



FIELD of DREAMS
ACADEMY INC.

Play. Purpose. Progress.

Field of Dreams Academy
Signature Day of Sports Event



Location:

Roe Stamps Field at Georgia Tech



Time:

10:00 AM – 2:00 PM



Context:

Exclusive Activation Window During
the FIFA World Cup Atlanta



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Atlanta Becomes the Center of the Global Stage.

During the FIFA World Cup period, Atlanta becomes the undisputed center of global attention. This traffic creates a massive platform for visibility, but navigating it requires an authentic local anchor.



Align with massive World Cup tourism and activation traffic.



Showcase Atlanta's premier sports ecosystem to an international audience.



Bridge the gap between global sport and local community impact.

The Proven Anchor for Local Impact

Founded in 2005, Field of Dreams Academy (FODA) is a 501(c)(3) sports-based youth development organization with over 20 years of transforming lives in Atlanta.



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The Mission

Educate. Expose. Endow.



Global Recognition

Selected as one of only 27 global grantees in the inaugural FIFA Global Citizen Education Fund cohort.



The Catalyst

Serves thousands of youth annually, recognized internationally for expanding access to sport and education worldwide.





Field of Dreams Academy: Proven Impact & Reach

100%



**High School
Graduation Rate**

Among academy
participants.

5,000+



**Youth Served
Annually**

Through sports and
education programs.

20+



**Community
Partners & Schools**

Expanding reach across
Atlanta.





Field of Dreams is a Proven Engine for Social Progress

IMPACT & STATISTICS

2,500+

Youth served annually



150,000+

Sports participation hours



50,000+

STEAM engagement hours



98%

College readiness placements



1,000+

Mentorship matches



25+

Community outreach events



200+

Scholarship or opportunity placements



SIGNATURE PROGRAMS



Academic Enrichment Programs

- STEAM Robotics Camp
- Emory Math Circle
- Genius Science and Math Camp
- Innovators and Inventors
- FLYING HIGH with Creativity and Exploration
- Our Racing to Make Our Dreams



Athletic Enrichment Programs

- Executive Leadership Speaker Series
- Westside Sports League
- Field of Dreams United Lacrosse Club
- Next Generation of Stars
- Kicking for the Stars
- Volleyball Club
- Wide World of Sports Clinic

An Integrated Engine for Youth Development



Sport is a vehicle for **education**, **leadership**, and **life transformation**.



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A Signature Celebration of Sport, Family, and Community

A four-hour family festival blending competitive play, community engagement, and youth development into one unified experience.

- ✓ Youth soccer showcases & mini-tournaments
- ✓ Skills clinics led by coaches and pro partners
- ✓ Immersive brand activations & experiential installations
- ✓ Live music, entertainment & cultural programming
- ✓ Curated food and beverage experiences



Goal: Create a safe, inspiring, and high-energy environment where families celebrate sport and opportunity together.





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THE BLUEPRINT: ROE STAMPS FIELD AT GEORGIA TECH

Transforming Fulton County's premier facility into a multi-sport hub where community partners showcase their programs and youth take the main stage.



OUR MISSION

Educate. Expose. Endow.



MULTI-SPORT HUB

One premier facility.
Limitless opportunities.



COMMUNITY SHOWCASE

Empowering partners.
Inspiring youth.



LOCAL IMPACT

Investing in Fulton County.
Impacting generations.



MAIN STAGE

Youth development
meets the spotlight.



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The Festival Journey

10:00 AM



Arrival & Exploration

Families enter the Immersive Cultural Marketplace; sponsor sampling and community engagement booths open.

11:00 AM



The Main Event

Youth showcases and concurrent mini-tournaments kick off across the turf field.

12:00 PM



Elite Training

Skills clinics led by professional athletes, coaches, and brand partners.

1:00 PM



Culture & Connection

Live music, interactive brand games, and curated food/beverage experiences peak.

2:00 PM



Progress & Celebration

Closing remarks, awards, and continued community resource connection.

PLAY. PURPOSE. PROGRESS.

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Backed by a Coalition of Cultural Leaders



Professional Sports Ecosystem



Global Brands & Corporate Partners



Community & Foundation Architects



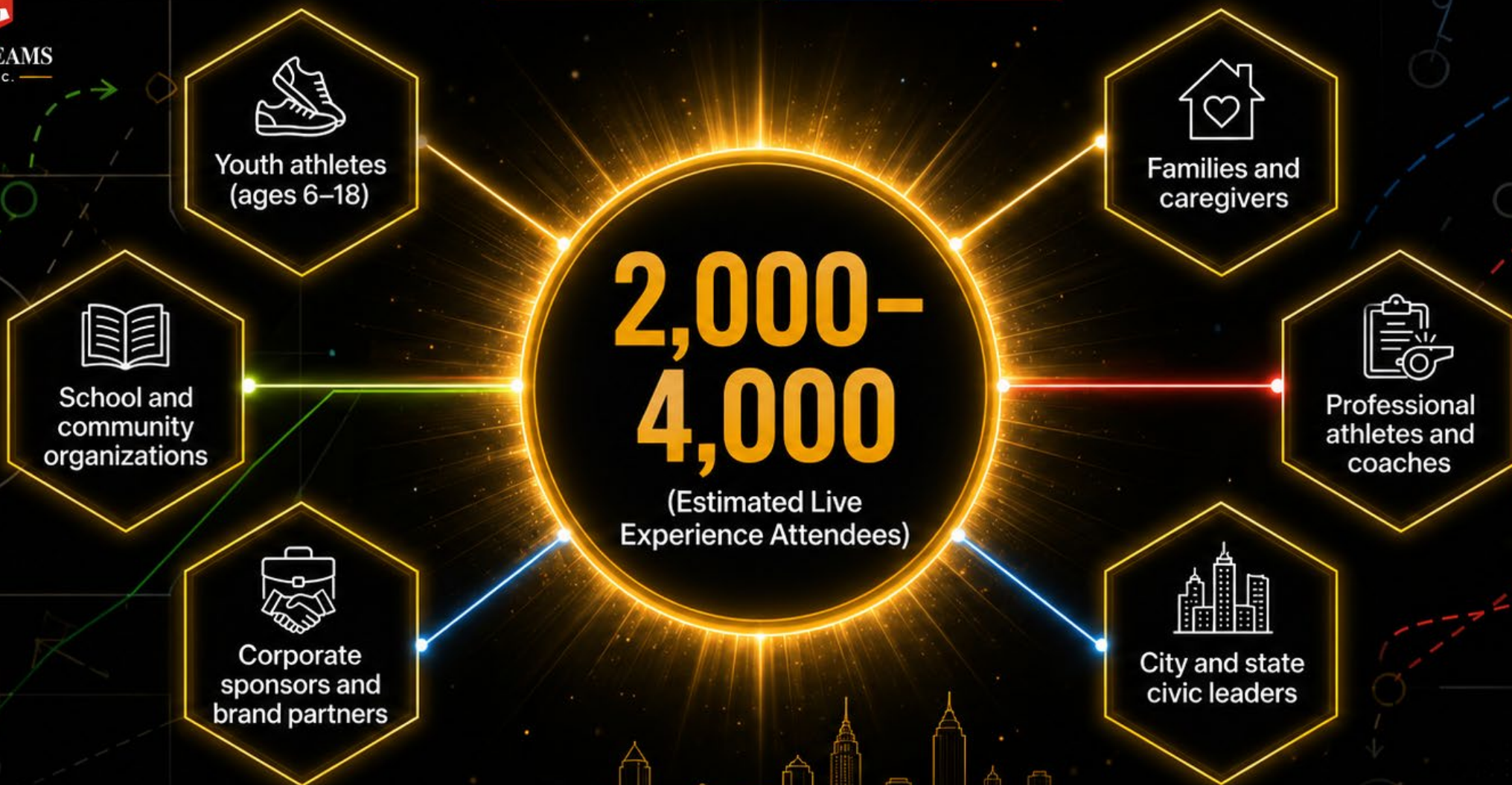
A collective impact network representing the intersection of youth sports, **professional athletics**, **education**, and **community empowerment**.





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Uniting Atlanta's Key Demographics





The Value Proposition: Global Reach Meets Local Purpose

Global Visibility

- High-visibility brand activation during the peak World Cup period.
- On-site brand experiences, sampling, and retail environments.
- Premium digital and social media exposure.
- Association with Atlanta's elite professional sports ecosystem.

Local Impact

- Direct engagement with thousands of local youth and families.
- Alignment with proven youth development and STEAM education metrics.
- Promotion of health, wellness, and active lifestyles.
- Attracting and demonstrating vital city and state civic support.



This is not standard sponsorship. This is community investment with global visibility.



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SHAPE THE FUTURE THROUGH SPORT

We invite partners, sponsors, and community leaders
to join this landmark activation during the
2026 FIFA World Cup season.



CELEBRATE
youth and
sport.



STRENGTHEN
community
impact.



SHOWCASE
Atlanta on a
global stage.



BUILD
pathways for
the next
generation.



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**FUTURE
LEGEND.**