

FREQUENTLY ASKED QUESTIONS

ABOUT THE EVENT

What is the Crown Town Challenge?

The Crown Town Challenge is a high-energy, half-day event where teams from companies across the Charlotte region come together to assemble hands-on STEAMKits for local students and compete in a LEGO robotics challenge inspired by the Queen City. It's part community impact, part team building, and 100% Charlotte.

Who can participate in the event?

Any company-sponsored team is welcome. The event is a great fit for summer interns, new hire cohorts, early talent groups, or any team looking for a meaningful and fun team building experience.

When and where is the Crown Town Challenge?

July 22, 2026, from 9:00 AM to 12:00 PM at the Grady Cole Center in Charlotte, NC.

What happens at the event?

Teams spend the morning assembling STEAMKits that go directly to local students, with the option to also compete in our Charlotte-themed LEGO robotics challenge. The morning wraps with an awards ceremony to crown the champions. Lunch, swag, and a professional team photo are all included.

Do participants need any experience?

None at all. The STEAMKit build is beginner-friendly and fully facilitated by Digi-Bridge staff. The robotics challenge is designed to be approachable for all skill levels, we provide everything your team needs including coaching and support.

REGISTRATION AND PARTICIPATION

How do we register?

A company lead registers the team [HERE](#) and can add individual participant names at the time of registration or anytime leading up to the event. You'll select your team size during registration.

What are the team size options and pricing?

- Small Team — up to 5 participants — \$850
- Standard Team — up to 10 participants — \$1,500
- Large Team — up to 20 participants — \$2,500

All registrations include lunch, swag bag, professional team photo, and the option to participate in the robotics competition at no additional cost.

Can we add or change participants after registering?

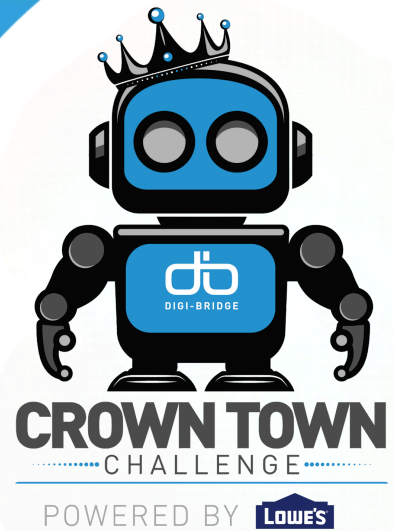
Yes. We'll do our best to accommodate changes. Just keep us in the loop as early as possible so we can plan accordingly.

Can individuals participate without a company team?

Team registration is the primary way to participate. Individual registration may be available closer to the event date, check back here for updates or contact us at development@dig-bridge.org.

Can a company register more than one team?

Absolutely. Companies are welcome to register multiple teams. Each team registers separately and can opt into the robotics competition independently.



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ROBOTICS COMPETITION

Is the robotics competition mandatory?

No. It's completely opt-in at no additional cost. You'll indicate your interest during registration and we'll follow up with more details about the competition format about a month before the event.

How many people are on a robotics team?

Robotics teams are 4 to 6 participants from your registered group.

How does the robotics competition work?

Teams compete in a FIRST LEGO League-inspired challenge using Spike Prime kits with a Charlotte-themed mission. More details about the specific challenge will be shared with registered robotics teams approximately one month before the event.

Do we need experience in robotics/programming?

Not at all. The challenge is designed to be beginner-friendly. We provide everything your team needs, including coaching and support on the day of the event.

SPONSORSHIP

What's the difference between sponsorship and team registration?

Team registration covers participation in the event for your group. Sponsorship includes participation plus elevated brand visibility and recognition before, during, and after the event — on signage, social media, email communications, and post-event recaps. Sponsorship is a community investment in Digi-Bridge's mission, and a portion is tax-deductible.

What are the sponsorship levels?

- Uptown Innovator — \$3,000 — includes up to 20 participants
- Queen City Catalyst — \$5,000 — includes up to 20 participants

Full details on sponsorship benefits are available in the Sponsorship Packet.

DAY-OF LOGISTICS

What should we wear or bring?

If your company has volunteer shirts, wear them, it's a great way to show up as a team. Otherwise, comfortable clothes you don't mind getting a little hands-on in. We'll handle everything else, just bring your team and your competitive spirit.

What's included for participants?

All participants receive lunch, a swag bag, and a professional team photo. Sponsors receive additional recognition and visibility benefits outlined in the sponsorship packet.

Will there be parking?

Yes! Parking and arrival details will be shared closer to the event.

IMPACT

What is a STEAMKit?

A STEAMKit is a hands-on, take-home learning kit designed by Digi-Bridge for K-8 students. Each kit contains everything a student needs to complete a fun, creative STEAM build. At the Crown Town Challenge, your team assembles these kits from start to finish, and every completed kit is distributed to a Charlotte-area student at no cost.

Where do the STEAMKits go?

Every kit assembled at the Crown Town Challenge is distributed to Charlotte-area students through Digi-Bridge's community partners, at no cost to students or families.

How many STEAMKits will be built?

We're aiming to build 1,000 STEAMKits at this year's event, enough to reach 1,000 local students.

Have a question that isn't answered here?

Reach out to us at development@digi-bridge.org and we'll get back to you.