

**TECH INNOVATION BRILLIANT MINDS TOUR-2016 FEATURING  
ESTELLA'S BRILLIANT BUS AND 100 BRILLIANT MINDS KIDS  
JULY 14 THROUGH JULY 26**



**YOUNG TECHIES ON THE MOVE**



**CNN HERO**

**Estella Pyfrom**

**ON A MOVEMENT**

**A multi-city technology powered 12 -days tour caravan with tech mentors, coding and entrepreneurship workshops celebrating the launch of a tour new partnerships and Brilliant Minds Students. All students who are age 17 and younger must have a parent or legal guardian's signature to include a co-signer and notarized signature. All youth must complete and return all documents before being approved for the tour. A fee of \$600 will be charged for each person, or by a sponsoring second or third party, to help defray the expenses of the tour. Fee will be used to cover the cost of transportation, food, water, lodging, event tickets, and at least 12 t-shirts for each participant. Approval will be granted on a first come first serve basis.**

## Registration Information

Youth- include participants (10-18) years of age. Scholarships may be awarded to participants from local sponsors to offset the \$600.00 per student fee. Scholarships are not guaranteed.

FOR MORE INFORMATION, contact:

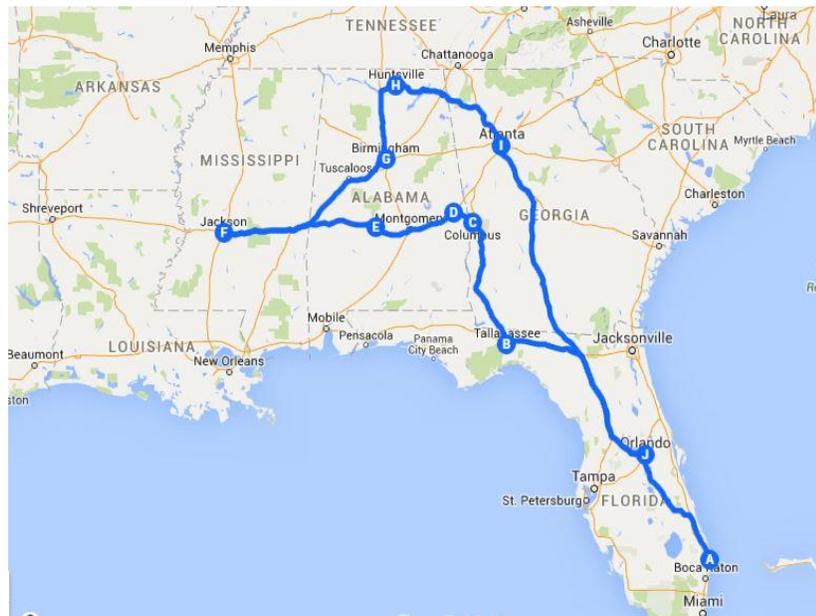
Estella Pyfrom ----- 561-985-1889  
Lisa McCray ----- 561-846-1615



Laura Hall ----- 334 -468-2454  
Dr. Karen Abrams----- 561-352-0165  
Randalette Williams----- 706-464-7310

Join the 12-Day Summer Movement for teaching youth to Solve Big Problems that can Change Their World.

- A West Palm Beach, FL, United States
- B Tallahassee, FL, United States
- C Phenix City, AL, United States
- D Opelika, AL, United States
- E Selma, AL, United States
- F Jackson, MS, United States
- G Birmingham, AL, United States
- H Huntsville, AL, United States
- I Atlanta, GA, United States
- J Orlando, FL, United States



# What is Brilliant Minds Tech Innovation Bus Tour 2016?

□ A traveling learning program that uses the power of mentor communities and the educational potential of interactive hands-on workshops to teach students to address and solve big problems using technology to jumpstart innovation that benefits society.

## Why Tech Innovation Bus Tour 2016?

- Geeks on a Bus: Live demos, interactive presentations, hands-on learning and doing...
- Programs that allow students from different geographic locations and socio-economic backgrounds to access software coders and engineers passionate about technology. Cultural historic experts will partner to show the pathway from the past to today's innovators.

**How it Works: Brilliant Minds** Tech Innovation Bus Tour provides students onboard and attendees at local multi-city stops with the necessary elements to participate in code-building processes and engage in conversations about working in a 21<sup>st</sup> century innovation economy.

### Resources:

Partners of Brilliant MINDS Tech Innovation Bus Tour provide students and mentors with coaching, lesson plans, digital videos, digital images and other materials from Brilliant Minds Tech Innovation Bus Tour website ([www.estellasbrilliantbus.org](http://www.estellasbrilliantbus.org)). These materials prepare students for coding workshops and building digital products.

### Mission:

The mission of Brilliant Minds Tech Innovation Bus Tour is to address the challenge and lack of resources to connect low-income students to the vocabulary and tools of the innovation economy.

Estella's Brilliant Bus provides a mobile instructional technology and training system that creates opportunities for self-paced educational learning. We employ this educational tool primarily in under-served and under resourced areas with two primary goals: (1) 'empowering' children and their families with life-long learning skills, and (2) providing access to instructional "learning" technology while partnering with community agencies and educational stakeholders.





**Background:**

Estella's Brilliant Bus, will bring together 135 travelers (100 students) on buses to meet with hundreds of other local students at each stop on a historic multi-city tour of local cultural heritage landmarks and locations that include hands- on technology learning activities. Brilliant Minds Tech Innovation Bus Tour is merging computer-programming with on-the-go entrepreneurship training. The Tech Innovation Bus Ride offers three exciting programs: Basic Coding Workshops, Robotics, Mobile App Build and Basics of Tech-Entrepreneurship. Our sponsors are an integral part of these events providing education, mentorship and opportunities for students who attend to be part of the STEM pipeline.

Estella's Brilliant Bus is incorporated as a Federal 501(c) (3) tax-exemption not-for-profit organization with the State of Florida.

## **COLUMBUS, GA. /PHENIX, CITY, AL.**

We are joined by Forecast Reality whose mission is: “We are a forward-thinking organization whose main purpose is to aide educators, prepare students and increase parental involvement for a rapidly changing world by equipping them with access to 21st century 'tools of engagement' to promote SMART-ER (STEM) SCIENCE, MATHEMATICS, ARTS, RESEARCH, TECHNOLOGY, ENGINEERING, READING students.

Estella’s Brilliant Bus is ecstatic about the opportunity to travel and work with FORECAST Reality to provide experiences of a lifetime for children. WE SOLUTE Laura Hall and Randalette Williams for their courageous efforts to help make this dream a BRILLIANT REALITY for both Estella’s Brilliant Bus and Forecast Reality.

## **HOW THIS WORKS • Online • Mobile • Tablet • Indoors and Outdoors**





## BRILLIANT MINDS TECH INNOVATION ORGANIZERS:

The Brilliant Bus is a mobile technology lab, which gained founder Estella Pyfrom one of CNN's Top Ten Heroes of 2013 awards. Pyfrom, a retired Palm Beach County teacher, counselor and administrator, used her retirement money to design, build and equip a bus with computers. Realizing the digital divide in Palm Beach County, Fl., Pyfrom set out to bring computer technology to low-income families ([www.estellasbrilliantbus.org](http://www.estellasbrilliantbus.org)).

Stemnasium Learning Academy, Philadelphia, Pennsylvania - "Establishing Engineering Habits of the Mind" – Tariq Dionea Evans Al-Nasir

KeyWay to Kids, Detroit, Michigan exposing youth to "life-changing secrets in Digital Media, Live Video Production, Broadcasting and Entrepreneurship." – Corey Kibwe Pope

Forecast Reality, Phenix City, Alabama – "preparing students for a rapidly changing world by equipping them with 21st century technology and providing support." – Laura Hall

Parent 2 Parent, Phenix City, Alabama      Randalette Williams

Florida A&M University Marching 100 Band Tallahassee, Florida – “The Florida A&M University Marching 100 Band, a role model of excellence.” - Dr. Shelby Chipman

Brilliant Minds Team, Washington, D.C. -

- Lawrence Chambers

## **BRILLIANT MINDS TECH INNOVATION PARTICIPANTS:**

**Florida Power and Light/NextEra Energy**

**Alabama Power**

**Edmentum**

**Eon Reality**

**ZSpace**

**The Roundhouse**

**ColumbusMakesIT Makerspace**



**Become a Partner in the Biggest Student Tech Innovation Inclusion Event Series of the summer.**

## REACH AND IMPACT BY THE NUMBERS

**1,000,000,000+** Online unique visitors estimated to view and share stories, photos and videos

**1,000,000+** Highway travelers will see the bus-caravan on multi-city tour of Southeast USA

**50,000+** Students, adults and mentors will be reached through expanded networks

**5000+** Students during the tour will work with mentors, engage in coding and learn about historic cultural landmarks

**100+** Student workshop attendees traveling on Tech Innovation Bus Ride, will have a once-in-a-lifetime experience.

**Brilliant Minds Tech Innovation Bus Tour 2016 ...Creating a shared common vision for a strong tech-inclusive America!**

**Brilliant Minds "Tech Innovation Bus Tour"** is a partnership of change agents: Estella's Brilliant Bus. The partnership is seeking to raise \$350,000 from corporate sponsors supporting solutions to reach students and their communities with a new narrative to connect them with the tech innovation economy. We plan to transport 100 youth and 35 chaperons on an 11-day summer "tech innovation" road trip in conjunction with and participation in the launch of a new partnership with Freedom's Route celebrating in July 15, 2016 through July 27, 2016.

As we travel from state to state, our mission is to help these students and their communities change the trajectory of their futures by using skills gained through activities associated with tech innovation.

The **Brilliant Minds Tech Innovation Bus Tour** is a multi-city bus caravan featuring turnkey hands-on custom coding classes, robotics and tech entrepreneurship workshops and historical tours. Students will be mentored and hosted by Estella's Brilliant Bus (CNN Hero), and assisted by guest mentoring partners from other states. This unique approach to student engagement with technology represents a distinct opportunity for aligned corporate partners to create direct outreach and support of tech-inclusion efforts that can result in a lifelong impact for our students and their

future impact on society at large. For supporting companies that seek to invest in our multi-city tech tour through the South, we offer several media exposure packages in addition to a variety of a la carte and packaged participation opportunities to include:

**Brilliant Minds Tech Innovation Bus Ride travel route:** Directions from West Palm Beach, FL, to Tallahassee, FL, Columbus, Ga, Opelika, AL, Selma, AL, Jackson, MS, Birmingham, AL, Huntsville, AL, Atlanta, GA, Orlando, FL

**SPONSOR INVESTMENT & BENEFITS OPPORTUNITIES:**

- Transportation: Bus signage and banners through 10 cities
  - Mobile, Social, & Web Video: millions of impressions, unique views and downloads
  - Venues: workshops, concerts (discount tickets), booth and exhibit areas (custom signage), splash page, social media, custom t-shirts per city
  - Crowdfunding Campaign: exposure via videos, perks and giveaways.
- Celebrity and Sport Stars: meet and greets, screen savers, pre-roll video credits and donations.

## SAMPLE T-SHIRT WORDING FOR SPONSORS



Top front- Your name is already on Board.... on the back of all of the shirts

T-shirts sponsorship at \$20.00 per shirt --- 180 shirt minimum.  
Additional sponsorship information

# THANK YOU!



1. WE NEED SPONSORS FOR UP TO 100 STUDENTS AND 35 CHAPERONS AT \$600 PER PERSON. A SPONSOR MAY SPONSOR ONE OR MORE KIDS.
2. WE NEED T-SHIRT SPONSORS FOR UP TO 1800 T-SHIRTS AT \$20.00 EACH. T-SHIRT SPONSORS MAY SPONSOR A MINIMUM OF 100 SHIRTS (\$2,000). THE ORGANIZATION'S NAME WILL BE PRINTED ON THE FRONT OF THE T-SHIRTS.

BRILLIANT Mind Sponsors



Office  
**DEPOT** | Max

Will Begin Here!

## Proposed Itinerary

West Palm Beach FL (Departure City)  
Lisa McCray-561-846-1615  
Estella Pyfrom-561-985-1889

Contacts:

**Days 1&2** TALLAHASSEE, FLORIDA – July 14-15, 2016  
Contacts: Estella Pyfrom: 561-985-1889  
Lisa McCray: 561-846-1615  
Dr. Shelby Chipman: 850-899-8165  
Joseph Jones: 561-846-1372

**Days 3,4&5** COLUMBUS, GA/OPELIKA, AL - JULY 16, 17, 18 2016  
Contacts: Laura Hall: 334-468-133  
Randalette Williams: 706-464-7310

**Day 6** SELMA ALABAMA JULY 19, 2016  
Contact: Rashida Leroy: 205-243-7913

**Day 7** BIRMINGHAM ALABAMA JULY 20, 2016  
Contact: Rashida Leroy: 205-243-7913

**Days 8** JACKSON, MS JULY 21  
Contact: Dr. Robert Blaine:

**Day 10** HUNTSVILLE ALABAMA JULY 22 & 23 2016  
Contact: Juan Pyfrom:

**Day 11** ATLANTA GEORGIA JULY 23,24 & 25, 2016  
Contact: Audrey Wilson: 919-757- 3988

**Day 12** ORLANDO FLORIDA JULY 25, 2016  
Contact: Estella Pyfrom: 561-985-1889

**WELCOME HOME!**

JULY 26,2016

(Arrival time to be announced)