



REALCHILL EDUCATION

4

Program pillars

30+

Students served

82%

Business activation rate

2

Live client organizations

10

Cohort weeks

WHO WE ARE

RealChill Education is an independent, Atlanta-based education organization that puts high school students inside real marketing agencies, working on real client accounts from day one. We are not a tutoring center. We are not a classroom simulation. We are a workforce development engine that produces young professionals who can write grant narratives, manage live social media accounts, build brand strategies, and present their work to organizational partners before they graduate high school.

Founded by Amani Mansur — marketing strategist, published author, and CEO of RealChill Systems — RealChill Education was built to close the gap between the skills schools teach and the skills the market actually requires. We operate at the intersection of marketing, entrepreneurship, financial literacy, and AI technology. Our instructors are active practitioners, not retired academics. Every student who completes a RealChill cohort leaves with a professional portfolio, a resume, a career website, and documented live client experience that most adults in the workforce do not have.

WHAT WE DO

The Curriculum

- Marketing and Digital Media — brand strategy, content creation, Canva, social media management, copywriting, and campaign execution for real organizations
- Entrepreneurship — how businesses are built, how revenue is generated, how to pitch, and what it means to operate with an owner's mindset
- Financial Literacy — budgeting, credit, business banking, grants, and the basics of business finance taught in plain language with live exercises
- AI and Technology — practical, ethical use of ChatGPT, Gemini, Gamma AI, and cybersecurity awareness taught as a survival skill, not an elective

What Students Produce

- Live client content for Americans Thrive and RealChill Marketing
- Social media account management across Instagram and LinkedIn
- Grant writing research and narrative development
- Professional portfolios, resumes, and career websites
- Final presentations to organizational partners
- 30-day content calendars delivered as client-ready documents

WHERE AND WHEN

Where We Are	When We Operate
• Headquartered in Atlanta, Georgia	• Programs run in 4-week intensive and 8-week extended cohort formats
• Primary service region: Metro Atlanta and the Southeast	• Sessions: 3 to 5 days per week, 4 to 5 hours per session
• First partner school: Shiloh High School, Snellville, Georgia	• Year-round availability — school year, after-school, and summer formats
• Live client work with Americans Thrive and RealChill Marketing	• Next cohort enrollment: open quarterly
• Present at Invest Fest 2026 — 40,000 attendees — with student-produced content	• 501(c)(3) application in progress — currently operating under fiscal sponsorship
• National program model in active development for 2027	• 2026 expansion target: 3 additional Atlanta-area school districts

WHY THIS MATTERS

The skills gap is not a myth. High school students are graduating without the practical knowledge to enter today's economy — not because they lack ability, but because the curriculum has not kept pace with what employers, entrepreneurs, and the market require. Marketing, financial literacy, AI fluency, and entrepreneurial thinking are survival skills in 2026. They are still being treated as electives.

RealChill Education exists to change that — starting in the communities that need it most. We believe that access to real-world skills should not depend on zip code, family income, or who you know. Every student who comes through this program leaves with something they earned: a body of work, a professional identity, and the confidence that comes from knowing they have done real things for real organizations.

Why partner with us? Because the organizations that invest in young talent early — before those students enter the workforce — are the organizations those students remember, recommend, and return to. RealChill Education gives you a direct, authentic, documented connection to the next generation of Atlanta's marketing and entrepreneurship community.

DOCUMENTED RESULTS

Proof That This Works

Pilot and Cohort Results	Student Deliverables
• 22 students enrolled in the RealChill Scholars pilot at Shiloh High School	• Every summer 2026 student delivered a professional portfolio, resume, and career website
• 18 of 22 students launched a micro-business or student brand — 82% activation	• Students produced 30-day content calendars handed directly to client organizations
• Zero school district budget used to deliver the pilot program	• Grant narratives, impact story frameworks, and social media handoff documents produced
• Summer 2026 cohort: 4 students, 30 days, 2 live client organizations	• Final presentations delivered to organizational partners — not just instructors

PARTNERSHIP OPPORTUNITIES

Community Supporter

Up to \$999

Entry-level impact

- ✓ Name and logo in cohort materials
- ✓ Social media recognition post
- ✓ Certificate of community partnership
- ✓ Impact report at cohort close
- ✓ Invitation to virtual showcase

Program Partner

\$1,000–\$4,999

Cohort-level investment

- ✓ All Community Supporter benefits
- ✓ Logo on all printed cohort materials
- ✓ Co-branded social content (2 posts)
- ✓ Named cohort session or workshop
- ✓ In-person showcase invitation
- ✓ Quarterly impact updates

Growth Sponsor

\$5,000–\$14,999

Curriculum-level impact

- ✓ All Program Partner benefits
- ✓ Branded curriculum module
- ✓ Student cohort site visit option
- ✓ 4 co-branded content pieces
- ✓ Press release partnership mention
- ✓ Year-end impact report
- ✓ LinkedIn thought leadership feature

Founding Partner

\$15,000+

Organization-level transformation

- ✓ All Growth Sponsor benefits
- ✓ Named cohort or scholarship fund
- ✓ Executive speaker slot at showcase
- ✓ Custom student project for your brand
- ✓ 12-month social media recognition
- ✓ Board advisory consideration
- ✓ Priority pipeline to student talent
- ✓ Annual partnership renewal option

BEYOND FINANCIAL SPONSORSHIP

In-Kind and Non-Cash Partnership Options

Not every meaningful partnership requires a financial contribution. RealChill Education actively seeks in-kind support, professional connections, and resource partnerships that directly benefit our students and programs.

Professional Contributions	Resource and Access Support
• Professional mentorship — speak to a cohort session about your industry and career path	• Print and production — sponsor flyer printing, presentation materials, or signage
• Curriculum guest instruction — lead a workshop in marketing, finance, or entrepreneurship	• Photography and videography — document cohort sessions and final presentations
• Tool and software access — donate platform licenses students use in the program	• Studio or workspace access — provide a professional environment for a cohort session
• Merch and branded materials — co-branded or donated apparel for student cohorts	• Vendor introductions — connect us with budget-friendly suppliers we need
• Event access — sponsor student attendance at industry events (Invest Fest, conferences)	• Grant referrals — introduce us to a funder, foundation, or program officer

WHAT PARTNERS RECEIVE

★	Brand Visibility With a Credible Mission	◆	Access to the Next Generation of Talent
▲	Documented Community Impact	●	Co-Created Content and Storytelling
✦	Alignment With a Proven, Growing Brand	■	Tax-Advantaged Contribution Pathway

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WHO SHOULD PARTNER WITH US

Corporate and Institutional Partners

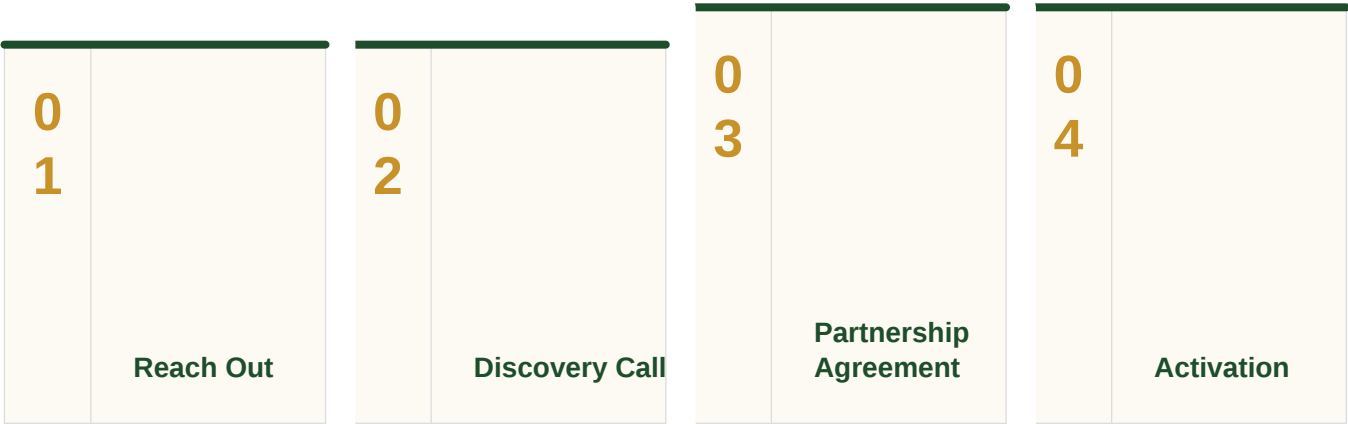
- Corporations with CSR or ESG goals tied to education, workforce development, or youth empowerment
- Marketing agencies seeking authentic community presence and a talent pipeline
- Technology companies whose tools students already use — AI, design, productivity platforms
- Financial institutions with community reinvestment obligations or financial literacy initiatives
- Healthcare and nonprofit organizations that need content support and workforce connections
- Law firms, consulting firms, and professional services companies with community giving programs

Community and Individual Supporters

- Small and mid-size businesses in Atlanta looking for meaningful local community investment
- Educational institutions, community colleges, and vocational programs seeking curriculum partners
- Foundations and grant-making organizations aligned with workforce development and youth
- Media, entertainment, and creative industry brands that value authentic Gen Z storytelling
- Entrepreneurs and individual business owners who want to give back to their community
- Government agencies and economic development organizations funding workforce initiatives

HOW PARTNERSHIP WORKS

The Process — Simple and Direct



Your partner activates v
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We keep y
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close.

COMMON QUESTIONS

What Partners Ask Before They Commit

Is my contribution tax-deductible?

RealChill Education is completing its 501(c)(3) application. Contributions made through our fiscal sponsor may be tax-deductible. We provide documentation and connect you directly with our fiscal sponsor for confirmation.

What if we want to support but cannot commit to a full tier?

We welcome conversations at any level. In-kind contributions, event sponsorships, single cohort support, and introductions to other funders are all meaningful and valued. Email us and we will find the right fit.

Can we be involved beyond writing a check?

Absolutely. Our most engaged partners speak to cohorts, offer student site visits, provide mentorship, and create content alongside the students. That kind of involvement is encouraged and recognized.

How do we know our investment is making an impact?

Every partner receives a formal impact report at cohort close. It documents student outcomes, content produced, organizations served, and skills developed with specificity — not vague metrics.

READY TO PARTNER WITH US?

RealChill Education

Every partnership, sponsorship, and in-kind contribution goes directly to programming, student access, and curriculum development. No overhead fluff. No bureaucratic delay.

Contact our partnerships team today:

admin@realchillmarketing.com

realchilleducation.org

Atlanta, Georgia · Serving the Southeast · Growing Nationally

RealChill Education is an independent organization operating under fiscal sponsorship with a 501(c)(3) application in progress.
realchilleducation.org · admin@realchillmarketing.com · Atlanta, Georgia · Empower. Educate. Entertain.