

BELTLINE  
ATLANTA GA  
10 OCTOBER 2026



WORLD PARTY

A FREE PUBLIC  
CULTURAL  
FESTIVAL

ATLANTA | OCT 10, 2026

OLD FOURTH WARD  
SKATE PARK

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Confidential Sponsorship Deck | The Luo Group LLC dba Tago Life

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All details, including activities, dates, venues, and programs, are subject to change.





## A MULTICULTURAL EXTRAVAGANZA!





## ABOUT



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Tago Life's World Party & Cultural Experience is one of the company's signature projects, a high-impact, multicultural festival celebrating global culture through music, food, wellness, art, and immersive brand experiences.

Launched in 2023, World Party has hosted sold-out cultural events in Miami, Chicago, and New York City, building a loyal, diverse, and highly engaged audience.

After debuting our Atlanta festival edition in 2025, we're making 2026 our biggest year yet with a FREE, public-facing experience at the Old Fourth Ward Skatepark by the Beltline, one of the city's most vibrant, high-traffic destinations every single day.



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## WHY SPONSOR NOW?

- **First-mover advantage:** Secure premium placements before sponsor categories are filled
- **Exclusive visibility:** Access naming rights, VIP experiences, and custom brand activations
- **High-traffic location:** Located along the Atlanta Beltline, averaging 15,000–30,000 daily visitors
- **Extended exposure:** Inclusion in pre-event, event-day, and post-event marketing
- **Community alignment:** Support Atlanta's multicultural creative economy



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## KEY FESTIVAL ADVANTAGES

- **Free public** access drives high attendance and extended dwell time
- Multicultural and multi-generational audience reach
- Custom brand activations and naming rights opportunities
- Social, influencer, and media amplification
- 20+ countries represented through vendors and programming
- 70+ vendors and 40+ performers
- On-site sales, data capture, and sampling opportunities
- VIP and premium branded real estate



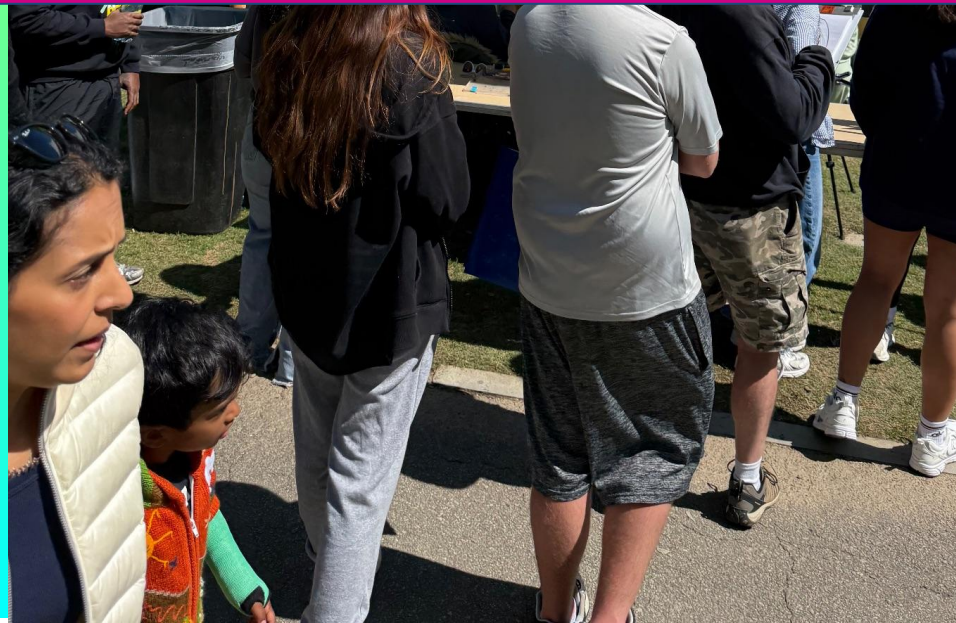
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## PROGRAM & ACTIVITIES



DJs | Live Music | Vendors | Sponsored  
Activations | Games | Concerts | Tastings  
Comedy | Fashion | Wellness | Live  
Performances | Competitions | Giveaways



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## FESTIVAL HIGHLIGHTS

Live music and cultural performances | Global culinary experiences and tastings  
Family-friendly kids zone | Cultural showcases and heritage experiences | Art  
installations and live murals | Interactive games and social media challenges



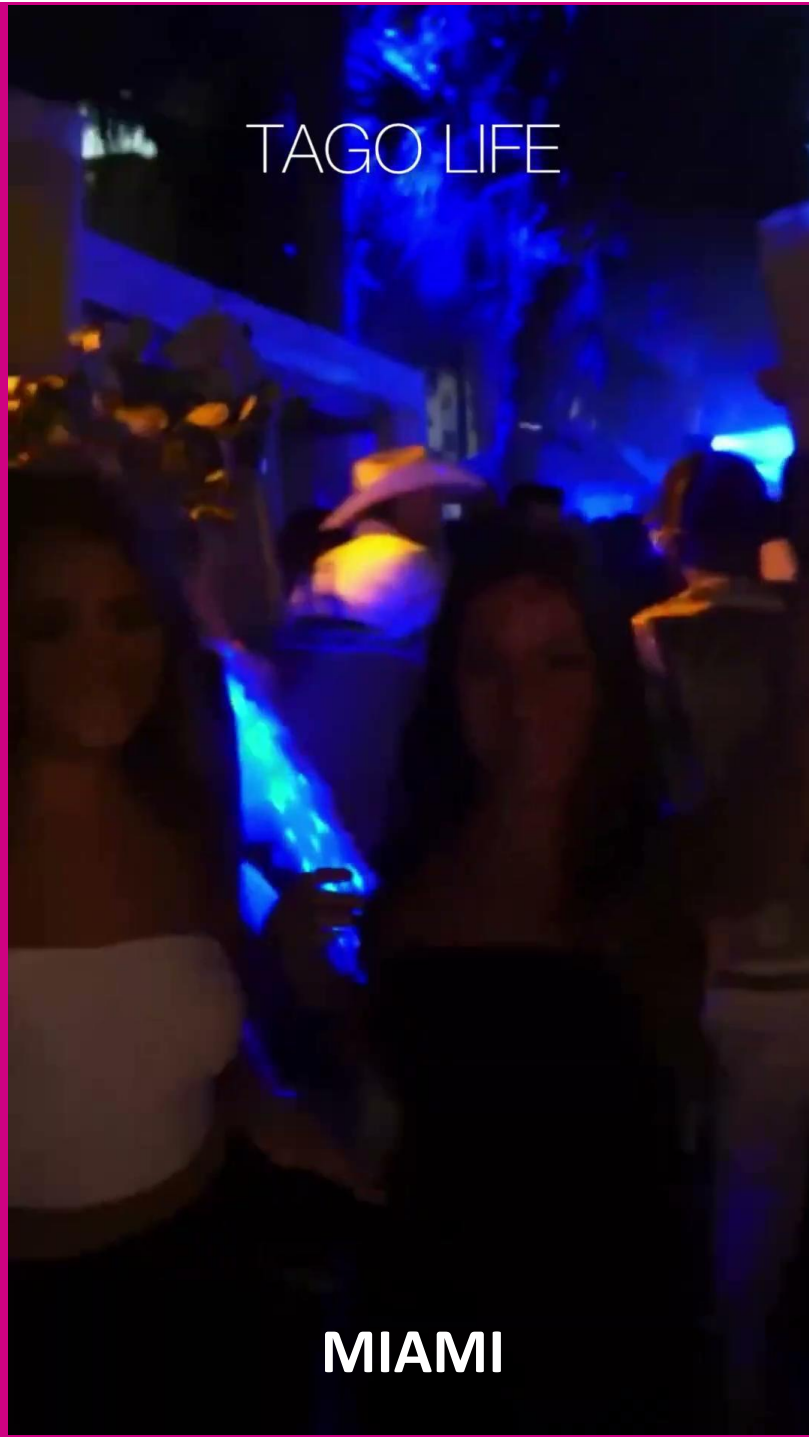


PREVIOUS  
WORLD PARTY  
VIDEOS



ATLANTA

TAGO LIFE



MIAMI



NYC



# TAGO LIFE PREVIOUS FEATURES & PARTNERSHIPS

We've partnered with national media outlets, global brands & cultural institutions across multiple cities.

 FOX 5 Atlanta  
<https://www.fox5atlanta.com> · Oct 10, 2025

World Party Fest returns to Old Fourth Ward




Celebrate international culture from every continent all in Atlanta. World Party Fest happens Oct. 17-19 on the Beltline.

 Setlist.fm  
<https://www.setlist.fm>

World Party Concert Setlists

Get World Party setlists - view them, share them, discuss them with other World Party fans for free on setlist.fm!

 creativeloafing.com  
<https://creativeloafing.com>

World Party & Cultural Experience | 10/17/2025 6:00 PM | Creative...

Oct 17, 2025 — Savor diverse flavors from international cuisines, live performances featuring international DJs, kids corner, games, dance class...

 F6S  
<https://www.f6s.com>

World Party & Cultural Experience

This immersive event invites you on an unforgettable journey through food, fashion, music, art, and traditions from every corner of the world. Savor...

 Atlanta EDM  
<https://www.atledmevents.com>

World Party Atlanta October 17-19, 2025

World Party Atlanta October 17-19, 2025. Friday, October 17, 2025 8:00 PM 20:00. Sunday, October 19, 2025 9:00 PM 21:00. Atlanta, GA (map).

 AllEvents  
<https://allevents.in>

World Party Experience - Events in Smyrna

Oct 17, 2025 — Find tickets & information for World Party Experience . happening at Atlanta,Georgia, Smyrna, GA on Fri, 17 Oct, 2025 at 01:00 pm EDT.

 ATLANTA  MENU 

World Party & Cultural Experience



Chicago Tribune

rollingout

CREATIVE LOAFING ATLANTA

TRINATURK

IT HAS TO BE NALEY



HANNA FIND REFRESHING AF?  
SEARCH LOCATIONS



LES FLEURS management



NA'ALEHU THEATRE



Simply pop

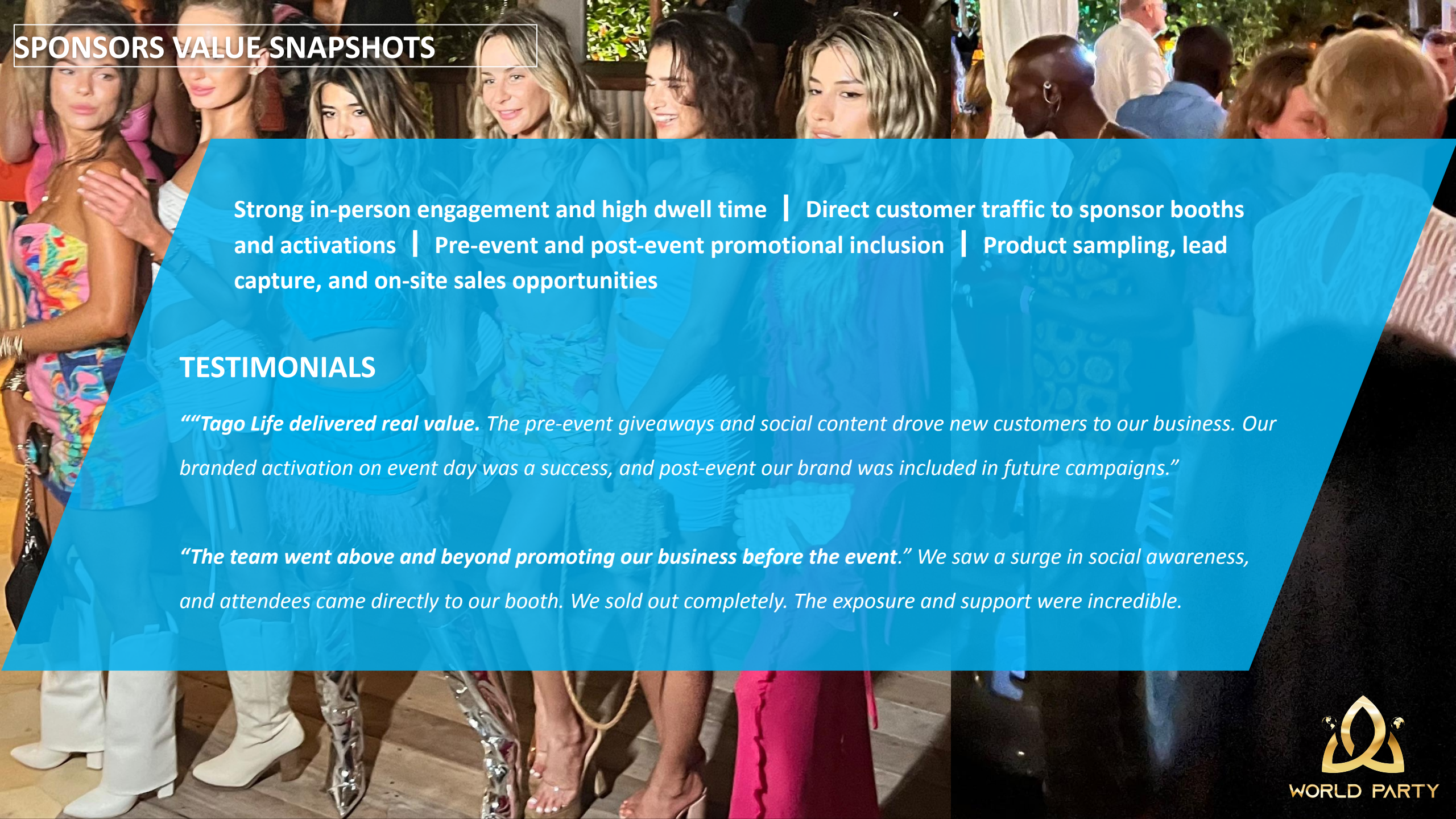


FOX 5 | Getty Images | Buckhead Social | EMI | BET | Universal | E-Online | KNBC  
| Billboard | Jezebel | WSB | 11 Alive | Haute Miami | Miami Times,



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# SPONSORS VALUE SNAPSHOTS

Strong in-person engagement and high dwell time | Direct customer traffic to sponsor booths and activations | Pre-event and post-event promotional inclusion | Product sampling, lead capture, and on-site sales opportunities

## TESTIMONIALS

*“**Tago Life delivered real value.** The pre-event giveaways and social content drove new customers to our business. Our branded activation on event day was a success, and post-event our brand was included in future campaigns.”*

*“**The team went above and beyond promoting our business before the event.**” We saw a surge in social awareness, and attendees came directly to our booth. We sold out completely. The exposure and support were incredible.*



## PRE-FESTIVAL MOMENTUM CAMPAIGNS



### Mini Bashes

Early exposure & activations



### Influencer Content

Digital storytelling & campaigns



### Launch Gala

Premium branding & networking



### Media Blitz

Extended media visibility



### Festival

On-site brand experiences

In the months leading up to World Party 2026, we'll host three mini World Parties across Atlanta - each designed to build excitement, drive engagement, and create early brand touchpoints for sponsors. The week before the festival, our Annual Launch Gala at Tago Center (West Midtown) brings together VIPs, influencers, media, and partners for Atlanta's can't-miss cultural kickoff.

Momentum Week then features targeted media, influencer activations, and live events, keeping the buzz strong right up to the main festival on October 10th. Sponsors benefit from premium exposure through giveaways, branded activations, and content collaborations during this high-impact countdown, ensuring your brand stays top-of-mind before, during, and after the event.



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## DEMOGRAPHICS SNAPSHOT

**World Party is intentionally designed as a broad, inclusive, family-friendly cultural experience that welcomes attendees across generations and backgrounds.**

### **Audience Profile:**

- Families, children, young adults, professionals, and Gen X attendees
- Multicultural and multi-ethnic communities reflecting Atlanta's diversity
- Parents attending with children during daytime programming
- Young adults and professionals engaging in music, food, and nightlife culture
- Gen X audiences drawn to culture, wellness, nostalgia, and premium experiences
- Strong appeal across African, Caribbean, Latin, Black American, and global cultures

**Programming is intentionally curated to offer different experiences throughout the day, allowing brands to connect with multiple demographics in a single activation footprint.**



## MARKETING STRATEGIES

**Digital Campaigns:** Integrated digital campaigns across social, email, SMS, and paid media to drive awareness and attendance.

**Community Outreach:** Grassroots partnerships with cultural organizations, schools, and community leaders to drive authentic local engagement and participation.

**Media Partnerships:** Strategic collaborations with local and national media outlets to secure editorial coverage, interviews, and event visibility.

**Influencer Engagement:** Curated influencer and creator partnerships to amplify reach, generate shareable content, and attract diverse audiences through trusted voices.



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# AUDIENCE & ENGAGEMENT REACH

## PRE, DURING, POST EVENT MARKETING CAMPAIGNS

### CAMPAIGNS & IMPRESSIONS

- Email List: 300,000 active subscribers
- Text List: 300,000 active contacts
- Website: 2,000 daily visitors
- Social Media Impressions: 35,000
- Brand Sentiment Growth: +26%
- Customer Lead Generation: 2,500+
- Contest Giveaways & Tie-Ins
- Treasure Hunting Activations
- Branded Contest Integrations
- Content Blitz Across All Social Platforms

### PARTNERSHIPS

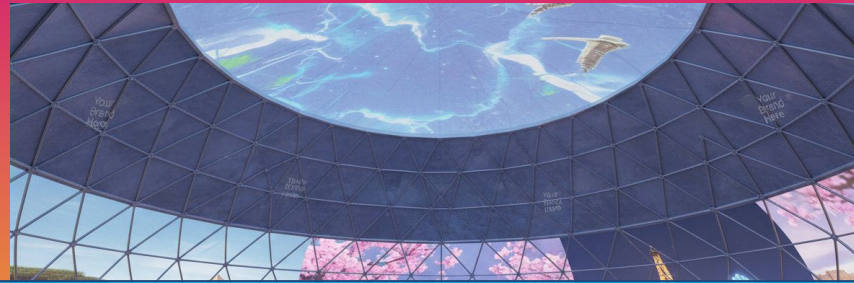
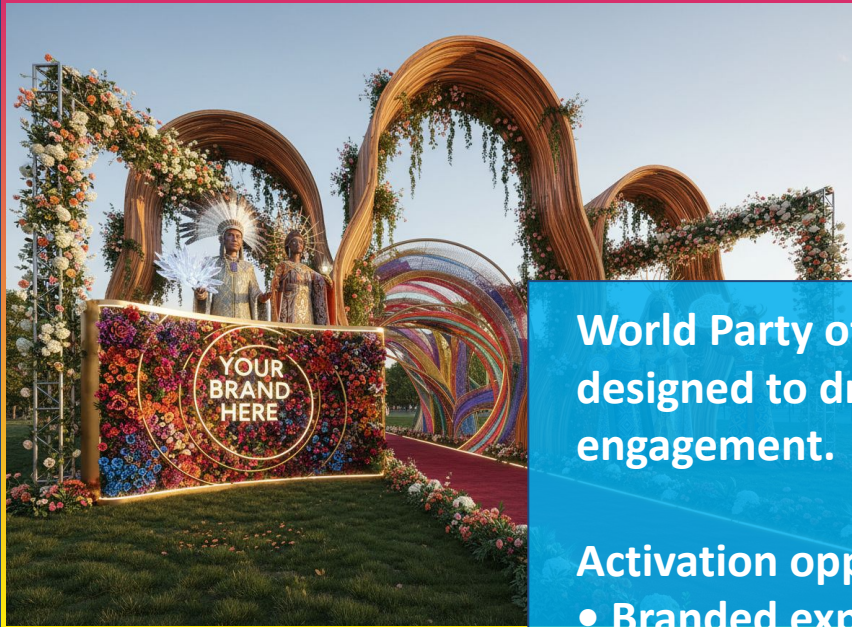
- App Challenge Technology
- Influencer / Socialite Partnerships
- VIP Invitations
- Cross Promotions
- Teaser Campaigns
- Media Partnerships
- Websites
- Podcasts
- Media & PR Campaigns



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# ACTIVATIONS & BRANDING OPPORTUNITIES



World Party offers fully customizable, high-impact brand activations designed to drive interaction, content creation, and measurable engagement.

Activation opportunities include:

- Branded experiential installations
- Product sampling and demonstrations
- Interactive games and contests
- Photo moments and social media activations
- Naming rights for zones, lounges, and experiences
- Data capture through QR codes, giveaways, and registrations





## VIP LOUNGE & PREMIUM EXPERIENCES

World Party's VIP Lounge offers an elevated, premium environment designed for brand visibility, hospitality, and relationship-building.

### VIP Experience Includes:

Curated lounge seating and cabanas | Access to influencers, community leaders, and tastemakers | Premium branding on décor, signage, and menus | Private tastings or hosted brand moments | High-energy, visually compelling atmosphere ideal for content creation

### AVAILABLE SPONSOR PLACEMENT

VIP sponsorship opportunities are limited and available on a first-come, first-served basis. Custom enhancements available upon request.

**VIP sponsorship opportunities are limited and available on a first-come basis. Custom enhancements available upon request.**



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## GENERAL SPONSORSHIP PACKAGES

UNIVERSE	\$75,000+	Festival naming rights and main stage branding   Largest logo placement across all event assets   VIP lounge branding and premium hospitality access   Custom large-scale branded activation   LED wall branding and on-stage mentions   Inclusion in pre-event, event-day, and post-event marketing   Exclusive speaking or brand moment opportunity
WORLD	\$35,000	Co-branded main stage signage   VIP access and premium lounge branding   Influencer and social media feature placement   Branded on-site activation   Inclusion in pre-event and post-event marketing
CONTINENT	\$15,000	Naming rights for a designated zone (e.g., Kids Zone)   On-site signage and brand visibility   Media and digital inclusion   VIP tickets and hospitality access
REGION	\$10,000	Branding within a high-traffic area or vendor zone   Branded giveaways or sampling opportunities   Social media features   Custom on-site activation
STATE	\$7,500	Logo placement on select event materials   Branded experience   Social media mention   Activation space
DISTRICT	\$5,000	Logo on select signage   Branded contest or interactive moment   Social media mention   Pop-up
CITY	\$2,500	Logo on website   Event guide   Vendor booth   Social mention
VILLAGE	\$995	Logo on website   Social feature   Community zone activation



## ACTIVATION SPONSORSHIP OPPORTUNITIES

VIP LOUNGE	\$10,000+	Exclusive branding in VIP area   Hosted tastings   Premium visibility
FESTIVAL ENTRY	\$8,500	Branded welcome experience at main entrance
DOME	\$7,800	Naming rights and branding for immersive activation space
WELLNESS	\$6,900	Branded wellness experiences and product sampling
GAMES	\$5,500	Branded competitions   Games   Giveaways
KIDS ZONE	\$5,000	Family-friendly branded activities and photo moments

Each activation is designed to drive interaction, dwell time, and direct consumer engagement through hands-on experiences and content creation. All activations are customizable based on brand goals and category



## ENTERTAINMENT & CONTENT SPONSORSHIPS

STAGE	\$10,000+	LED screen branding   Banners   DJ booth placement   Stage mentions
FOOD COURT	\$8,500	Brand presence throughout food court with signage and sampling
SOCIAL MEDIA LOUNGE	\$7,800	LED screen branding   Banners   DJ booth placement   Stage mentions
PRE WORLD PARTIES	\$15,000+	Brand integration across pre-festival events   Data capture   Engagement
GLOBAL GALA	\$10,500+	Premium branding at red carpet   Activations   Invitations   Gifting   Media coverage
MEDIA TOUR	\$4,900+	Inclusion in interviews   Press appearances   Media features



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## WHY BRAND ACTIVATIONS AT WORLD PARTY WORK

World Party activations are designed to move beyond logos by creating real consumer moments that drive memory, loyalty, and action.

### Activation Benefits:

- High dwell time in a walkable, high-traffic environment
- Direct interaction with families and multi-generational audiences
- Organic social sharing and influencer amplification
- Data capture and measurable engagement
- On-site sales and lead generation opportunities



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## PROPOSED TALENT-ALIGNED SPONSORSHIP OPPORTUNITIES - BLACK COFEE

- International festival headliner with global touring reach
  - Long-standing Ibiza residency and cross-continental audience appeal
  - Grammy Award-winning producer with strong cultural credibility
- Talent participation is subject to final confirmation, availability, and sponsor alignment.

\$85,000+

- Main stage and festival-wide branding
- LED wall placement during performance
- Branded VIP lounge or hospitality area
- Media interviews inclusion and on-stage brand mention
- Talent introduction or branded moment
- Pre-festival marketing and promotional integration



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## PROPOSED TALENT-ALIGNED SPONSORSHIP OPPORTUNITIES - FISHER

- Global festival headliner with strong mainstream crossover
- Proven crowd draw at large-scale international events
- High-energy performances with mass audience appeal

Talent participation is subject to final confirmation, availability, and sponsor alignment.



\$155,000+

- Main stage and festival-wide branding
- LED wall placement during performance
- Branded VIP lounge or hospitality area
- Media interviews inclusion and on-stage brand mention
- Talent introduction or branded moment
- Pre-festival marketing and promotional integration

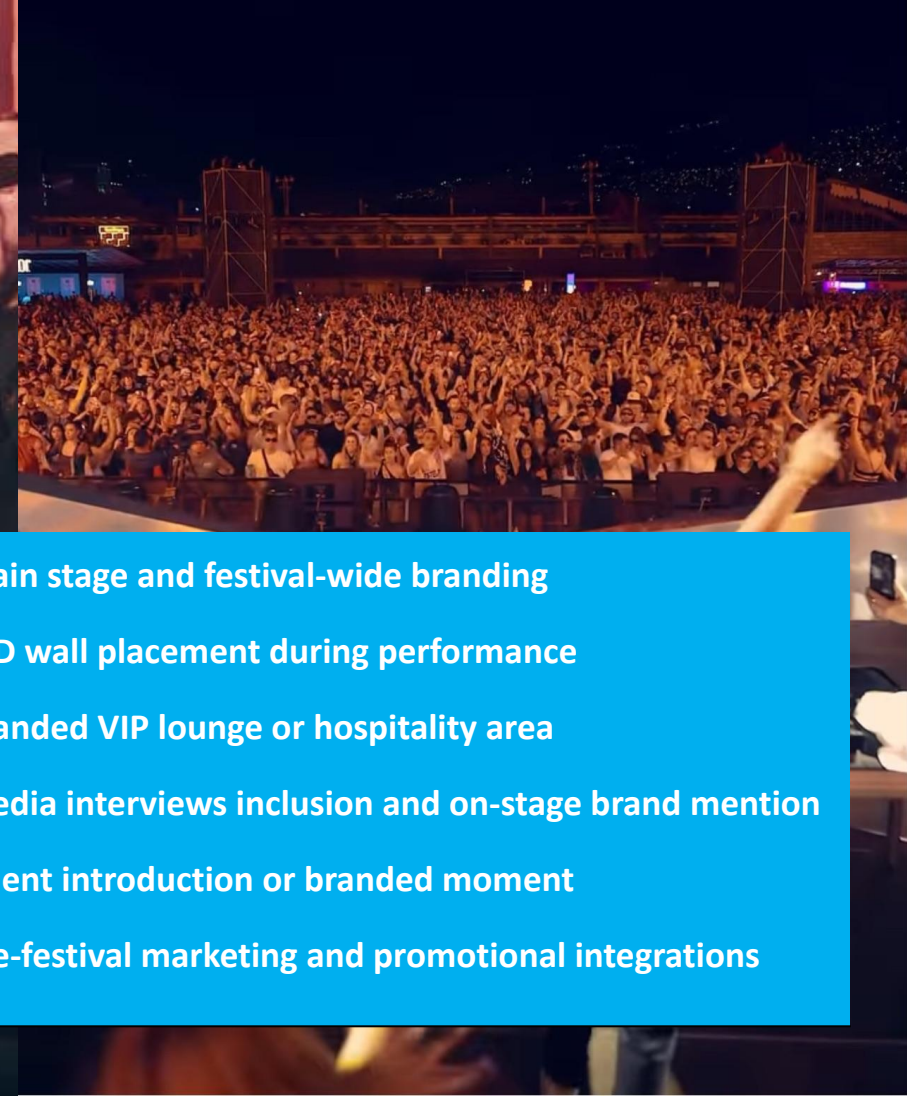


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# PROPOSED TALENT-ALIGNED SPONSORSHIP OPPORTUNITIES - SHIMZA

- International touring DJ with strong African and global market reach
  - Founder of a major African electronic music platform
  - Cultural leader with strong diaspora engagement
- Talent participation is subject to final confirmation, availability, and sponsor alignment.



\$65,000+

- Main stage and festival-wide branding
- LED wall placement during performance
- Branded VIP lounge or hospitality area
- Media interviews inclusion and on-stage brand mention
- Talent introduction or branded moment
- Pre-festival marketing and promotional integrations



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## PROPOSED TALENT-ALIGNED SPONSORSHIP OPPORTUNITIES - COMBO



\$35,000+

- Main stage and festival-wide branding
- LED wall placement during performance
- Branded VIP lounge or hospitality area
- Media interviews inclusion and on-stage brand mention
- Talent introduction or branded moment
- Pre-festival marketing and promotional integrations



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# SOCIAL IMPACT & COMMUNITY INITIATIVE

## Optional Brand Alignment Opportunity

Tago Life is committed to creating positive cultural and community impact beyond entertainment.

Through the Love & Heal Initiative, World Party supports awareness, dialogue, and access to resources focused on healing, empowerment, and community well-being.

The initiative addresses the long-term effects of unresolved childhood trauma by supporting education, mental health resources, and safe spaces for healing, particularly in underserved communities.

### Impact Focus Areas:

- Education and awareness initiatives
- Access to mental health and wellness resources
- Community-based support programs
- Global and local underserved communities

Brands may choose to align with this initiative through dedicated activations, funding support, or awareness campaigns.



## INTERESTED? LET'S BUILD A CUSTOM PARTNERSHIP

World Party sponsorships are intentionally flexible and designed to align with your brand's goals, audience, and budget.

TAGO LIFE

**Buckhead Village**

Text or Call: (678) 768-3717

Email: [tagolife@gmail.com](mailto:tagolife@gmail.com)

Website: [www.worldpartyexperience.com](http://www.worldpartyexperience.com)

Sponsorship opportunities are limited. Category exclusivity available for select sponsorship levels.

