



Bots & Brews Sponsorship Opportunities

A Fund & Friend Raiser and Community Robotics Competition for Digi-Bridge

February 15, 2026

Lenny Boy Brewing



BOTS + BREWS



Thank you for considering a sponsorship for our signature fundraiser, Bots & Brews. Digi-Bridge sparks interest and persistence in STEAM learning, ensuring students in under-represented communities have access, opportunities and skills to succeed in a rapidly changing world. As a part of the Charlotte community for more than 10 years, we have served more than 20,000 scholars through our programs including school- and community-based STEAMLab, competition Robotics and Programming and special projects with corporate and community partners. This event will bring together hundreds of people passionate about high quality STEAM programming for students with limited access to learn more and support our mission.

How it works:

This event will include a number of fun and engaging STEAM learning stations for curious learners of all ages. Also included will be a community robotics competition for teams to test their skills on our robotics course. Teams of colleagues, neighbors, school friends, parents, etc. are welcome to register and participate as a team (up to 6 participants). We'll provide all of the materials and training on coding and competition during the event. Teams will be able to practice before showing off their skills on the competition table!

Participants will learn more about Digi-Bridge's mission through the eyes of student and teacher participants, and allow camaraderie and friendship among participants.

Not interested in competing? No problem! Spectators will join for a fun event to hear more about Digi-Bridge's impact, watch robotics competitors, and engage in the other fun activities provided.



Bots & Brews Sponsorship Levels

Title Sponsor:

\$20,000 - 1 available

- Top billing and logo recognition as Title Sponsor for the Bots & Brews event in all print and digital marketing and PR materials
- Logo on Bots & Brews t-shirts
- Additional promotion opportunities at event via distribution of product or marketing material to guests and opportunity to speak during program
- 20 tickets to attend

Brews Sponsor:

\$10,000 - 1 available

- Top billing and logo recognition as beverage sponsor of the Bots & Brews event in all print and digital marketing and PR materials
- Custom created co-branded beer with brewery for the event
- Signage at bars with sponsor logo
- Additional promotion opportunities at event via distribution of product or marketing material to guests
- 10 tickets to attend

Family STEAM Zone

Sponsor:

\$5,000 - 8 available

- Top billing and logo recognition as activity sponsor of the Bots & Brews event in all print and digital marketing and PR materials
- Custom created STEAM activity for participants to engage with during the event
- Signage at STEAM activity table
- Additional promotion opportunities at event via distribution of product or marketing material to guests
- 5 tickets to attend

T-Shirt Sponsors:

\$1,500 - 1 available

- Top billing and logo recognition as t-shirt sponsor of the Bots & Brews event in all print and digital marketing and PR materials
- Custom t-shirt with sponsor logo for all participants
- Additional promotion opportunities at event via distribution of product or marketing material to guests
- 2 tickets to attend



"Being a part of Bots & Brews was a great experience for technologies at Ally! We loved being a part of the robotics competition and now our robot is proudly displayed in our Charlotte HQ building."

-Catherine Jardins, Ally

"There are so few family events in Charlotte that allow families to have fun and learn together and Bots & Brews is just that. My kids are more engaged in STEAM now and can't wait for the next one!"

-Anna Okrah, parent