



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



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.



WORLD PARTY

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



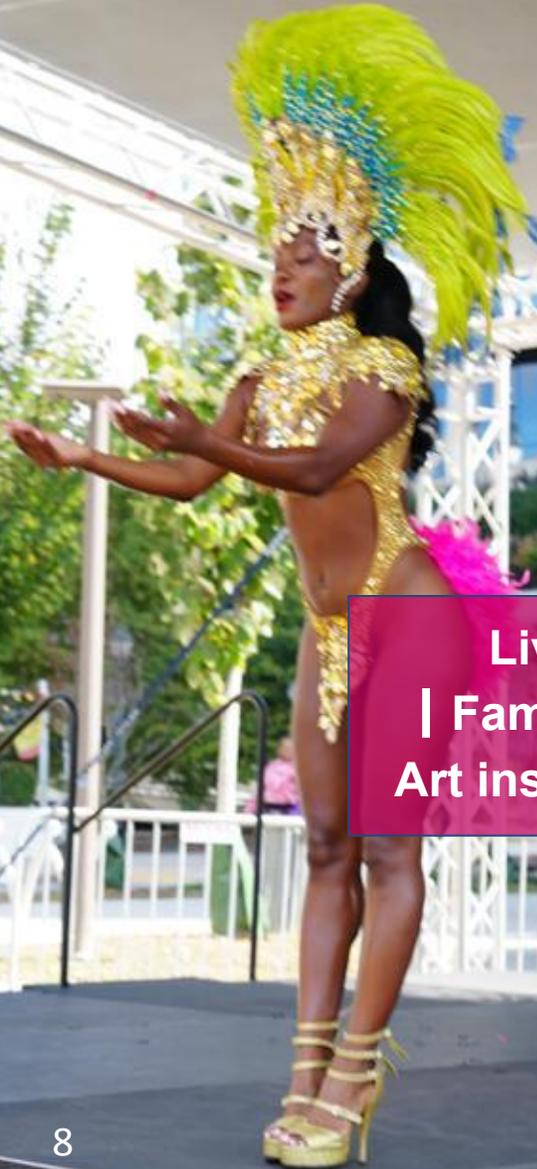
PROGRAM & ACTIVITIES



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
| Family-friendly kids zone | Cultural showcases & heritage experiences |
Art installations & live murals | Interactive games & social media challenges**



WORLD PARTY

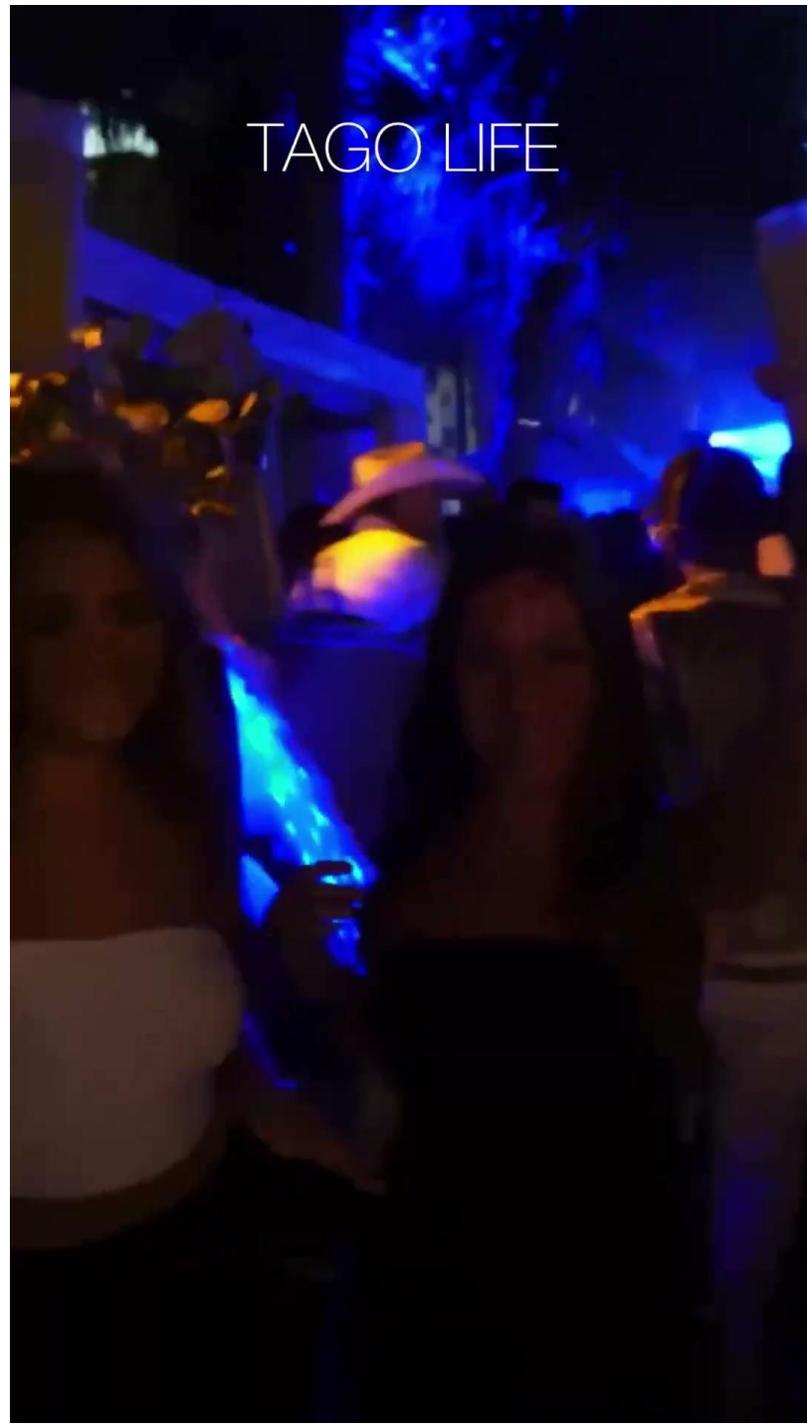


GOOD DAY ATLANTA

@alexwhittler

ALEX WHITTler

10:14 62° ILLINOIS CASE; PLACED ON LEAVE FOX CELEBRATION OF LIFE HEADLINES xfinity



TAGO LIFE



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



TRINA TURK



LES FLEURS management



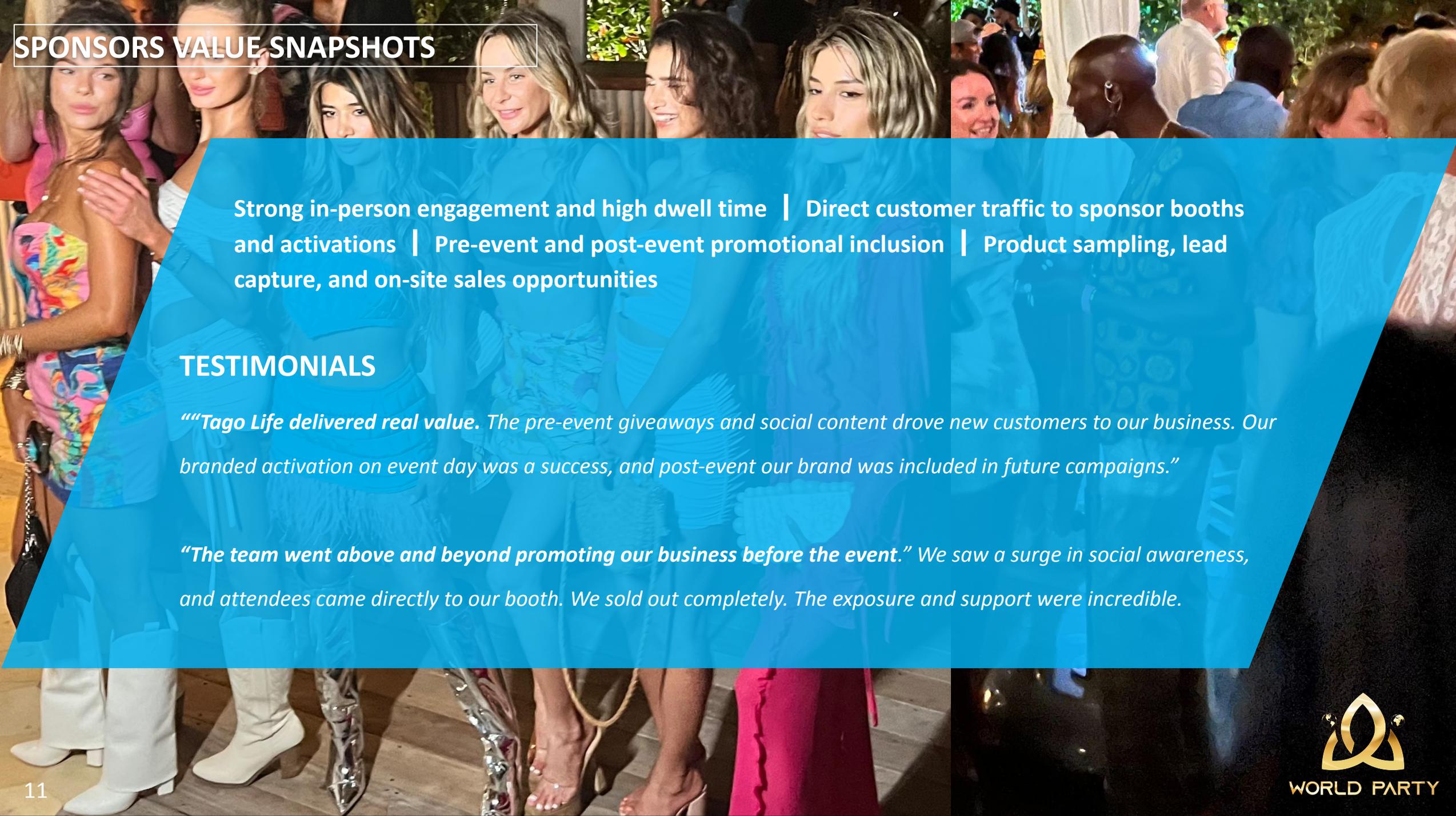
Simply pop



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



WORLD PARTY



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.

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, and adults
- Multicultural and multi-ethnic communities reflecting Atlanta's diversity
- Parents attending with children during daytime programming
- People who engage in music, food, and nightlife culture
- Audiences drawn to culture, wellness, nostalgia, and premium experiences
- Strong appeal across all ethnicities & 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

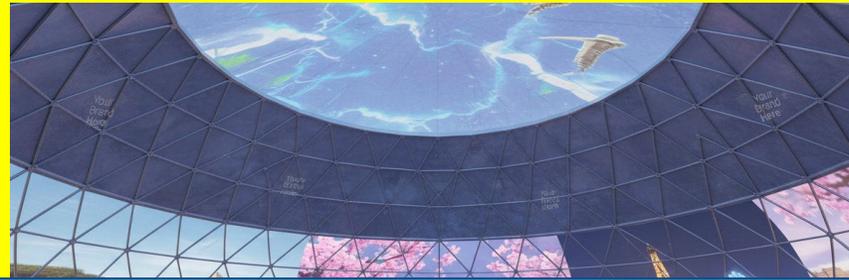
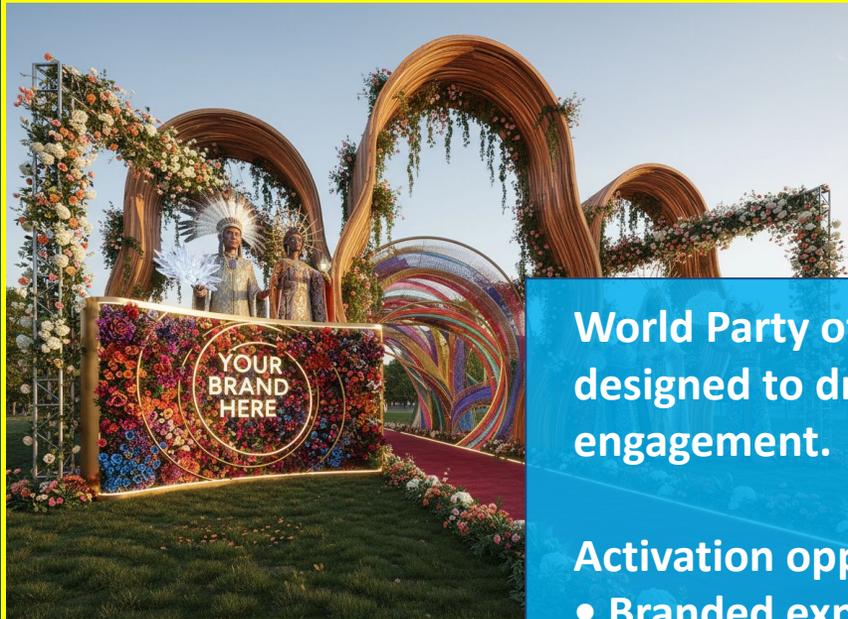
- Email List: 300,000 active subscribers
- Text List: 300,000 active contacts
- Website: 2,000 daily visitors
- Social Media Impressions: 35,000
- Brand Sentiment Growth: +26%
- Customer Lead Generation: 2,500+
- Contest Giveaways & Tie-Ins
- Treasure Hunting Activations
- Branded Contest Integrations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

AVAILABLE SPONSOR
PLACEMENT

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

AVAILABLE SPONSOR
PLACEMENT

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

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

GENERAL SPONSORSHIP PACKAGES

UNIVERSE	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	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	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	Branding within a high-traffic area or vendor zone Branded giveaways or sampling opportunities Social media features Custom on-site activation
STATE	Logo placement on select event materials Branded experience Social media mention Activation space
DISTRICT	Logo on select signage Branded contest or interactive moment Social media mention Pop-up
CITY	Logo on website Event guide Vendor booth Social mention
VILLAGE	Logo on website Social feature Community zone activation



ACTIVATION SPONSORSHIP OPPORTUNITIES

VIP LOUNGE	Benefits	Exclusive branding in VIP area Hosted tastings Premium visibility
FESTIVAL ENTRY	Benefits	Branded welcome experience at main entrance
DOME	Benefits	Naming rights and branding for immersive activation space
WELLNESS	Benefits	Branded wellness experiences and product sampling
GAMES	Benefits	Branded competitions Games Giveaways
KIDS ZONE	Benefits	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	Benefits	LED screen branding Banners DJ booth placement Stage mentions
FOOD COURT	Benefits	Brand presence throughout food court with signage and sampling
SOCIAL MEDIA LOUNGE	Benefits	LED screen branding Banners DJ booth placement Stage mentions
PRE WORLD PARTIES	Benefits	Brand integration across pre-festival events Data capture Engagement
GLOBAL GALA	Benefits	Premium branding at red carpet Activations Invitations Gifting Media coverage
MEDIA TOUR	Benefits	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 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.

BENEFITS

- 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

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.



BENEFITS

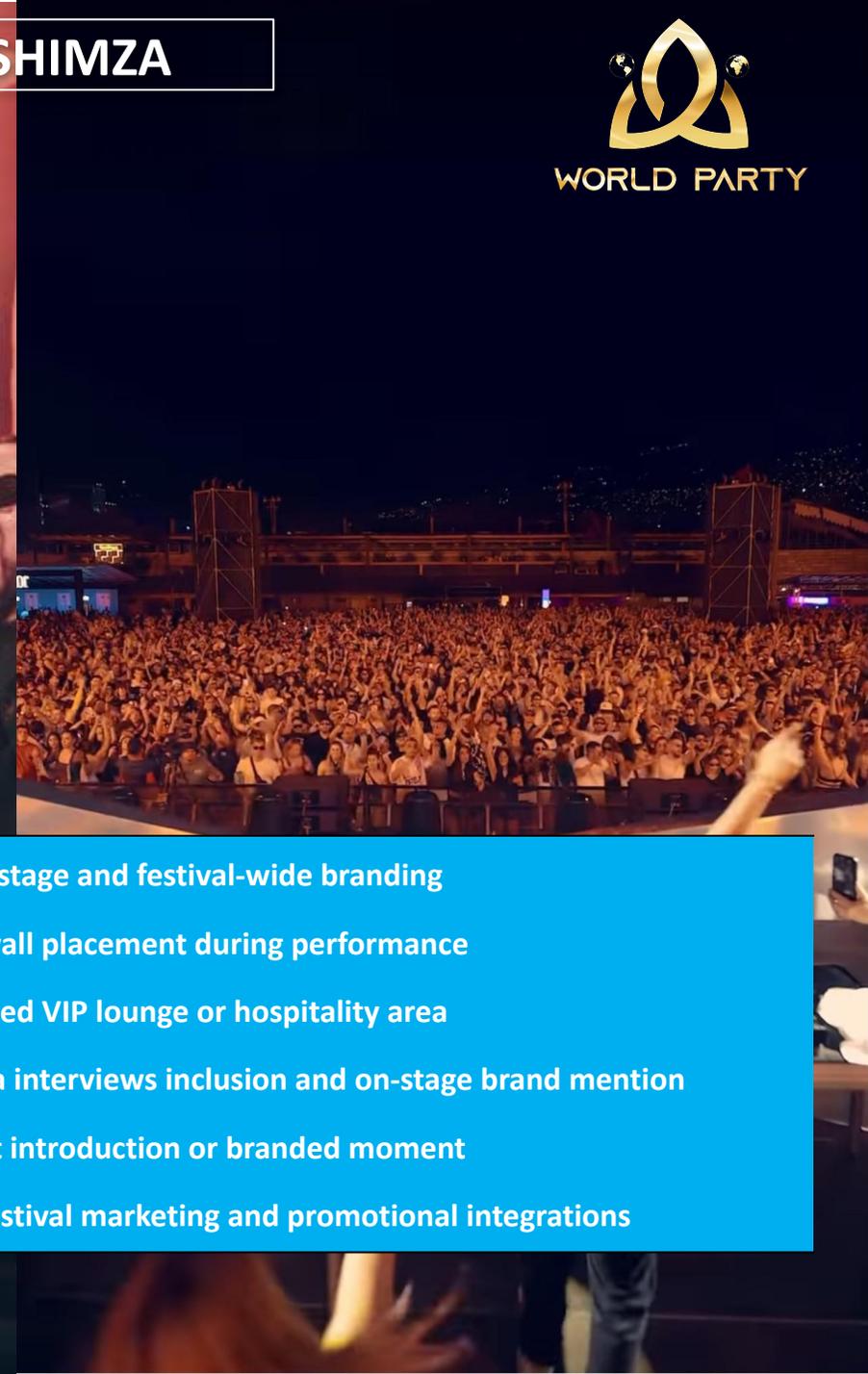
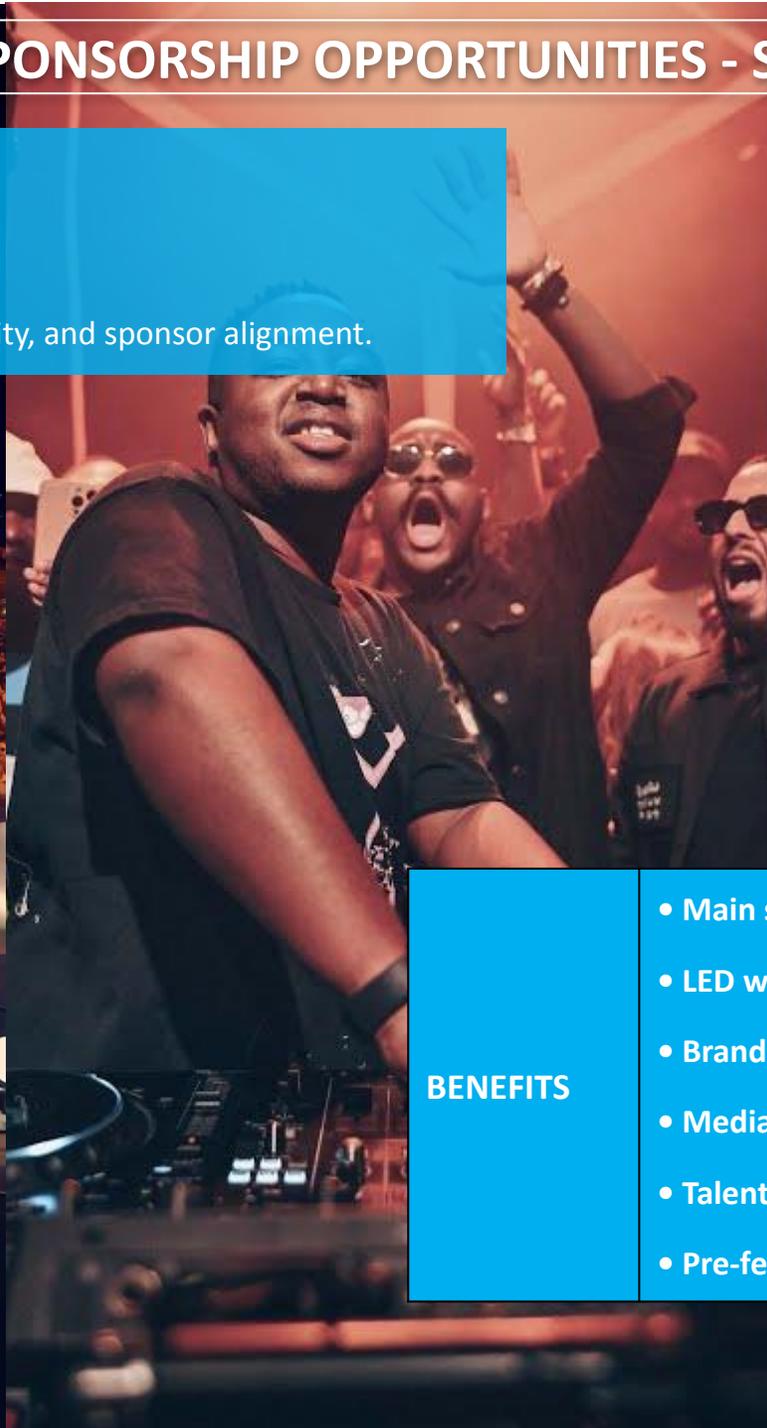
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- Media interviews inclusion and on-stage brand mention
- Talent introduction or branded moment
- Pre-festival marketing and promotional integration

PROPOSED TALENT-ALIGNED SPONSORSHIP OPPORTUNITIES - SHIMZA



- International touring DJ with strong global market reach
- Founder of a major electronic music platform
- Cultural leader with strong diaspora engagement

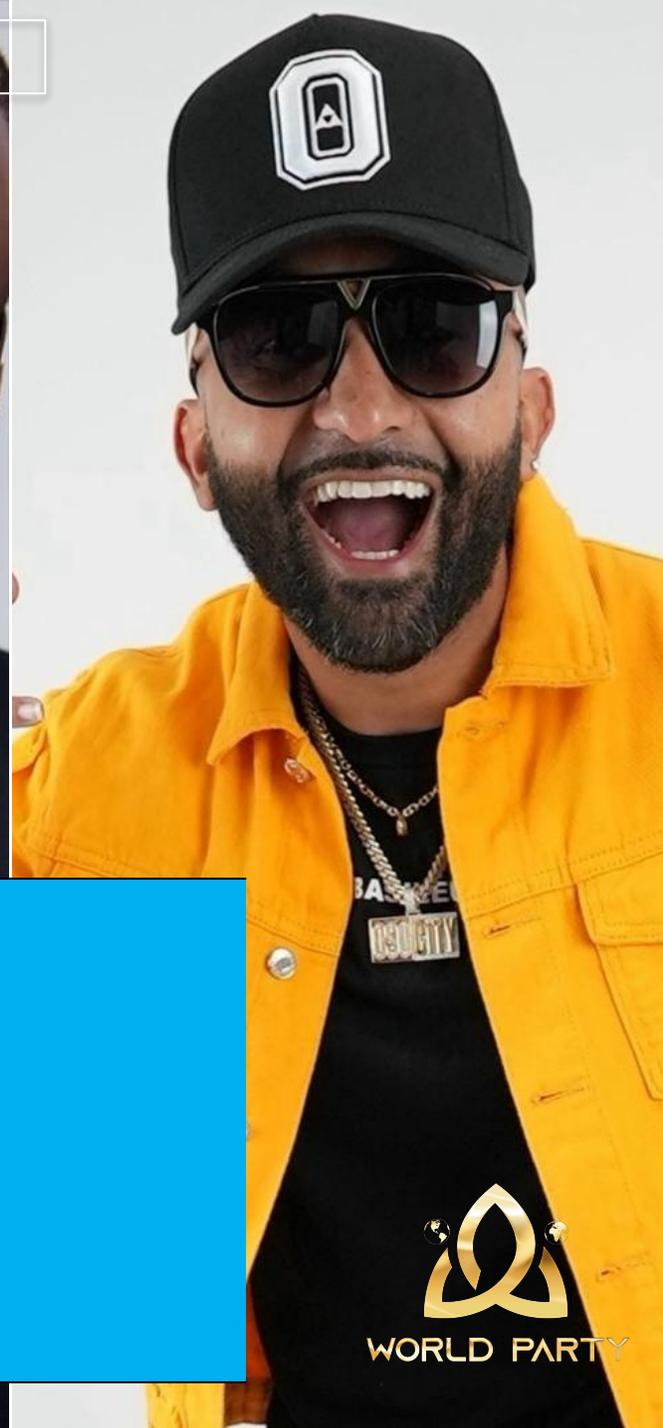
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BENEFITS

- 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



BENEFITS

- 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

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

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.

