

THE OCCASION

LAUNCHING SEPTEMBER 24TH - 27TH, 2026, **910 FUTUREFEST** IS A MULTI-HYPHENATE TAKEOVER REDEFINING THE CULTURE OF THE GREATER FAYETTEVILLE-CUMBERLAND REGION. THIS IS MORE THAN A FESTIVAL - IT'S A MOVEMENT BRIDGING STORIED HERITAGE WITH A BOLD, TECH-FORWARD VISION. IN A HISTORIC COLLABORATION WITH THE INTERNATIONAL FOLK FESTIVAL, WE ARE BLENDING GLOBAL TRADITION WITH NEXT-GEN INNOVATION TO PROVE THE 910 IS **THE ULTIMATE DESTINATION FOR CULTURE IN THE CAROLINAS.** LED BY TWO-SIX PROJECT & THE FAYETTEVILLE NEXT ADVISORY COUNCIL, WE ARE BUILDING THE FUTURE - AND WE'RE STARTING NOW.

THE PURPOSE OF THIS EXPERIENCE IS TO PROMOTE AND HIGHLIGHT POSITIVE FUTURES IN FAYETTEVILLE. ALL PROCEEDS FROM THIS EVENT ARE DEDICATED TO YOUTH AND WORKFORCE DEVELOPMENT INITIATIVES ACROSS THE 910 REGION.

THE FUTURE HAS ARRIVED.

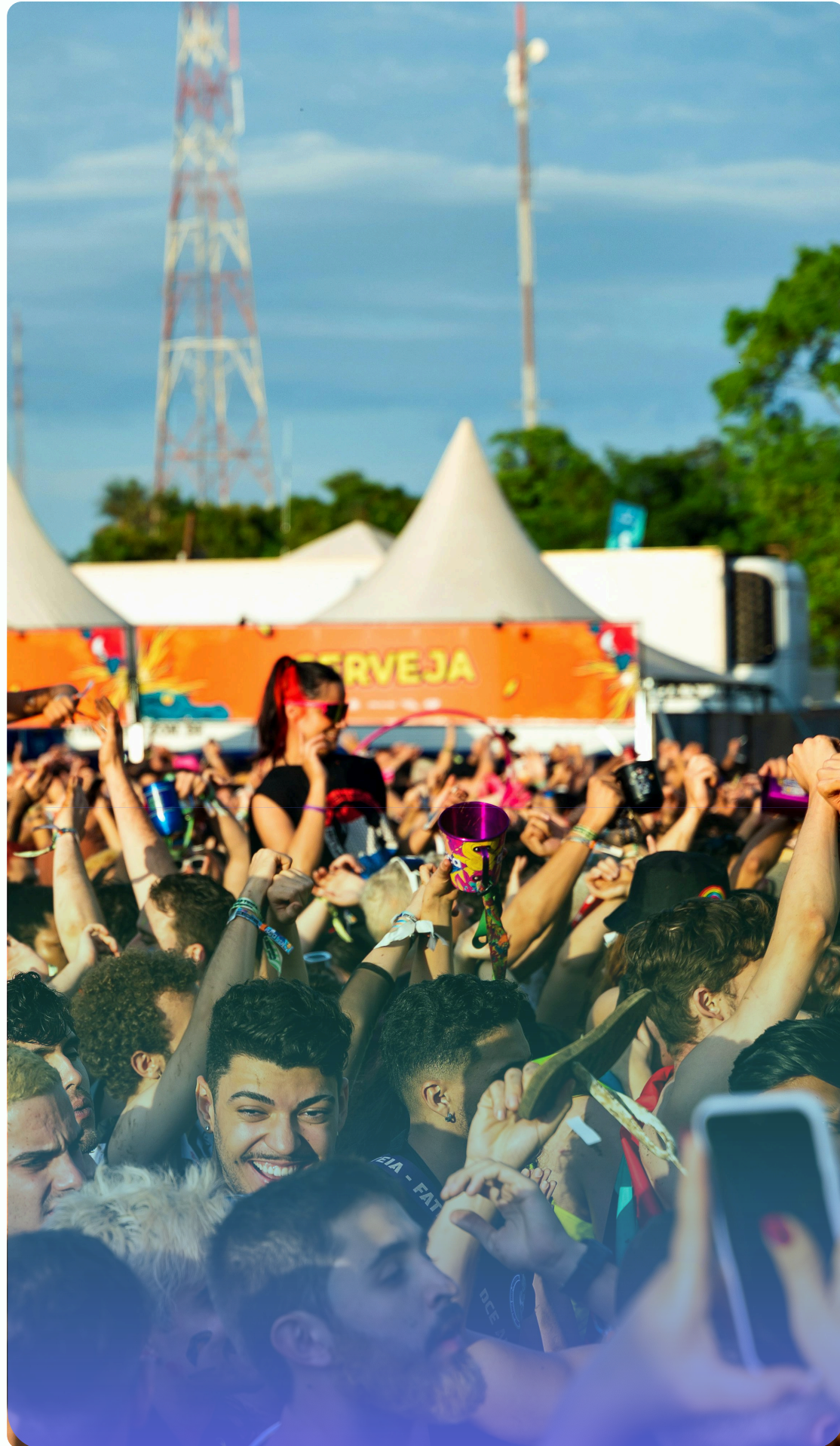


Research Driven Approach

Fayetteville is one of North Carolina's youngest and most energetic cities, with a **median age of 30.7—nearly a decade younger than the state average of 39.4 (U.S. Census Bureau)**. With 23.8% of the population under 18, there is a critical need for programming that converts this youth energy into economic opportunity (Census QuickFacts).

As the nation prepares for the U.S. 250th Anniversary, 910 Future Fest serves as a modern economic engine, capturing a share of the \$72.1 million spent annually on local culture to build a more resilient, future-ready community (Arts & Economic Prosperity 6, Americans for the Arts).

- **Youth Demand:** Serves the 79,892 residents under age 25 by providing high-tech esports and wellness experiences usually found only in larger metros like Raleigh or Charlotte (ACS 2023 5-Year Estimates).
- **Economic Impact:** Provides immediate revenue for local creators in a county where arts and culture already support 1,111 jobs and generate over \$982,000 in local tax revenue (AEP6 Summary, Cumberland County).
- **America 250 Vision:** Reimagines our "historic" status by directly impacting 1,000+ students with leadership and literacy tools as the nation prepares for the 2026 semiquincentennial (America 250 NC Commission).
- **Workforce Readiness:** Addresses the local 4.6% unemployment rate (as of Sept 2025) by replacing traditional job fairs with live business pitch competitions and hands-on entrepreneurship workshops (FRED, St. Louis Fed).
- **Strategic Tourism:** Partnering with the International Folk Festival—which draws an average of 75,000 attendees—creates a "Super Weekend" that keeps consumer dollars in the downtown economy (Arts Council of Fayetteville).



Overview

Fayetteville NEXT | The Two-Six Project | 910FutureFest

Festival Dates: September 24–26, 2026

(September 27 reserved for contingency)

Location: Segra Stadium & Partnered Spaces

Culture

Celebrating Fayetteville’s unique creative voices

Community

Uniting residents through shared experiences

Commerce

Empowering local businesses and entrepreneurs

Connection

Strengthening pride and collaboration across the city

Founding Partners & Sponsors



DENNIS SMITH JR





910 FUTURES YOUTH DAYS

LOCATION: SELECT CUMBERLAND COUNTY SCHOOLS + SEGRA STADIUM

DATE: SEPTEMBER 24 & 25, 2026

TIME: 9:00AM - 5:00PM

Join us for dedicated youth days which will add to the energy and potential of our local students, with a goal to **impact over 1,000 youth** through our collective programming. Youth Day kicks off with a massive youth fitness and wellness event tailored for middle and high schoolers, emphasizing the importance of physical health and mindfulness.

We are also thrilled to **officially launch our 2026 Readers for Leaders program**, bringing new literacy and leadership opportunities to our elementary school students. To prepare the next generation for the modern economy, **we are introducing a workforce development and AI skills component designed to equip students with essential technical literacy and career readiness tools.** With a diverse lineup of activities centered on financial literacy, mental health, and community pride, 910 Future Fest is committed to giving our youth the tools they need to thrive both in and out of the classroom.



910 FUTUREFEST CONCERT & COMMUNITY DAY

LOCATION: SEGRA STADIUM & DOWNTOWN FAYETTEVILLE

DATE: SEPTEMBER 26, 2026

TIME: 12:00PM - 10:00PM

Experience the ultimate fusion of culture and innovation at the **910 Future Fest Concert & Community Day** on Saturday, September 26th, held at Segra Stadium and various spaces across downtown Fayetteville in conjunction with the International Folk Festival. This high-energy takeover features a **live esports tournament, a business pitch competition, and interactive workshops alongside vibrant art pop-ups and panels with industry talent.**

We are proud to provide a platform for vetted vendors to showcase their brands and generate revenue throughout the day while celebrating our region's diverse heritage. With multiple stages catering to music from all walks of life, our main-stage performances are specifically **curated to promote positive messaging for the future.** From tech and business to art and music, join us for a massive community celebration dedicated to building a brighter, bolder tomorrow.



910 FUTUREFEST WEEK | SPONSORSHIP TIERS

SEPTEMBER 24-27, 2026

\$1,000

HERO SPONSOR

- Experience: VIP Bar Access (non-lounge) + 4 GA Tickets.
- Visibility: Digital Logo on the "Community Supporters"
- Youth Day: Digital Recognition on the student welcome screen.

\$5,000

IMPACT SPONSOR

- Experience: 10x10 Vetted Vendor Space + 20 GA Tickets
- Visibility: Digital Partner Scroll on all stadium screens.

\$10,000

LEGACY SPONSOR

- Experience: VIP Club Access + 5 Stage-Pit Passes + 20 GA Tickets.
- Visibility: 360° LED Ribbon Board ad + Concourse TV network ads.
- Youth Day: Workshop Host opportunity + Branded Swag Item in gift bags.

\$25,000

INNOVATON SPONSOR

- Experience: Naming Rights to the Partner Lounge + 10 Stage-Pit Passes + 50 GA Tickets.
- Visibility: Side-Stage Vertical Banners + 15s JumboTron Video Spot.
- Youth Day: Title Sponsor for the Student Competition + Official Judge's Seat.

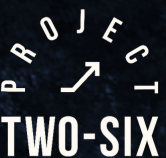
\$50,000

PINNACLE SPONSOR

- Experience: Private Luxury Suite (Catered HQ for 25 VIPs) + 15 Stage-Pit Passes + All-Access badges.
- Visibility: Main Stage Header Banner (Prime spot) + 30s JumboTron Video Spot.
- Youth Day: Keynote Speaker slot + Primary Logo on 1,000 student shirts.

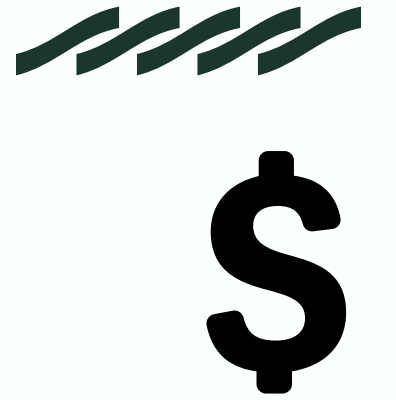
All sponsorship payments are eligible for tax deduction processing as charitable donations via our non-profit partner, The Two-Six Project (EIN: 84-2582680).

Sponsorships can be customazable based on the preference of the potential partner based on detaied conversations with the FutureFest team .





Community Impact.



Drives tourism and economic impact

Provides meaningful youth & workforce development opportunities

Uplifts local small businesses, vendors, and creators

Enhances Fayetteville's reputation as a destination city

Builds a sustainable annual tradition that our community can take pride in

POWERED BY: TWO-SIX ↗