THE HIDDEN GENIUS PROJECT

SPONSORSHIP OPPORTUNITY
TECH SLAM 2024
The Hidden Genius Project trains and mentors Black male youth in technology creation, entrepreneurship, and leadership skills to transform their lives and communities.

OUR MISSION
OUR VISION

The Hidden Genius Project’s vision is to be a global leader in Black male youth development, as well as the leading incubator of dynamic young Black male entrepreneurs and technologists.
THE HIDDEN GENIUS PROJECT
PROGRAM ECOSYSTEM

- 11,400+ STUDENTS SERVED IN ALL PROGRAMS SINCE 2012
- 978,400+ INSTRUCTIONAL HOURS
- 550 INTENSIVE IMMERSION GENIUSES REVEALED
- 9,870 STUDENTS EXPOSED TO CAREER OPPORTUNITIES
- 93% STUDENT RETENTION
- 11,400+ STUDENTS SERVED IN ALL PROGRAMS SINCE 2012
- 93% STUDENT RETENTION

ADDITIONAL OUTCOMES
- 99% HIGH SCHOOL GRADUATION
- 95% POST-SECONDARY EDUCATION MATRICULATION

YOUTH EDUCATORS

COMMUNITY PARTNER + CATALYST PROGRAMS

THE HIDDEN GENIUS PROJECT
PROGRAM ECOSYSTEM

UPDATED APRIL 2024
The Hidden Genius Project proposes to collaborate with Jordan Brand to deliver TECH SLAM—a dynamic STEM education program designed to introduce young people of color to career pathways at the intersection of sports and technology—at Chelsea FC Headquarters (Stamford Bridge), Tottenham Hotspur Stadium, and Brentford FC Headquarters (Gtech Community Stadium) in London, the week of October 7, 2024, exposing young people to technology and career pathways.
THE OPPORTUNITY

This partnership presents the opportunity to simultaneously raise the visibility of both your company and The Hidden Genius Project.

Additionally, incorporating a programmatic component offers a unique opportunity to deliver impact to and strengthen engagement with young people in local communities.
TECH SLAM // What is it?

- Highly collaborative STEM education event centered on sports and tech

- Rich array of partners, including community-based orgs (TEAM, Inc.), tech companies, and sports organizations

- Collaboration with locally-based community organizations on single-day tech skills and pathways workshops

**Primary service population:**

- Secondary school
- Students of color
Build community and capacity among people of color in broader communities

Opportunity to deliver dynamic national/international programming

Career pathways exposure

Enhance youth impact through alumni cascading mentorship model

Dynamic volunteer engagement

Amplify ESG/CSR efforts

Brand and/or product visibility within communities
WHY THE HIDDEN GENIUS PROJECT?

1. **Drive Meaningful Change**
   - Drive support and awareness towards empowering Black male youth communities with opportunities to learn, develop skills, and for new experiences.
   - Transform their lives and communities.
   - Build the future of technology and innovation.
   - Drive funding through recurring donations.

2. **Marketing and Brand**
   - Awareness Lift: drive outside awareness relative to competitors and sponsors.
   - National Media Coverage organically and paid through news publications, social media, and TV.
   - Recruitment: provide opportunities for Black Male Youth communities.
   - Attract and reach new demographics.

3. **Emotional Resonance**
   - Drive positive sentiment.
   - Shift the tone of the conversation from productivity led to purpose led.
   - Inspire people and organizations and drive conversations.
   - Social following lift.
   - Build trust with your brand.

4. **Network**
   - Access to new contacts, potential business partners and customers that align on similar values.
   - Build stronger and more resilient communities.
   - Create programs that compliment our initiatives in training and mentoring these communities like several of our partners have done.

WHO WE'VE PARTNERED WITH

![Partner Logos]
Dynamic global programming engaging young people at the intersection of sports and technology

ANCHOR PARTNER

HOSTING PARTNERS

OAKLAND & SAN FRANCISCO CALIFORNIA 2016 - Present

LONDON ENGLAND 2018 - Present

JOHANNESBURG SOUTH AFRICA 2019

DETROIT MICHIGAN 2020

LONDON ENGLAND 2023 - Present
Sports, tech and pathways': Chicago Tech Slam introduces skills for Future Careers

East Bay teens heading to London to lead tech workshops

United Airlines X The Hidden Genius Project

Genius Takes Flight, a short documentary

This is Sponsor X: Smartsheet Initiative
# INTERNATIONAL TECH SLAMS // GLOBAL REACH

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<thead>
<tr>
<th>YEAR</th>
<th>LOCATION</th>
<th># SERVED</th>
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<tbody>
<tr>
<td>2018</td>
<td>London, England</td>
<td>190</td>
</tr>
<tr>
<td>2020</td>
<td>Live Virtual Activations across four countries</td>
<td>415</td>
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<tr>
<td>2021</td>
<td>Live Virtual Activations across four countries</td>
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<td>2023</td>
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#GENIUSTAKESFLIGHT
Core partners collaborate to deliver comprehensive STEM programming to local young people (emphasis on youth of color)

Dynamic exposure opportunities combining design and STEM to expose young people to sports career pathways centered on technology

Chelsea FC Foundation, Tottenham Hotspur Foundation, and Brentford FC Foundation (along with other local partners) recruit participants
TECH SLAM UK // OCTOBER 2024

- Up to 250 - 350 youth in person, from local communities
- Multiple rotations of hands-on activities integrating sports and technology
- Technology and analytics-inspired sessions (including robotics and design)
- Company volunteers staff exhibition table as part of our "Playground" portion of the event
- Opportunities to sustain learning and programming via curriculum platform partnership (Genius Lab)
Online platform featuring content developed and curated by Black male youth, Geniuses of The Hidden Genius Project

Designed to engage learners at any level to propel them to make meaning of and explore potential pathways related to computer science and entrepreneurship

Adaptive online learning technology to shape a more meaningful and personalized experience

Platform licenses empower partners to deliver sustained programming
# Sponsorship Levels

<table>
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<tr>
<th>Level of Support</th>
<th>Visionary $100,000</th>
<th>Accelerator $50,000</th>
<th>Trailblazer $25,000</th>
<th>Pathfinder $10,000</th>
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<td>Acknowledgement During Event</td>
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<td>Visual Slide During Event</td>
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Sponsorship includes acknowledgement for Tech Slam, Brothers Code and End of Summer Celebrations across all sites.
ADDITIONAL 2024 SPONSORSHIP OPPORTUNITIES

JUNE // DIAMBARS FC INNOVATION
Saly, Senegal

AUGUST // LEAP SCIENCE AND MATHS SCHOOL
Cape Town, South Africa

SEPTEMBER // END OF SUMMER CELEBRATION
Bay Area • Los Angeles • Detroit • Atlanta • Chicago • Baltimore

DECEMBER // BROTHERS CODE
Bay Area • Los Angeles • Detroit • Atlanta • Chicago • Baltimore

Click the links above to learn more about our other programs, and email contact@hiddengeniusproject.org for details to sponsor.
The Hidden Genius Project seeks to obtain sponsorship to support our Tech Slam, Catalyst Programming, and events across the UK and US. Budget projections for programming activations are listed below.

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<th></th>
<th>AIR</th>
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<th>MEALS &amp; INCIDENTALS</th>
<th>PROGRAM EVENTS</th>
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REVEALING GENIUS
HIDDEN GENIUS PROJECT

HIDDENGENIUSPROJECT.ORG
#REVEALINGGENIUS