



ATLANTA
DIGITAL WORLD
SUMMIT

PRESENTED BY

solution road ▶

HOST: SKILLSHOT MEDIA

2470 LINDBERGH LN NE, ATLANTA, GA 30324

Skillshot

ATLANTA'S INAUGURAL DIGITAL WORLD SUMMIT WAS A SMASHING SUCCESS!

The first ever Atlanta Digital World Summit (ADWS) was successfully held on October 4th, 2023, hosting a sold-out audience at Skillshot Media.

With plans to expand attendance and accessibility for 2024, the inaugural summit marked an important step in establishing Atlanta as a global leader across the intersections of fintech, gaming, entertainment and more.

The one-day summit gathered an engaged crowd to discuss the growing connections between finance, technology, and digital media. Expert speakers led interactive panels on relevant topics including digital monetization, leveraging influencer networks, the metaverse landscape, and the future of digital connectivity.

“WE WERE THRILLED TO SEE SUCH AN ENTHUSIASTIC TURNOUT AND RESPONSE FOR OUR FIRST SUMMIT,” “WITH HELP FROM OUR PARTNERS AT SKILLSHOT MEDIA, WE ACHIEVED OUR GOAL OF FOSTERING IMPORTANT CONVERSATIONS AND NETWORKS TO DRIVE INNOVATION IN ATLANTA'S DIGITAL SPACE. WE HAVE AMBITIOUS PLANS TO BUILD ON THIS INAUGURAL SUCCESS NEXT YEAR.”

SARAH SMITH, ADWS FOUNDER

The 2023 summit also succeeded in raising Atlanta's profile across global media outlets and creating new internship opportunities to expand local talent pipelines. If the impressive outcomes from year one are any indication, the Atlanta Digital World Summit has a very bright future as a flagship event to showcase the region's leadership in our increasingly digital world.

WE ARE GOING GLOBAL!

- We will double attendance for 2024
- Announce a streaming ticket option by leveraging the capabilities of strategic partner —**Skillshot Media**—to stream to 1 billion people worldwide.

WE ARE UNIQUE & RELEVANT: ADWS was the FIRST summit of its kind to focus on the digital relationships between FINTECH, GAMING, & ENTERTAINMENT and how to capitalize and improve them.

MEDIA EXPOSURE: Atlanta Journal Constitution, Forbes, Atlanta Business Chronicle, Marietta Daily Journal, Jewish Times, Roughdraft, CBS-46, & Gray TV (Distributed our content to over 170 US TV Markets)

NETWORKING: Host Committee, executives, attendees and students were exposed to 5000+ new contacts through these portals: attendees, promotional events, the ADWS podcast, associated sponsorship, newsletter and social media marketing.

THE ADWS NEWSLETTER & PODCAST: We have increased our subscriptions by 150% in 2 months, post summit! With our companion podcast, The ADWS spotlights partners, sponsors, innovators and more! Listeners are global from over 20 countries!

COMMUNITY: We created and fully funded 5 Enterprise Internships created for June 2024: The Plan? ADWS is building an internship alumni base!

The ADWS created strong academic partnerships with: Georgia State University, Kennesaw State University, Georgia Institute of Technology, Clark Atlanta University & Morris Brown College.

GAMING



NETWORKING



5000
NEW CONTACTS



ENTERTAINMENT

MUSIC

COMMUNICATIONS



150%
AUDIENCE
GROWTH

2023 SUMMIT HIGHLIGHTS



FINTECH

PODCAST



20 COUNTRIES

COMMUNITY

5 PAID
INTERNS



ATLANTA DIGITAL WORLD WORLD SUMMIT





WHAT THE ATTENDEES SAY.

“THE ADWS TEAM AND THE FOCUS THEY PULLED OFF IS WHAT TO OTHERS WOULD HAVE SEEMED IMPOSSIBLE.”

Michael Coles – CEO, Founder, Chairman, Author, Named The Coles School of Business at Kennesaw State

“The ADWS team knew exactly what they wanted to do and even though it was a lot of hard work. And they worked hard!

People were interested and seemed really excited to share. ADWS leadership is a gift to the industry and I know colleagues and the students appreciate what you do!”

Delores Crowell, Director of Strategy & Chief of Staff to Michael Thurmond, Dekalb County, Georgia Film Foundation

“What ADWS has developed here is a unique, and much needed, megaphone to trumpet to the world that Atlanta has the digital foundation to blow up any business.”

Ryan Millsap, Founder, Blackhall Studios
and Blackhall Entertainment

**//
Watch out @CODE SUMMIT!!
The Atlanta Digital World Summit
is coming for you! //**

Anthony Gaud – Emmy Award winning
CEO and technology, game, TV & IP developer.

“What Billy Payne did for Atlanta by bringing the Olympics here in 1996 was the single most important digital investment that put Atlanta, and all of Georgia, on the world Stage.”

Hilton Howell, Chairman & CEO, Gray TV & Assembly Studios &
Summit Keynote Speaker



300% AUDIENCE GROWTH
Since August 2023

atlantadigitalworldsummit.com

AWDS' reach is rapidly growing! By **LEVERAGING MULTIPLE PLATFORMS** we are able to promote and publicize our sponsors and the organizations that support the summit.

Panelists & Panels - Supporting Companies - Sponsors - Podcasts - Ancillary Events including partnerships with GPP, Skillshot Media, the MACOC, all film studios, fintech companies, AI companies, and gaming companies and agencies. **The ADWS will only be growing!**

CITIES AND COUNTRIES LISTENING TO ADWS PODCAST

- | | | | |
|---------------|--------------|-------------|--------------------|
| UNITED STATES | Irvine | IRELAND | RUSSIAN FEDERATION |
| Athens | Tucker | Dublin | Samara |
| Quincy | San Antonio | MEXICO | |
| Savannah | Scottsdale | Terreón | NORWAY |
| West Orange | St Louis | | Bode |
| Acworth | Sykesville | INDIA | |
| Ashburn | Douglasville | Bhubaneswar | BRAZIL |
| Blue Ridge | Hoffman | | Macapa |
| Brooklyn | Jackson | GERMANY | |
| Carrollton | Jonesboro | Dorpen | |
| Atlanta | Lakeland | | |
| Sugar Hill | Loganville | | |
| Decatur | Los Angeles | | |
| Buford | Mableton | | |
| Smyrna | Marietta | | |
| Alpharette | McDonough | | |

GET THE COMPLETE EXPERIENCE ONLINE

THE ADWS 2023 IS NOW STREAMING ON MULTIPLE PLATFORMS AND SOCIAL MEDIA. DON'T MISS ALL THE EXCITEMENT, INSIGHTFUL CONVERSATIONS AND GUEST SPEAKERS.



WHAT MEDIA IS SAYING ABOUT AWDS

THIS STORY WAS DISTRIBUTED THROUGHOUT THE GRAY TV NETWORK HITTING OVER 170 LOCAL NEWS CHANNEL WEBSITES NATIONALLY

SEE THE SUMMIT HERE!



<https://lnkd.in/g8xyv8cb>

ADWS WILL BE A HALF-DAY SUMMIT, FEATURING THE PEOPLE WHO DRIVE ATLANTA'S DIGITAL REVENUE STREAMS – ENTERTAINMENT, MUSIC, FINANCIAL TECHNOLOGY, GAMING, AND SPORTS.

ADWS 2024 is adding SPORTS to its lineup! With Sports technology taking off - through gaming, gambling, strategy and AI design, Sports is merging with Fintech, Gaming & Entertainment like never before!

ADWS will focus on HOW does Atlanta become number one in Fintech, Sports, Gaming & Entertainment?

WHATS NEXT?

Collaborating with the Georgia Film Foundation, the ADWS will highlight their 2024 internship candidates onstage with the leadership of their sponsor companies for a real review on building powerful business relationships and workforce development!

HOST COMMITTEE

RYAN MILLSAP
THE BLACKHALL GROUP

MITCH LEFF
LEFF ASSOCIATES

ERIC GOINS
ACTOR/SAG PRESIDENT

SILVIA VIDELA
THE BLACKHALL GROUP

JUDITH KRIMSKI
KRIMSKI DESIGN & COMMUNICATIONS

MONTY ROSS
OURS STUDIOS

MICHAEL COLES
CHAIRMAN, CEO, FOUNDER

ASANTE BRADFORD
GEORGIA DEPARTMENT OF ECONOMIC DEVELOPMENT

DELORES CROWELL
THE GEORGIA FILM FOUNDATION

LANE SILVA
SOLUTION ROAD INC

MARK MELTZER
HOPE-BECKHAM PUBLIC RELATIONS

DARRYL COHEN
COHEN, COPPER & ESTEP

AUSTIN WILLIAMS
SHADOWBOX STUDIOS

JOE FAXIO
FAXIO PRIVATE WEALTH

JOSHUA HARRIS
FILMHEDGE

MARK WOFFORD
PC&E

BRENNAN DICKER
CMII, GEORGIA STATE UNIVERSITY

LARONDA SUTTON
ENTERTAINMENT.GOV

WAYNE OVERSTREET
GO MEDIA

PORT WILSON
ACCENTURE

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SOLUTION ROAD PRODUCTIONS

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SOCIAL MEDIA STRATEGIST

ANDREW GREENBERG
GEORGIA GAME DEVELOPERS ASSOCIATION

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CONTENT ARCHITECT @DMONRO

TODD HARRIS
SKILLSHOT MEDIA

BRIAN BRASHER
PITCH HAMMER MUSIC

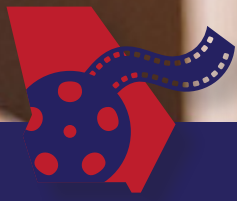
HEATHER GIBBONS
INMO CREATIVE

GINA ESPINOSA
HOPE BECKHAM PUBLIC RELATIONS

DREW SAWYER
MOONSHINE POST

ROBERT GREEN
HOLLAND & KNIGHT





The Georgia Film Foundation's mission is to leverage the social and economic force of Georgia's burgeoning film industry to promote education and training programs and support growth in the communities we serve.



GFF LEADERSHIP

A LOOK AT THE FUTURE

As production grows in the state The Georgia Film Foundation will support organizations offering training and education in the film industry.



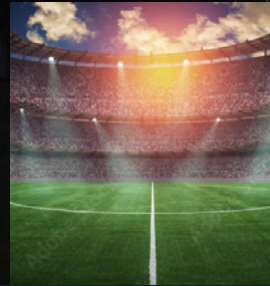
**DELORES CROWELL
EXECUTIVE DIRECTOR**

- Film Schools/Academies*
- Producing*
- Crew*
- Directing*
- Cinematographer*
- Other Industry Careers*
- Screenwriting*
- Marketing/Distributing*
- Production Design*
- Makeup*
- Casting Director*
- Film Classes*
- Editing/Post*
- Video Production*
- Audio*

Delores Crowell has been in the Atlanta area for over 30 years working in the fields of Public Policy, Sales, Marketing and Governmental Affairs. While holding several executive and management titles she worked with numerous nonprofits and educational institutions distributing millions of dollars over her 27-year career with both BellSouth and AT&T.



THE ONLY EVENT OF ITS' KIND — SHOWCASING ENTERTAINMENT | MUSIC | FINTECH | GAMING | SPORTS

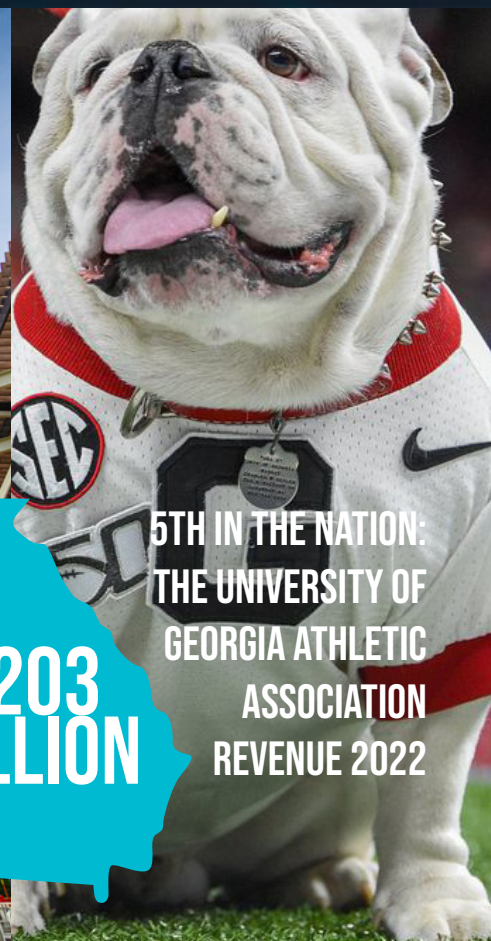


SPORTS



“JUST LIKE THAT, ATLANTA IS
SPORTS CAPITAL OF THE WORLD.”

FORBES MAGAZINE - DEC 17, 2023



**\$203
MILLION**

5TH IN THE NATION:
THE UNIVERSITY OF
GEORGIA ATHLETIC
ASSOCIATION
REVENUE 2022



“GOVERNOR BRIAN P. KEMP TODAY ANNOUNCED A CHART-TOPPING YEAR FOR THE FILM AND TELEVISION INDUSTRY AS PRODUCTIONS SPENT \$4.4 BILLION IN GEORGIA DURING FISCAL YEAR 2022 – A NEW INDUSTRY RECORD.”

— AUGUST 1, 2022, GEORGIA DEPARTMENT OF ECONOMIC DEVELOPMENT



**IT'S NO WONDER IT'S DUBBED
THE "HOLLYWOOD OF THE SOUTH"**





MUSIC

**\$1.67
BILLION**

BETWEEN 2001 AND 2018, DIRECT EMPLOYMENT AT RECORDING STUDIOS, PERFORMANCE REHEARSAL SPACES, MUSIC VENUES, MUSIC FESTIVALS AND OTHER MUSIC-RELATED BUSINESSES IN FULTON COUNTY... GREW AT SIX TIMES THE RATE OF THE REST OF THE ECONOMY. MORE THAN 10,500 NEW JOBS WERE CREATED ... EARNING \$265 MILLION IN AN INDUSTRY GENERATING \$1.67 BILLION.

BILLBOARD, OCTOBER 10, 2020



**\$72
BILLION**

WHEN PEOPLE AND BUSINESSES AROUND THE U.S. NEED TO CONDUCT AN ONLINE TRANSACTION, THEY GO TO GEORGIA.

More specifically, their payment passes through a Georgia-based company that is part of Transaction Alley, where 70% of all transactions in America pass through daily.

How significant is that? Consider this: 118 billion transactions annually go through Georgia. So many financial technology (fintech) companies have located here that the state has rightfully earned the nickname "Transaction Alley." More than 170 fintech firms call Georgia home and cumulatively generate annual revenue of \$72 billion.

ATLANTA IS NOW RANKED IN THE TOP 10 OF FINTECH CITIES AROUND THE WORLD.



The most recent figures from the Georgia Game Developers Association tell an incredible story about Georgia!*

Game Studios in Georgia	141
Game Studio Gross Revenue	\$577 million
Game Studio Employment	4,080 full-time employees
Average Game Studio Salary	\$87,000
Game Studio Value Added to Georgia Economy	\$547 million

**Game statistics from 2020*



GEORGIA'S
GAME STUDIO
ECONOMIC IMPACT

GAMING

“THE VIDEO GAME INDUSTRY IS REALLY BEARING FRUIT IN THE PEACH STATE.”

PRNEWswire, WASHINGTON, DEC. 3, 2020



SPONSORSHIP LEVELS



\$50,000 (1) - GLOBAL STREAMING PARTNER

\$25,000 (3) - CAPITAL PARTNER

- Panel Sponsor – Fintech – Gaming – Entertainment – Sports
- Keynote Speaker Sponsor
- ADWS Summit Luxury Gift Bag & Summit Experience Bags

\$20,000 (1) - MEDIA CONCIERGE SPONSOR

- Academic Champion Sponsor
- Registration & Lanyard Sponsor

\$10,000 (2) - CONNECT SPONSOR

- Breakfast Sponsor
- Lunch Sponsor

\$5,000 (2) - SUSTENANCE SPONSOR

- Offsides Snack & Soda Sponsor
- Newsletter Sponsor

\$2,000 (11) - ENTERPRISE SPONSOR

- 10 sponsorships for 10 enterprise internships with participating companies
- Corporate executive & internship preview with 100-person executive/academic audience (July 2025 event)

CATEGORY EXCLUSIVITY AND AVAILABLE CATEGORIES

Top-level ADWS Sponsorship provides the opportunity for brands to align with the ADWS as key promotional partners including category exclusivity within category and much more. Some of the available categories include (but are not limited to):

- Automaker
- Credit Card and Consumer Banking
- Insurance
- Quick Serve and Casual Dining Restaurants
- Airlines
- Big Box Retail Stores
- Craft Beer
- General Consumer Electronics
- Hotel Chains
- Salty Snacks
- Sweet Snacks and Candy (confections)
- Bottled Water
- Multiple non-alcoholic beverage categories including:
 - Energy Drinks
 - Carbonated Soft Drinks
 - Tea
 - Coconut Water
 - Kombucha and other non-alcoholic drinks
- Wireless/TeleComm Providers
- Mobile Device Manufacturer
- Distilled Spirits
- Wine
- Car Rental, Rideshare and Ground Transportation
- Travel services and Vacation Rental



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REPLY FORM

COMPANY (EXACTLY AS IT SHOULD APPEAR ON ALL PRINTED MATERIALS)

CONTACT PERSON

TELEPHONE

ADDRESS

CITY

STATE

ZIP

EMAIL ADDRESS

YES! I want to join the ATLANTA DIGITAL WORLD SUMMIT

I am enclosing a check for the sponsorship amount.

I would like my credit card charged (circle card type):

MC VISA DISC AMEX

_____ Exp ____/____/____ Security Code _____

SPONSORSHIP LEVELS

- GLOBAL SPONSOR \$50,000
- CAPITAL SPONSOR \$25,000
- MEDIA CONCIERGE SPONSOR \$20,000
- CONNECT SPONSOR \$10,000
- SUSTENANCE SPONSOR \$5,000
- ENTERPRISE SPONSOR \$2,000

For more information or sponsorship
& ticket reservations contact:

Sarah Smith
Solution Road
sarahsmith@solution-road.com
404.788.9650

solution road ►

Solution Road Productions
404.788.9650
www.solution-road.com



ABOUT THE ORGANIZER

Solution Road, Inc. is a professional marketing services provider. With over 25 years of experience in strategic marketing, fundraising, cutting edge design, and media plans that push the boundaries, **Solution Road is leading ATLANTA'S DIGITAL WORLD SUMMIT.**

With the collective goal from the Host Committee and participating companies and professionals, ATLANTA'S DIGITAL WORLD SUMMIT is a clarion call! Atlanta, Georgia is the only place to be and to work in the new digital world.

In this inaugural summit, our goals are as follows:

- ▶ Create an exciting, unique event that shouts to the world: "ATLANTA IS DIGITAL"
- ▶ Launch 10 new enterprise internships with top companies in entertainment/film/music/fintech.
- ▶ Highlight organizations throughout the city and state that provide resources to these exciting digital industries.

PLEASE JOIN US! SPONSOR THE SUMMIT!

Thank you,

Sarah K. Smith
President, Solution Road, Inc.
<https://atlantadigitalworldsummit.com>

solution road ▶

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www.solution-road.com