THE WORLD PARTY & CULTURAL EXPERIENCE

ATLANTA GA 17 x 19 October 2025

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A MULTI - CULTURAL EXTRAVAGANZA!







EXPERIENCES

DJ'S I VENDORS I GAMES I CONCERTS I TASTINGS COMEDY I VIP FUNDRAISER I FASHION I ORCHESTRA DANCE CLASSES I YOGA I RED CARPET I TOURISM BEVERAGES I LIVE PERFORMANCES I COMPETITION ARTISTS I FUN SPONSORED ACTIVATIONS





ABOUT

The world's first *World Party* & *Cultural Experience* is landing in the World's most vibrant and diverse city — Atlanta, GA!

Get ready for a one-of-a-kind celebration bursting with culture, energy, and nonstop excitement. Step into an international wonderland filled with **live performances**, **dance classes**, **games**, **music**, **global cuisine**, **fashion**, **art** from around the world. Every moment is a chance to connect, explore, and celebrate.

Happening in the iconic Old Fourth Ward Park along the Atlanta BeltLine. A dynamic, high-traffic hotspot known for its rich culture, creativity, and constant high - foot traffic, making it the *perfect* backdrop for a truly global experience. With tens of thousands of locals and tourists passing through every day, it's a powerful opportunity for **sponsors**, **brands, and partners** to sell, brand, gain unmatched visibility and community impact.

Powered by **Tago Life** — a movement rooted in community, wellness, and celebration — we're here to spark joy, build connection, and help people *Feel Good!*

World Party is your passport to an unforgettable cultural adventure. Don't miss it!





Your Brand Countdown To The World Party & Cultural Experience: Weekly live streams or challenges featuring influencers / talents, cultural highlights, behind-the-scenes content.

Exclusive Ticket Discounts for your Customers: Early bird tickets, VIP upgrades, or family packs exclusively for your customers or clients.

Community Impact Program:

Partner with schools or cultural organizations to host mini-events, workshops, text challenges for giveaways leading up to the Festival.

VIP Lounge: A luxurious, branded lounge for VIPs, influencers, and media.

Features: Live-stream booths with influencers.

Treasure Hunt Giveaways: Surprise-and-delight moments where attendees win instant prizes.

Dome:

Build an interactive dome with virtual games, display stations to sell onsite.

Own the Moment at World Party!

Games Take Over: Showcase your brand, AR/VR experiences, and interactive games.

Interactive Photo Zones: Social Media moments with your branded-themed backdrops, AR filters, and props.

Stage Takeover:

Branded performances, your brand colors lighting, and exclusive artist meet-and-greets for your guests or customers.

Data Insights:

Tago

Capture attendee feedback and engagement metrics.

Content Creation:

Your brand gains exclusive access to event footage and testimonials for future campaigns.

Analytics: Showcase collaboration stats.



TEO LIFE

ATLANTA, BA

In partnership with Fulton County, we've chosen Atlanta, Georgia, to host the *World Party & Cultural Experience* to celebrate the city's rich cultural diversity. This event offers an opportunity not only to showcase diversity but also boost the local economy, and strengthen its global cultural reputation. The Festival will feature:

- **Cultural Showcase**: International music, dance, and art.
- **Global Cuisine**: A culinary journey with flavors from around the world.
- Fun: Live performances, sports, kids' activities, and dance challenges for all ages.
- **Community Engagement**: Spotlighting local and international talent.
- **Economic Impact**: Stimulating local businesses and tourism.

Atlanta's diverse international communities drive growth, innovation, and inclusivity, further solidifying its status as a dynamic global city.

FRIDAY OCT 17 VIP FLINDRAISER

Join us for a spectacular VIP fundraising dinner gala to support the creation of the Love & Healing Tour. This unforgettable evening will feature:

- Red Carpet Extravaganza: Step into the spotlight and make your entrance unforgettable.
- Opening Night Parade: Enjoy a dazzling international parade that sets the stage for an exciting night.
- Live Performances: Be captivated by talented artists showcasing incredible musical acts.
- High-End Fashion Productions: Experience a breathtaking fashion show featuring cutting-edge designs.
- Meals and Curations: Indulge in a sumptuous dining experience with curated dishes and fine artsy cocktails.



SATURDAY DET 18 VILLAGE MARKET & WORLD PARTY

- Vendor experiences
- International food & beverage tastings
- Kids activation area
- Games & fun competitions
- 7 Continent activations & experiences
- Live performances
- Ancestry testing

SUNDAY DET 19 WELLNESS EEST



- Wellness activities like yoga, wellness treats, meditation, pampering, light games, etc.
- Brunch
- Cultural dance classes
- Giveaways

ATTENDEES

The World Party & Cultural Experience attracts a diverse crowd of professionals and tourists, all eager to experience different cultures. This audience is known for spending generously on experiences, food, and entertainment, offering sponsors a prime opportunity for high visibility and direct engagement. With media coverage and increased foot traffic benefiting local businesses, sponsoring the event ensures a strong return on investment through boosted brand recognition and positive community impact.

AGE

4 - 24 10% 25 - 34 40% 35 - 44 27% 45 + 23%

ESTIMATED AUDIENCE GENERAL ADM 6000 per day VIP 1500

ETHNICITY DIVERSE

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-		
1	INCOME	
-	\$30,000 - \$100,000	55%
	\$100,000 - \$250,000	24%
-	\$250,000 - \$500,000	13%
-	\$500,000 – 1M	8%
•	58% 142%	
	Female Male	

PSYCHOGRAPHICS







OUR ATTENDEES HAVE MULTIPLE INTERESTS

ACTIVE :: CULTURE :: MUSIC :: COMMUNITY:: FOODIES :: SOCIAL :: ADVENTUROUS :: TRAVELS :: WELLNESS



MARKETING STRATEGIES

PRE, DURING, POST EVENT MARKETING CAMPAIGNS

CAMPAIGNS & IMPRESSIONS

EMAIL LIST 3.2 MILLION ACTIVE DATABASE TEXT LIST 2.3 MILLION ACTIVE DATABASE WEBSITE 218,832 ACTIVE DATABASE SOCIAL MEDIA IMPRESSIONS 5M+ BRAND SENTIMENT GROWTH +26% CUSTOMER LEAD GENERATION 2500+ CONTEST GIVEAWAYS & TIE-INS TREASURE HUNTING BRANDED CONTEST INTEGRATIONS CONTENT BLITZ ON ALL SM PLATFORMS

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PARTNERSHIPS

APP CHALLENGE TECHNOLOGY INFLUENCER / SOCIALITES INVITATIONS OF VIPS CROSS PROMOTIONS TEASER CAMPAIGNS MEDIA PARTNERSHIPS WEBSITE (S) PODCASTS MEDIA & PR CAMPAIGNS



PREVIOUS PARTNERSHIPS

GETTY, BUCKHEAD SOCIAL, TMZ, EMI, BET, JIMMY KIMMEL, UNIVERSAL, E-ONLINE, KNBC, LA TIMES, BILLBOARD, ROLLING OUT, CREATIVE LOAFING, JEZEBEL, AJC, WSB, 11 ALIVE, HAUTE MIAMI, MIAMI TIMES, ENTERTAINMENT TONIGHT, THE HOLLYWOOD REPORT, M MUSIC, ETC.





PARTNERSHIPS BENEFITS

BRAND ACTIVATION

Lets brainstorm on unique activations that would generate awareness, sales or sampling of your product / services



RIGHTS Obtain rights for branding, PR, consumer marketing, promotions, media campaigns etc..

BRAND INTEGRATIONS

As an official sponsor, you get to enjoy marketing perks prior, during and after the events

TICKET ACCESS & HOSPITALITY

Your brand will receive perks & complimentary event tickets to be used for your internal promotional initiatives



BRANDING OPPORTUNITIES

INFLUENCERS

A network of influencers to promote brands through creative campaigns

MEDIA TOURS

Media tours & coverage

APP & SOCIAL MEDIA GIVEAWAYS

Creative social media & app campaigns to engage the community such as tickets & prizes giveaways

SAMPLING/SALES/DEMO

Ability to convert brands to create awareness & sales

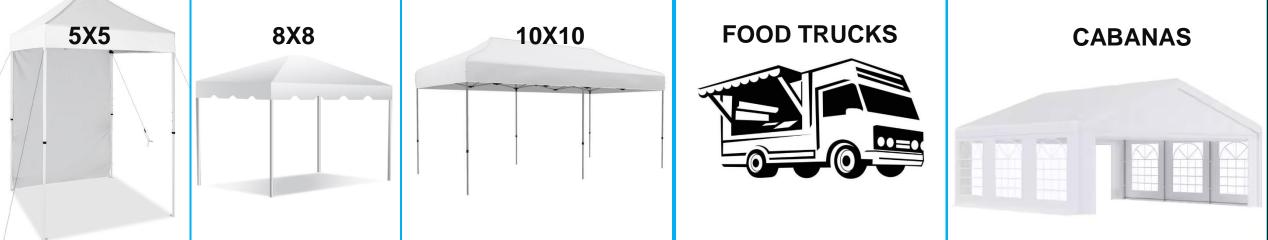
TEXT & NEWSLETTER BLASTS

Opportunities to cross promote, engage & create incentives

CUSTOM INTEGRATION

Integrate custom ideas of brands into our campaigns & the weekend program



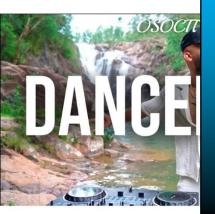




ONSITE SALES ONLY! NO EXTERIOR BRANDING ALLOWED.







INFLUENCER SPONSOR \$25K

OSOCTLY

JUIS

- Pre festival and onsite Influencer / ambassadors
- 10 VIP passport visa invites for Saturday
- Your representatives will be introduced on Saturday by your influencer
- Press conference and media tour inclusions at radio & TV stations
- On-site brand activation or sampling
- Email & SMS blasts to our database & other media partner's 25K databases
- Saturday step & repeat
- Dancehall Mix 2024 | The Best of Dancehall 2024 by OSOCITY OSOCITYNATION · 576K views · 1 month ago
- Disco Funk Mix 2020 | The Best of Disco Funk 2020 by OSOCITY OSOCITYNATION · 10M views · 4 years ago
- Old School Reggaeton Mix | The Best of Old School Reggaeton by OSOCITY OSOCITYNATION · 4.6M views · 3 years ago

OSOCITY

BACHATA





OSOC

AFROBEAT







TOWN SPONSOR \$50KLn

- Reserved table with bottle and food service for your guests during the Friday fundraiser
- 10 VIP passport visa invites for Friday & Saturday
- Your representatives will be introduced on Saturday
- Press conference and media tour inclusions at radio & TV stations
- On-site brand activation or sampling
- Email & SMS blasts to our database & other media partner's 50K databases
- SM advertising buys
- Saturday step & repeat

VILLAGE SPONSOR \$75K

- Mobile billboards to be driven around the metro
- Branding on 2 Continent's stages and tents
- Pre festival social media collabs with influencers
- Reserved table with bottle and food service for your guests during the Friday fundraiser
- 10 VIP passport visa invites for Friday & Saturday
- Your representatives will be introduced on Saturday
- Press conference and media tour inclusions at radio, podcasts, magazines & TV stations with PR support
- On-site brand activation or sampling
- Programs
- Email & SMS blasts to our database & other media partner's 75K databases
- SM advertising buys

CITY SPONSOR \$100K

- Mobile billboards to be driven around the metro
- Branding on 3 Continent's stages and tents
- Pre festival social media collabs with influencers
- Reserved table with bottle and food service for your guests during the Friday fundraiser
- 20 VIP passport visa invites for Friday & Saturday
- Your representatives will be introduced on Friday
- Press conference and media tour inclusions at radio, podcasts, magazines & TV stations with PR support
- On-site brand activation or sampling
- Influencer giveaway campaigns in local campaigns
- Raffles, programs
- Email & SMS blasts to our database & other media partner's 100K databases
- SM advertising buys
- All the above perks



DISTRICT SPONSOR SIBOK

- Mobile billboards to be driven around the metro
- Branding on 4 Continent's stages and tents
- Pre festival social media collabs with influencers
- Reserved table with bottle and food service for your guests during the Friday fundraiser
- 30 VIP passport visa invites for Friday & Saturday
- Your representatives will be introduced on Friday and Saturday
- Press conference and media tour inclusions at radio, podcasts, magazines & TV stations with PR support
- On-site brand activation or sampling
- Influencer giveaway campaigns in local campaigns
- Raffles, programs, giveaways
- Email & SMS blasts to our database & other media partner's 130K databases
- SM advertising buys
- All the above perks



COUNTRY SPONSOR \$175K

- Digital billboards on transits, mobile billboards to be driven around the metro
- Branding on 5 Continent's stages and tents
- Pre festival social media collabs with some performers & influencers
- Reserved table with bottle and food service for your guests during the Friday fundraiser
- 50 VIP passport visa invites for Friday & Saturday
- VIP passport invitations with some brandings for Friday
- Your representatives will be introduced on Friday and Saturday
- Press conference and media tour inclusions at radio, podcasts, magazines & TV stations with PR support
- On-site brand activation or sampling
- Gifting suite
- Influencer giveaway campaigns in national campaigns
- Your brand activations, raffles, programs, giveaways
- Email & SMS blasts to our database & other media partner's 175K databases
- Media & advertising buys
- All the above perks

CONTINENT SPONSOR \$350K

- Pre marketing activations throughout Fulton county & onsite
- Digital billboards on transits and the airport, as well as mobile billboards driven around the metro
- Branding on 6 Continent's stages and tents
- Pre & post festival social media collabs with all performers, VIP guests & influencers
- Reserved table with bottle and food service for your guests during the Friday fundraiser
- 75 VIP passport visa invites for Friday & Saturday
- 1 first class airline cabana near the North America stage
- VIP passport invitations with your brandings for Friday
- Your representatives will be introduced on Friday and Saturday
- Press conference and media tour inclusions at radio, podcasts, magazines & TV stations with PR support
- On-site brand activation or sampling
- Gifting suite & custom gift bags with your branding
- Influencer giveaway campaigns in international campaigns
- Your brand activations in all VIP tents, raffles, menus, programs, merch, giveaways
- Email & SMS blasts to our database & other media partner's 350K databases
- Media & advertising buys
- All step & repeat and decal prints
- All the above perks



WORLD SPONSOR-\$550K

Pre marketing activations throughout Fulton County & onsite

- Naming rights to all marketing materials
- Influencer and celebrity endorsements
- Digital billboards on transits and the airport, as well as mobile billboards driven around the metro
- Branding on all 7 Continent's stages and tents
- Pre & post festival social media collabs with all performers, VIP guests & influencers
- Reserved table with bottle and food service for your guests during the Friday fundraiser
- 150 VIP passport visa invites for the entire weekend
- 2 first class airline cabanas near the North America stage
- VIP passport invitations with your brandings for all events
- Your representatives will officially introduce & close out the weekend
- Press conference and media tour inclusions at radio, podcasts, magazines & TV stations with PR support
- Live airing & video recap of the event presented by your brand
- On-site brand activation or sampling
- Gifting suite with 360-photo stations & custom gift bags with your branding
- Data collection & giveaway baiting stations
- Influencer giveaway campaigns in international campaigns
- Your brand activations in all VIP tents, raffles, menus, programs, merch, giveaways
- Email & SMS blasts to our database & other media partners 1M databases
- Media & advertising buys
- All the above perks

WHO WE ARE

Tago Life is an Atlanta based entertainment and lifestyle company. Our brand was officially launched in October 2012.

We specialize in creating special events, music & film productions, award shows, event designs, concerts, festivals.

Our main objective is to inspire the new generation through entertainment & philanthropy.

TAGO

LOVE & HEALING TOUR MISSION

To confront childhood trauma—starting with sexual abuse and exploitation—by creating a movement for healing and empowerment. This mission transcends childhood, addressing how unresolved trauma shapes adult lives. We aim to establish an organization that will spark an international dialogue to encourage all, to seek help & begin healing!

The Reality:

- 1 in 2 girls and 1 in 4 boys experience sexual abuse before age 18 according to the CDC, if you include unreported cases.

- 90% of victims know their abuser, often a trusted individual.

- In developing countries, most go unresolved, perpetuating cycles of pain across future generations.

The Consequences for untreated trauma leads to:
Mental health disorders (depression, anxiety, PTSD).
Self-destructive behaviors (addiction, toxic relationships).
Physical health issues and generational cycles of trauma.

Millions silently carry the weight of trauma into adulthood, shaping their lives and relationships. Entire communities remain trapped in cycles of pain.

Our Vision:

- Break the Silence: Safe spaces for survivors to share and heal.
- Provide Solutions: Therapy, treatment, and resources.
- Focus on Equity: Support underserved communities locally and globally.

Join Us:

Supporting the Love & Heal Tour means joining a movement to turn pain into power, silence into strength, and trauma into triumph.

THANK YOU FOR YOUR CONSIDERATION

LETS BRAINSTORM, CREATE A CUSTOM, CREATIVE & EFFECTIVE DECK FOR YOU.

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