



WORLD PARTY

A FREE PUBLIC
CULTURAL
FESTIVAL

ATLANTA | OCT 10, 2026

OLD FOURTH WARD
SKATE PARK

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



A MULTICULTURAL EXTRAVAGANZA!





WORLD PARTY

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.

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

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

PROGRAM & ACTIVITIES



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



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





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](#)



[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!



[creativecloafing.com](#)
<https://creativecommons.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.atedmevents.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).



[ATLANTA](#)
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Chicago Tribune

rollingout

**CREATIVE
LOAFING**
ATLANTA

TRINA TURK

**IT HAS TO BE
NALEY**



vitaminwater



**smart
water**

NARS

AJC

Coca-Cola

**ONCE UPON
COCONUT**

**LES
FLEURS**
management



NA'ALEHU THEATRE

**Simply
pop**

**SIG
NAT
URE
BY KF
COFFEE**



[FOX 5](#) | [Getty Images](#) | [Buckhead Social](#) | [EMI](#) | [BET](#) | [Universal](#) | [E-Online](#) | [KNBC](#)

| [Billboard](#) | [Jezebel](#) | [WSB](#) | [11 Alive](#) | [Haute Miami](#) | [Miami Times](#),

WORLD PARTY

SPONSORS VALUE SNAPSHOT

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.

DEMOGRAPHICS SNAPSHOT

INTERESTS

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.

AUDIENCE & ENGAGEMENT REACH

PRE, DURING, POST EVENT MARKETING CAMPAIGNS

CAMPAIGNS & IMPRESSIONS

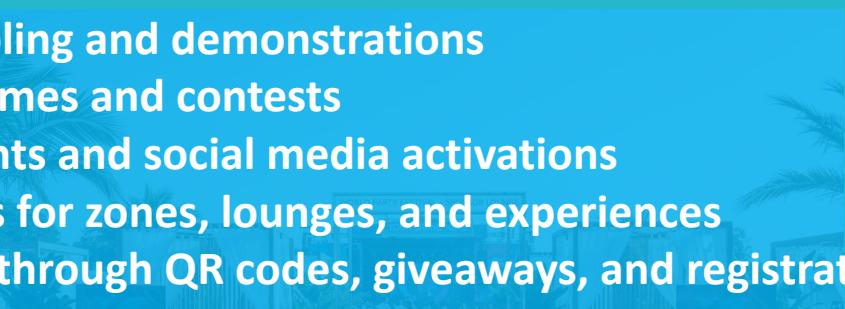
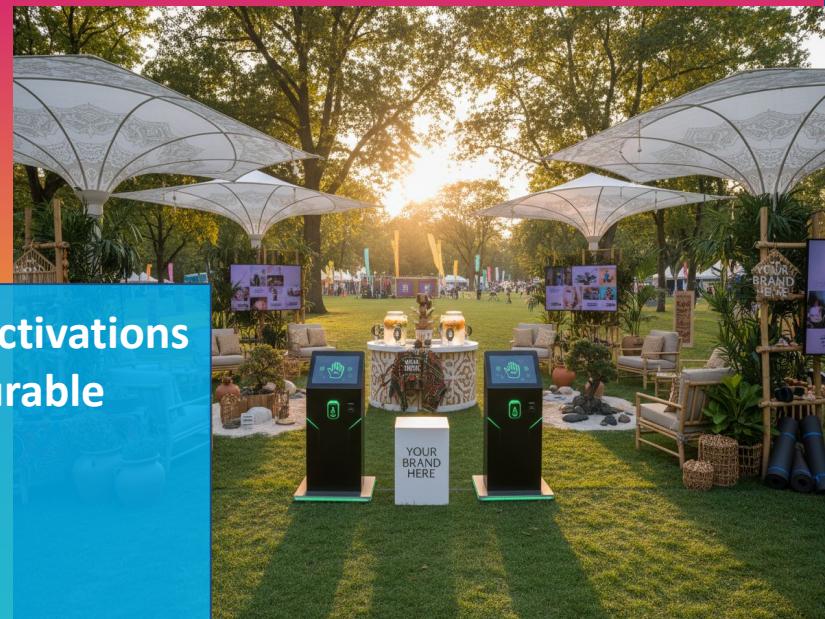
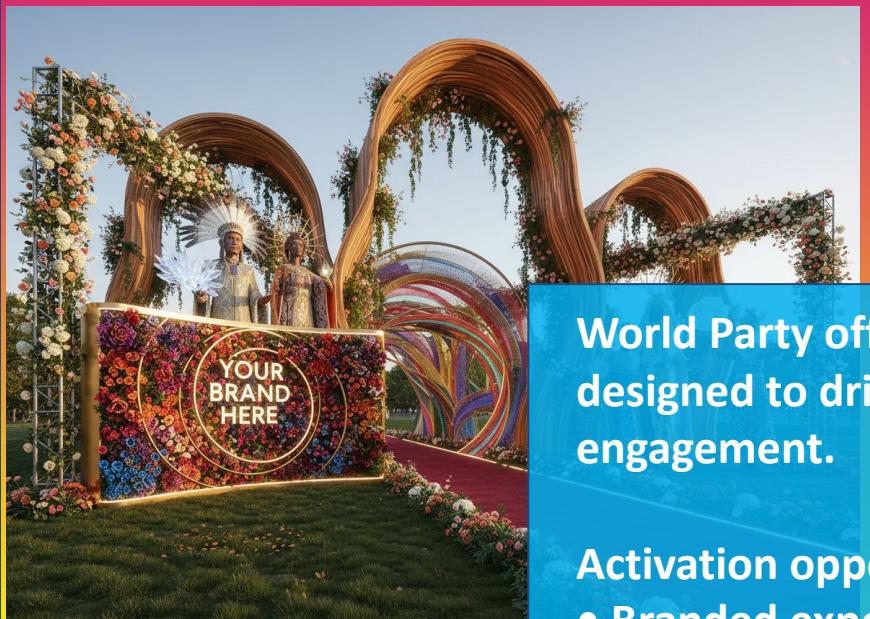
- Email List: 300,000 active subscribers
- Text List: 300,000 active contacts
- Website: 2,000 daily visitors
- Social Media Impressions: 35,000
- Brand Sentiment Growth: +26%
- Customer Lead Generation: 2,500+
- Contest Giveaways & Tie-Ins
- Treasure Hunting Activations
- Branded Contest Integrations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



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.

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



WORLD PARTY

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

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



PROPOSED TALENT-ALIGNED SPONSORSHIP OPPORTUNITIES - BLACK COFFEE

- 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



WORLD PARTY

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



WORLD PARTY

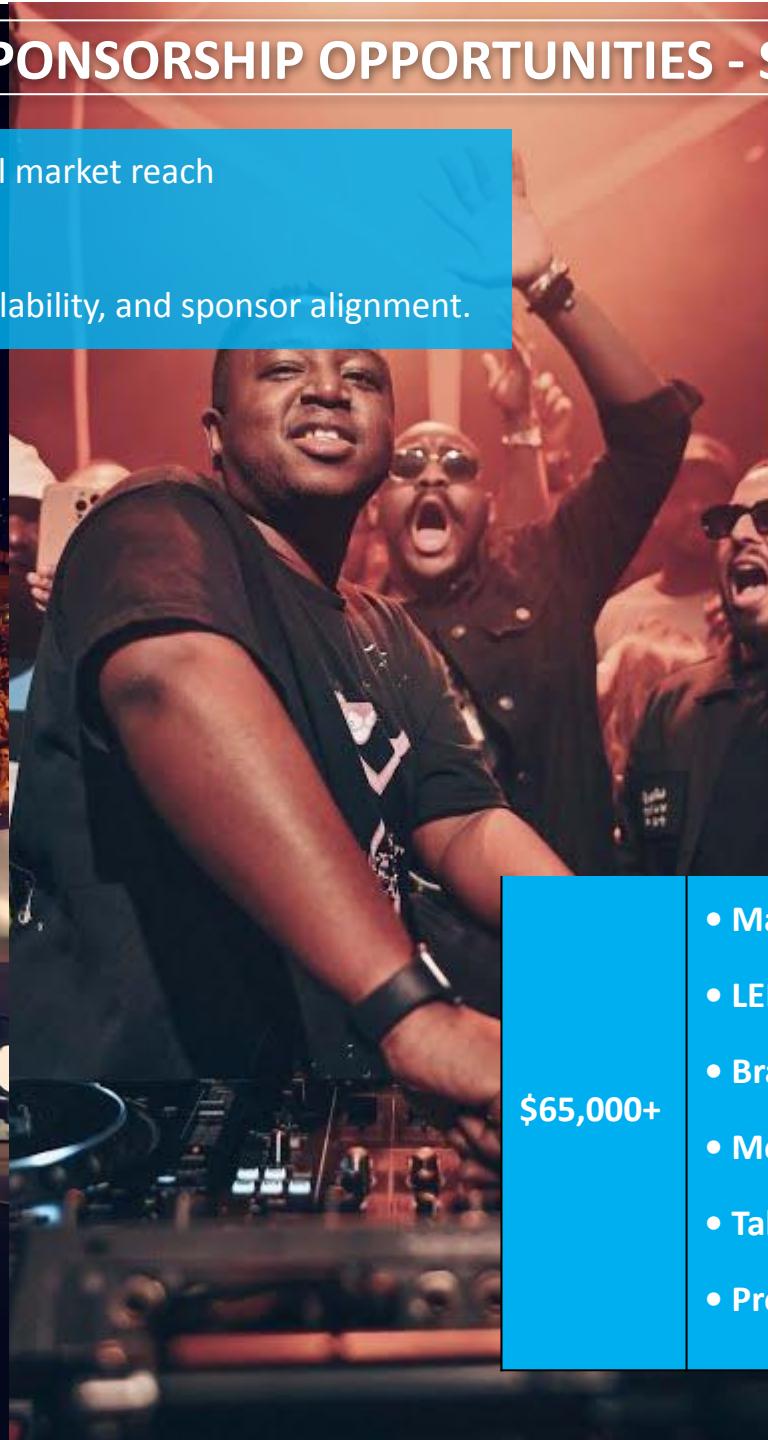
PROPOSED TALENT-ALIGNED SPONSORSHIP OPPORTUNITIES - SHIMZA

- 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

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



WORLD PARTY

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

Website: www.worldpartyexperience.com

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

