

25 HOURS. ONE CONNECTED WORLD.

A Live Global Digital Skills Marathon
Expanding Opportunity for All.

SEPT. 24-25, 2026



In celebration of 25 years of service, join us to support a globally streamed world record attempt led by Connected Nation.





EVENT OVERVIEW

On September 24 and 25, Connected Nation will host the world's longest continuous digital skills workshop, live-streamed globally across time zones. This 25-hour marathon will deliver practical digital, AI, and online safety skills for families, seniors, job seekers, students, and educators while attempting a Guinness World Record and expanding access to critical skills in today's digital world.

The event will train learners live via streaming platforms, create on-demand resources for continued use, and advance global digital empowerment for communities most impacted by the Digital Divide.

WHY SPONSOR?

- **NATIONAL LEADERSHIP IN DIGITAL OPPORTUNITY** – Position your brand as a leader in digital empowerment, workforce readiness, and responsible technology adoption.
- **HIGH-VISIBILITY GLOBAL EXPOSURE** – Sustained brand presence throughout a 25-hour live stream across multiple platforms and time zones.
- **STRONG CSR ALIGNMENT** – Direct connection to workforce development, education, accessibility, and equitable technology access.
- **MEANINGFUL ENGAGEMENT, NOT ADVERTISING** – On-screen branding, speaking opportunities, and earned media integrated into educational content.
- **DIRECT COMMUNITY IMPACT** – Support digital skills access for those who need it most, including veterans, older adults, students, families, and underserved communities navigating an increasingly digital world.

EVENT AUDIENCE

- Job seekers, members of the workforce, and veterans groups
- Community-based organizations and nonprofit leaders
- Corporate, philanthropic, and civic leaders influencing digital empowerment efforts
- Families and caregivers
- Seniors and older adults
- Students and educators





SPONSOR	PLATINUM (\$100,000) - SOLD OUT	TECHNOLOGY & INNOVATION (\$50,000)	COMMUNITY IMPACT (\$25,000)	SUPPORTING PARTNER (\$10,000)
NUMBER OF SPOTS	ONE	TWO	FOUR	SIX
Presenting Sponsor Naming Rights	Yes	--	--	--
Executive Opening Remarks	Yes	--	--	--
Full 25-Hour Brand Integration	Yes	--	--	--
Opening & Closing Broadcast Recognition	Yes	Yes	--	--
Sponsored Educational Training Hour	Priority selection	One hour	One hour	--
Logo on Website & Promotional Material	Prominent placement	Featured placement	Included	Included
Inclusion in Press Releases & Media Campaigns	Lead positioning	Included	Included	Included
Additional On-Air Mentions During Broadcast	Hourly	4 mentions	2 mentions	2 mentions
Recognition in Post-Event Impact Report	Featured section	Highlighted	Listed	Listed
Alignment with Prime-Time Programming	Guaranteed	Guaranteed	--	--

BECOME A SPONSOR

All sponsorships directly support free, live digital skills training for individuals and communities around the globe.

HOURLY SPONSORSHIPS ADD-ONS – Sponsors may align with topic areas. All content remains educational, noncommercial, and aligned with Connected Nation standards and Guinness requirements.

HOURLY TYPE	INVESTMENT
Prime Hours (Opening, Closing, AI Literacy, Workforce)	\$5,000–\$7,000
Standard Daytime Hours	\$3,000–\$4,500
Overnight Hours	\$2,000–\$3,000

Premium pricing applies for North American morning hours, Europe/Africa prime time, and Asia-Pacific prime time.

EMAIL US TODAY AT worldrecord@connectednation.org



Connected Nation is celebrating its 25th anniversary in 2026. The national nonprofit's mission is to improve lives by providing innovative solutions that expand access to and increase the adoption and use of broadband (high-speed internet) and its related technologies for all people.

Everyone belongs in a Connected Nation.

Learn more at connectednation.org

