors instead of a line.

Twice the exposure

Your activation runs both tracks. Two full audiences, two waves of families, one build.

Everyone sees the show

Because each track includes its own show and finale, no attendee misses the stage moment your sponsorship appears in.

Your activation runs all day. Two audiences, one setup, one team.

Who's actually in the room.

Your audience, specifically.

FAMILIES

800 attendees across two tracks of 400

Children in grades 3 through 8, roughly ages 8 to 14

Parents and caregivers attending alongside their children

Drawn from Douglas, Carroll, Paulding, and West Cobb counties

Majority-minority community

ALSO IN THE ROOM

Community organization groups attending as blocks

High school Crew, hand-selected from regional schools

Teachers and school staff attending with their own families

City officials and district leadership

20–30 exhibiting organizations

Parents are in the room. Not dropping off — participating. That is the difference between a brand a student saw and a brand a family talked about on the drive home.

WHERE YOUR BRAND SHOWS UP

On the floor

Zone signage, booth branding, and your team working with students all day.

On every student

Lanyards and schedules carried by 800 attendees from arrival to dismissal.

In the campaign

School district channels, city promotion, regional press, and the countdown series.

In the content

Licensed photo and video delivered within two weeks, plus the recap film.

Full reach and impression figures provided with your proposal.

The strategic case.



A market that rarely gets **this**.

Underserved by design

Every comparable youth STEM program in the region operates inside Atlanta, so West Georgia families travel in or miss out. World Tech Day is the only event of its kind west of the perimeter.

A family audience, not a drop-off

Parents attend with their children, which means every activation reaches two generations at once — the student who touches it and the adult deciding whether it mattered. Community organizations bring blocks of young people who would not otherwise be brought to something like this.

Growth corridor

Douglasville sits 25 minutes from downtown Atlanta in one of the region's fastest-changing markets. Brand presence here is early presence.

Legacy Arena, 9030 Hwy 5, Douglasville, GA — 25 minutes from downtown Atlanta, in a market your competitors have not found yet.

Mapped to what you already need to do.

This checks **four boxes** at once.

STEM & WORKFORCE PIPELINE

Direct exposure for 800 attendees, children in grades 3 through 8 with their parents beside them — with participation data for your reporting.

You can report:

- Attendees reached by track, by ZIP code, and by partner organization
- Hands-on contact hours in your sponsored zone

COMMUNITY INVESTMENT

A measurable local footprint in a specific market, tied to a City of Douglasville proclamation and a named 501(c)(3) partner.

You can report:

- A named market, a named partner, and a City proclamation on the record
- Community groups reached at discounted family rates

EMPLOYEE ENGAGEMENT

Volunteer roles for your team on event day, with defined roles and a run-of-show we provide, so your team knows exactly what they're doing before they arrive.

You can report:

- Volunteer headcount and hours contributed by your team
- Roles matched to your staff's actual expertise

BRAND & CONTENT

Licensed photo and video of your people with students, delivered within two weeks and cleared for your channels.

You can report:

- Photo and video assets delivered and cleared for use
- Recap film featuring your activation

One sponsorship, four internal stakeholders satisfied. Bring us the objective you're measured on and we'll show you where it lands on the floor.

We do this every week, not once a year.

The programs are **already running.**



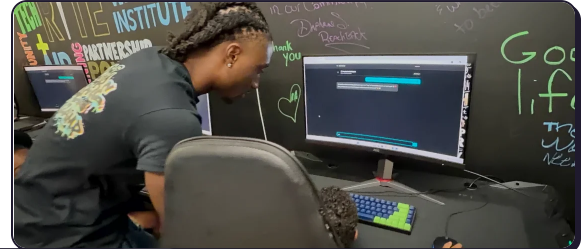
30

C3 CULTURE CODE CAMP
SCHOLARS EACH SUMMER



K-4

KIDOTECH AI LITERACY
CURRICULUM — PILOTING
IN DOUGLASVILLE
SCHOOLS



**Year-
round**

DOUGLASVILLE
COMMUNITY INNOVATION
CENTER

200+

FAMILIES REACHED —
YOUNG FOUNDERS EXPO &
FAMILY AI NIGHTS

World Tech Day is the largest annual expression of work this team runs 52 weeks a year — which is why many of the students walking in already know us by name.

Family AI Nights is the model this is built on. We have reached over 200 families that way, which is why we know a Saturday works.

FOUNDED 2016

501(C)(3)

3 CIC LOCATIONS

STUDENTS SERVED WEEKLY

You're not funding a first attempt.

Built by people who do this all year.



Rebrand Institute of Tech Equity

Founded 2016, a 501(c)(3) operating the Douglasville Community Innovation Center, with a center network expanding to Houston, Baltimore, and Staten Island. **Running now:**

- C3 Culture Code Camp, KidoTech K-4 AI literacy, Family AI Nights, and the Young Founders Expo
- Community Innovation Centers in Douglasville, Houston, and Baltimore, with Staten Island opening 2027
- Students served every week of the year, not once a year

Governance and stewardship

An independent board of directors, audited financial practices, and sponsor funds tracked to designated activations. **What that means for you:**

- Sponsor funds designated to your activation and reported against it
- An independent board reviewing every major commitment

The team behind it

World Tech Day is produced by a full leadership team — operations, development, marketing, and program direction — supported by an independent board of directors and a 60-plus volunteer corps on event day.

Led by: Kayla Life, Executive Director — Google AI Fellow, Camelback Venture Fellow, Spelman alumna, and a former middle school technology teacher with 15 years in classrooms.

The show at the center of the day.

Experiment Zero, explained.

Experiment Zero is a live interactive arena show where the audience is the experiment. A machine on stage has been broken for forty years, and the only thing that can power it is 800 students making noise. Two hosts attempt the repair: a lab-coated Professor who was brilliant in 1985 and hasn't updated since, and a student co-host who actually knows how any of it works.

To fix it they travel through four eras of technology, and the audience participates at every stop — a teacher volcano showdown, a retro sound-and-silhouette quiz, and a full-arena human algorithm where every section becomes part of a working computer. When the machine powers up, a drone light show rises over the floor and the Mayor of Douglasville reads the World Tech Day proclamation. Then the doors open and the floor is theirs.



**SHOW SPONSORSHIP
AVAILABLE**

WHY IT MATTERS TO A SPONSOR

Every attendee, twice

The show opens each track and returns for a finale. Nobody misses it, because a track ticket includes both. Roughly 70 minutes of seated, undivided attention per track and 140 minutes across the day.

The highest-attention moment on the floor

Every student, teacher, chaperone, and official is in one room, facing one stage, phones down. Nothing else in the day concentrates attention like this.

Named presence, not a logo

Show sponsorship includes stage recognition, screen branding between episodes, and the option to present a segment or award the winning school its trophy.

2

TRACKS

4

SHOWS

800+

ATTENDEES

1

STAGE

Eight zones, one midway.

Eight zones. Eight open.

Every zone is unclaimed as of this conversation. The Presenting Sponsor picks first.



ZONE SPONSOR • \$7,500

The Time Tunnel

Tech THEN, in your hands

Students handle rotary phones, Game Boys, typewriters, and original consoles on free play.

- Sponsor gets: the nostalgia zone every adult in the building stops at.

ZONE SPONSOR • \$7,500

The Cartoon Lab

Where animation meets AI

Students design characters, record voice-overs, and see how animation went from hand-drawn cels to AI pipelines.

- Sponsor gets: the highest-dwell-time zone on the floor.

ZONE SPONSOR • \$7,500

Science Fair Central

Experiments you run

Students run classic experiments themselves, with live demos every rotation.

- Sponsor gets: the loudest, most photographed zone of the day.

ZONE SPONSOR • \$7,500

Drone Flight Academy

Top Gun meets STEM

Students fly in a beginner cage, train on simulators, and qualify for the racing finals.

- Sponsor gets: a line that never empties, plus feeder status into the main-stage races.

ZONE SPONSOR • \$7,500

VR Universe

Step into tomorrow

Students visit Mars, the ocean floor, and the inside of the human body across multiple headsets.

- Sponsor gets: the zone students name first when parents ask about the day.

ZONE SPONSOR • \$7,500

AI Creation Studio

Make the machine your teammate

Students make AI art, train simple models, and sample the KidoTech curriculum.

- Sponsor gets: the most direct workforce-pipeline story in the building.

ZONE SPONSOR • \$7,500

Build It Bay

Take it apart, put it back

Students take apart real devices, build circuits, and run 3D printers.

- Sponsor gets: hands-on-tools imagery that photographs better than anything else here.

ZONE SPONSOR • \$7,500

Game Design Garage

Build it, then play it

Students build games with no-code tools, then play-test each other's creations.

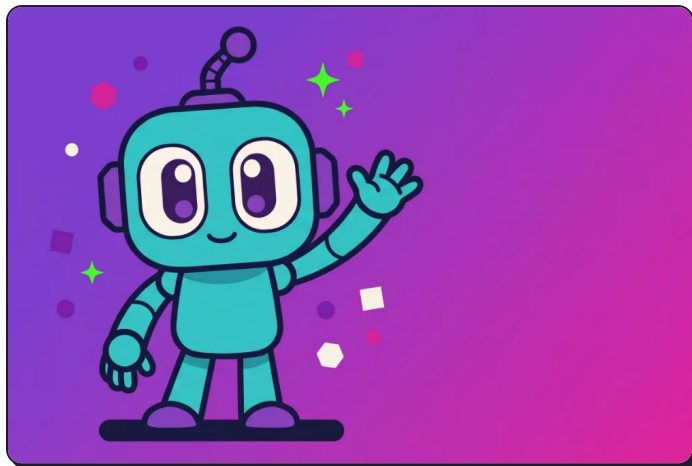
- Sponsor gets: the zone middle schoolers refuse to leave.

THE 90-SECOND RULE

If a kid can't *do* something at a booth within 90 seconds, it doesn't get floor space. Vendors, partners, sponsors — everybody. It's why students remember what they touched.

Sponsorship that outlives the event.

Meet Kip.



Kip is the character at the center of KidoTech, our K–4 AI literacy curriculum, and the ambassador of World Tech Day. Students meet him in classrooms and on screens long before they reach the arena.

Year-round presence

Kip appears in curriculum, classroom materials, and school recruitment campaigns, not only on event day.

Recruitment engine

Schools that have run KidoTech open the door for Kip, which is how a school partnership turns into a family buying a ticket.

Character partnership

Co-branded Kip content and activations are available to sponsors at the zone level and above.



Our sponsorship philosophy, stated plainly.

We don't sell banners. We build you a booth kids talk about at dinner.

01 · ACTIVATION

Your brand becomes something a student does with their hands, not a logo they walk past on the way to something better.

What that looks like.

- A named zone your team helps design, built on infrastructure we provide
- Your people working alongside students, not standing behind a table

02 · ASSOCIATION

A STEM equity story with real numbers behind it: students served, schools reached, counties represented, scholarships funded.

What you can report.

- Participation data broken out by school, grade band, and county
- A written sponsor report sized for your internal reporting cycle

03 · ACCESS

Employee volunteer days, content your team wants to share, and presence in a growth market before your competitors find it.

What you take home.

- Licensed photo and video of your people with students, delivered in two weeks
- First refusal on your zone for 2027

Every sponsorship at every tier includes all three. The only question is scale.

Pick one, or bring us yours.

Activation concepts already designed.

Animation studio takeover

Kids design a character, record its voice, and watch it move

- **Your team:** staff the voice-over booth and judge the character design showcase.

THE CARTOON LAB

AI creation lab

Students train a tiny model and make something that didn't exist that morning

- **Your team:** engineers coach students through their first model.

AI CREATION STUDIO

Game build battle

Two teams, one hour, one playable game. The arena votes

- **Your team:** mentor the teams and pick the winning build.

GAME DESIGN GARAGE

Warehouse robotics

The machines that move a package, running live at kid height

- **Your team:** run the demo and explain what each machine does.

BUILD IT BAY

Flight simulator row

Take off, land, and find out what the drone cage was practice for

- **Your team:** pilots and technicians run the sims and answer questions.

DRONE FLIGHT ACADEMY

Electricity lab

Plasma balls, circuit builds, and the loudest safe demo of the day

- **Your team:** field crew runs the safe high-voltage demos.

SCIENCE FAIR CENTRAL

Health tech bay

A surgical robot arm students actually operate, plus anatomy in VR

- **Your team:** clinicians guide students through the equipment.

VR UNIVERSE

Refuel station

Concessions and refreshment for 800 attendees, with your name on the moment a family sits down together

- **Your team:** serve refreshments alongside our volunteers.

ARENA CONCOURSE

Every concept comes with a build guide, a branded booth kit, power, and a steady flow of students to your table. You bring the activation and your team — and if you need hands, our volunteers can supplement your staff.

Where you'd like to stand.



Sponsorship tiers.

PRESENTING SPONSOR **\$15,000**

Event co-branding, stage recognition during the opening show, first choice of zone, premier zone activation, lanyard and bus signage, 20 employee volunteer slots.

ZONE SPONSOR **\$7,500**

Zone naming rights, branded hands-on activation, volunteer slots, media and program inclusion.

ACTIVITY SPONSOR **\$3,000**

Booth activation, program and screen branding, recognition at the shows.

COMMUNITY PARTNER **\$1,500**

Booth presence, program listing, social media features.

DELIVERABLE	PRESENTING	ZONE	ACTIVITY	COMMUNITY
Zone naming	Premier zone	Full zone	—	—
Stage presence	Opening show moment	Show recognition	Show recognition	—
Volunteer slots	20	Included	—	—
Logo placement	Co-brand, lanyards, buses	Zone signage, program	Program, screens	Program listing
Content package	Photo and video	Photo and video	Photo set	Social feature
Post-event report	Custom	Standard	Summary	Summary
2027 first refusal	Yes	Yes	Yes	—

IN-KIND WELCOME

Lunches, buses, AV, equipment, and prizes are recognized at the equivalent cash tier. Custom packages are available for zone takeovers and show sponsorship.

What you get back, in writing.

Reach you can count.

BEFORE THE EVENT

School and community organization channels reaching families directly

City of Douglasville promotion tied to the proclamation announcement

Regional press, with a civic story stronger than an event listing

A countdown campaign across our channels and partner networks

AFTER THE EVENT

Booth traffic counts, attendance by track, ZIP code distribution, and reach by partner organization

A licensed photo and video library

A recap film delivered within two weeks

A written sponsor report sized for your internal reporting, plus first refusal on 2027

Every sponsor gets a named point of contact from signature through follow-up. You will not have to chase us for what you paid for.

One ask.



Put your name in the room where 800 kids meet their future.

STEP 01 · CONVERSATION

A 20-minute call to match your objectives to a zone.

What happens:

- You tell us the objective you're measured on
- We show you which zone delivers it

STEP 02 · PROPOSAL

A written package with deliverables and reporting commitments, within 5 business days.

What happens:

- Written deliverables, reporting commitments, and pricing
- Nothing verbal, nothing vague

STEP 03 · COMMITMENT

Signed agreement and activation planning.

What happens:

- Agreement signed and your zone reserved
- Activation planning begins immediately

STEP 04 · BUILD

You bring the activation and your team. We provide the space, power, branded booth kit, student flow, and event-day support.

What happens:

- We handle logistics, scheduling, safety, and getting students to your booth
- You bring your demo and your people, and our volunteers can supplement

Activation sponsorships close October 16, 2026. Zones are assigned in the order they're committed.

Email the sponsorship team

hello@worldtech.day

worldtech.day/sponsors

SAT NOV 14, 2026

LEGACY ARENA · DOUGLASVILLE, GA