



**THE
HIDDEN
GENIUS
PROJECT**

**SPONSORSHIP
OPPORTUNITY**
TECH SLAM 2024



OUR MISSION

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



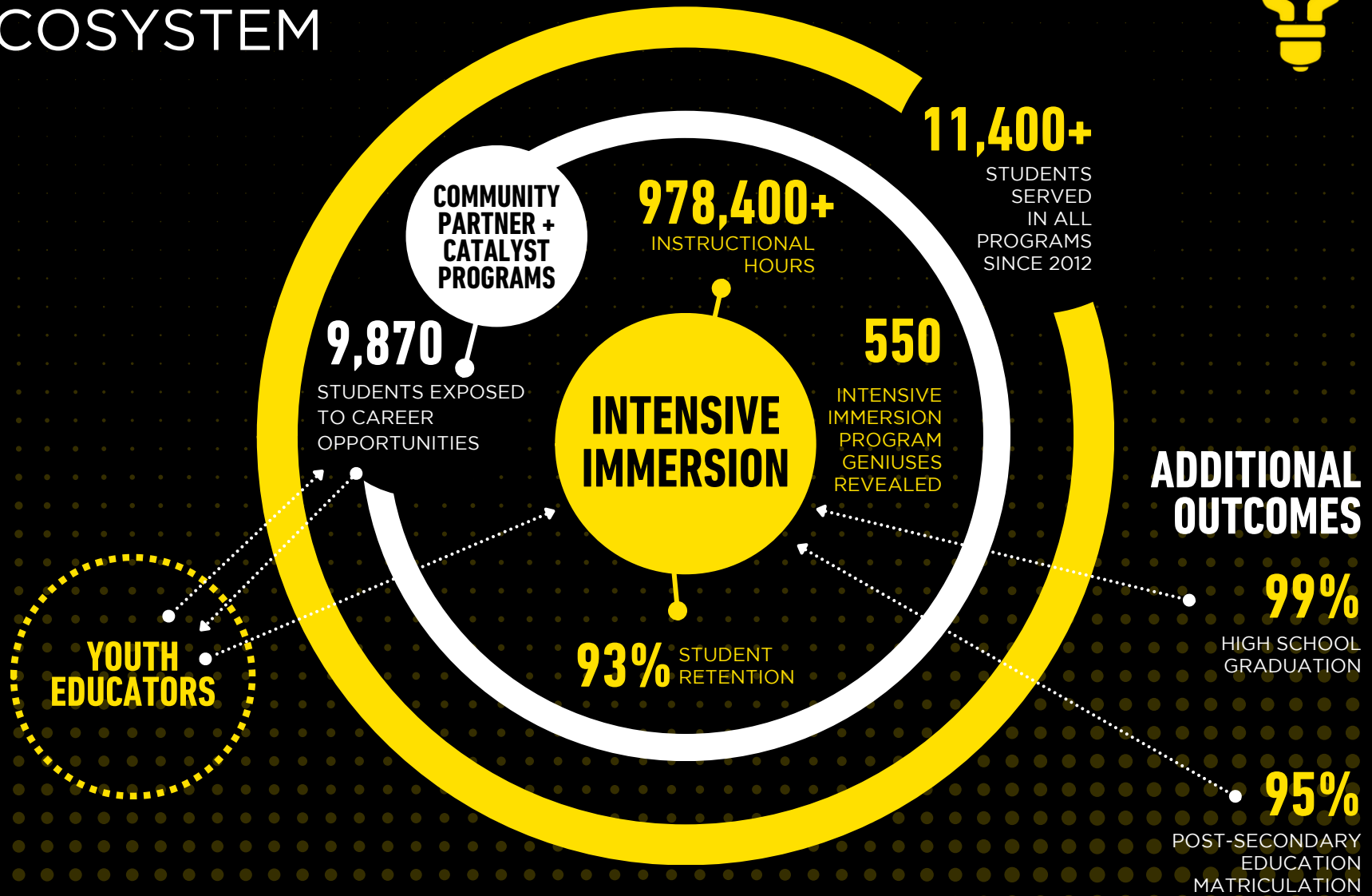


OUR VISION

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



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

INTERNATIONAL PROGRAM SERIES

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



TECH SLAM // Why do it?

Build community and capacity among people of color in broader communities

Opportunity to deliver dynamic national/international programming

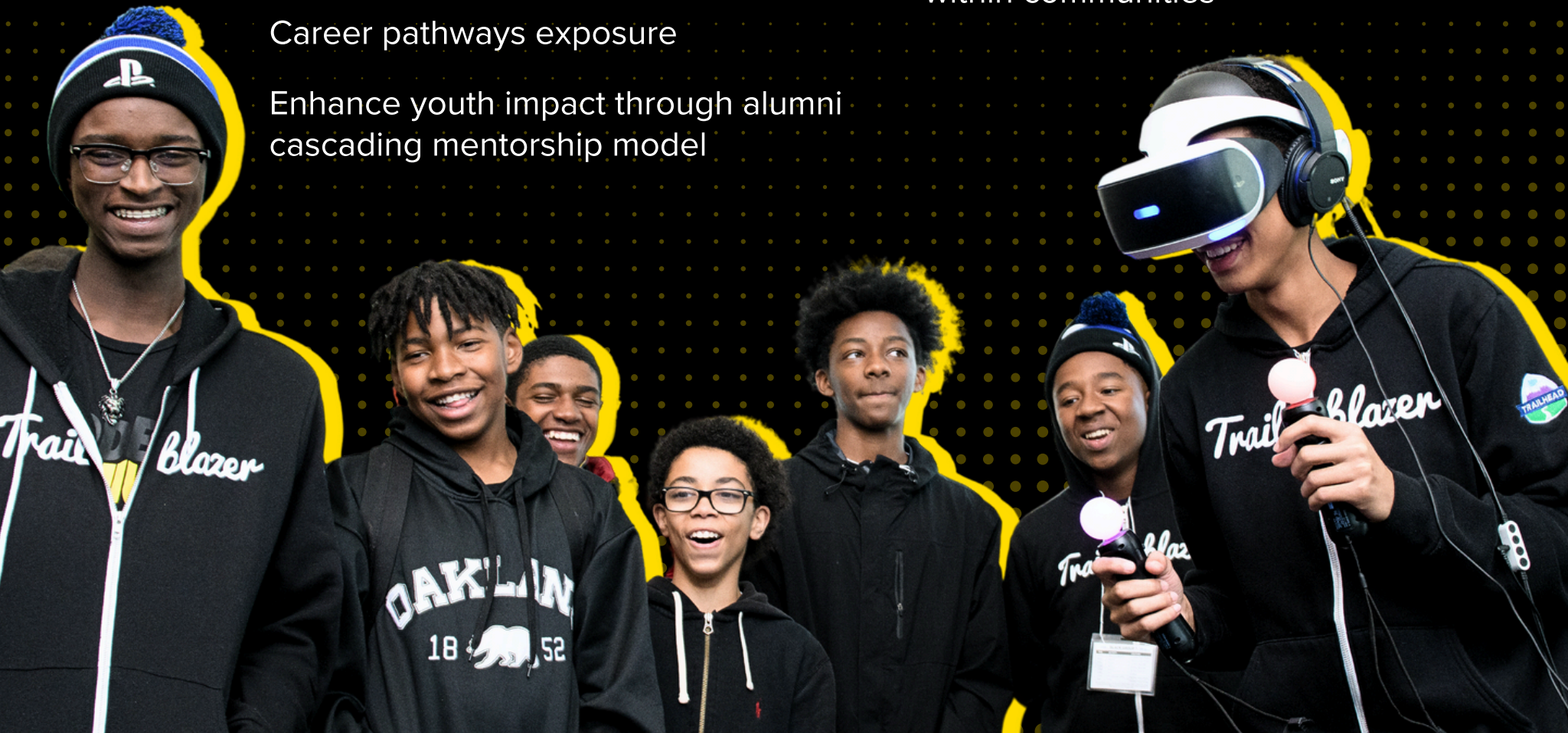
Career pathways exposure

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

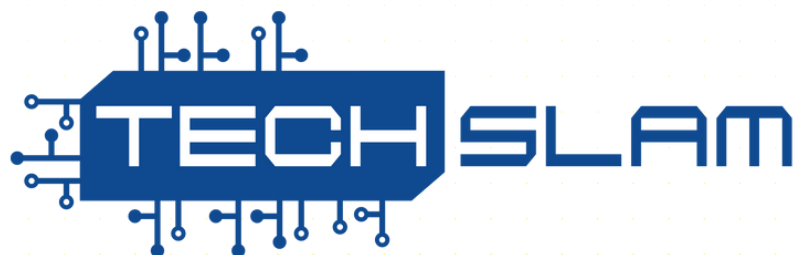
Access to new contacts, potential business partners and customers that align on similar values

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





Dynamic global programming engaging young people
at the intersection of sports and technology

ANCHOR PARTNER

TECH EXPOSURE & ACCESS THROUGH MENTORING

TEAM

HOSTING PARTNERS



**OAKLAND & SAN FRANCISCO
CALIFORNIA**
2016 - Present



FOUNDATION

**LONDON
ENGLAND**
2018 - Present



**JOHANNESBURG
SOUTH AFRICA**
2019



**DETROIT
MICHIGAN**
2020



**LONDON
ENGLAND**
2023 - Present

INTERNATIONAL TECH SLAMS // EXPOSURE



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

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INTERNATIONAL TECH SLAMS // GLOBAL REACH

YEAR	LOCATION	# SERVED
2018	London, England	190
2019	London, England + Johannesburg, South Africa	730
2020	Live Virtual Activations across four countries	415
2021	Live Virtual Activations across four countries	140
2023	London, England	250



#GENIUSTAKESFLIGHT



TECH SLAM UK // OCTOBER 2024

- 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

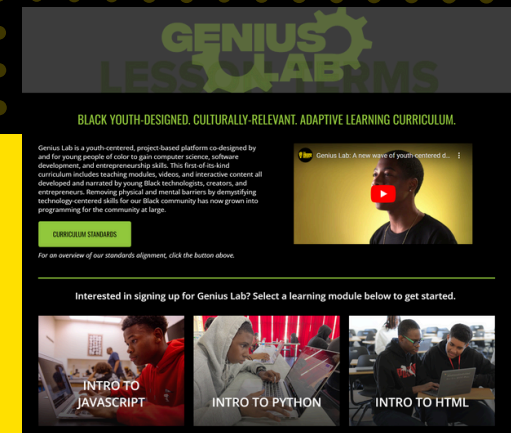
- Up to 250 - 350 youth in person, from local communities
- Multiple rotations of hands-on activities integrating sports and technology
- Technology and analytics-inspired sessions (including robotics and design)
- Company volunteers staff exhibition table as part of our "Playground" portion of the event
- Opportunities to sustain learning and programming via curriculum platform partnership ([Genius Lab](#))





GENIUS LAB CURRICULUM PLATFORM

- 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

LEVEL OF SUPPORT	VISIONARY \$100,000	ACCELERATOR \$50,000	TRAILBLAZER \$25,000	PATHFINDER \$10,000
LOGO ON PARTNER PAGE	X	X	X	X
LOGO ON EVENT PAGE	X	X	X	X
LOGO ON OFFICIAL EVENT BANNER	X	X	X	X
ACKNOWLEDGEMENT DURING EVENT	X	X	X	X
VISUAL SLIDE DURING EVENT	X	X	X	
RECOGNITION IN E-NEWSLETTER	LOGO + FEATURE	LOGO	LOGO	
WEEKLY SOCIAL MEDIA RECOGNITION	X	X		
EVENT PRESS RELEASE MENTION	X	X		
20-SECOND/AD VIDEO DURING EVENT	X			

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.



TECH SLAM UK

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.

	AIR	LODGING	MEALS & INCIDENTALS	PROGRAM EVENTS	TOTAL
TECH SLAM UK	\$25,000	\$30,000	\$20,000	\$35,000	\$110,000

DIAMBARS (SENEGAL)	\$60,000
LEAP SCHOOLS (SOUTH AFRICA)	\$80,000
END OF SUMMER CELEBRATIONS	\$150,000
BROTHERS CODE	\$150,000
GRAND TOTAL	\$550,000



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#REVEALINGGENIUS