



COBB INNOVATION TECHNOLOGY ACADEMY

at Osborne High School
and Allatoona High School



**Your
CHOICE
Your
FUTURE**

ABOUT US.

MISSION

Cobb Innovation and Technology Academy (CITA) provides an environment for students to explore and develop workforce-ready skills before entering their careers or higher education. Through industry-aligned career pathways and cutting-edge technology, CITA equips students to meet the demands of a dynamic workforce, driving both personal success and economic growth.

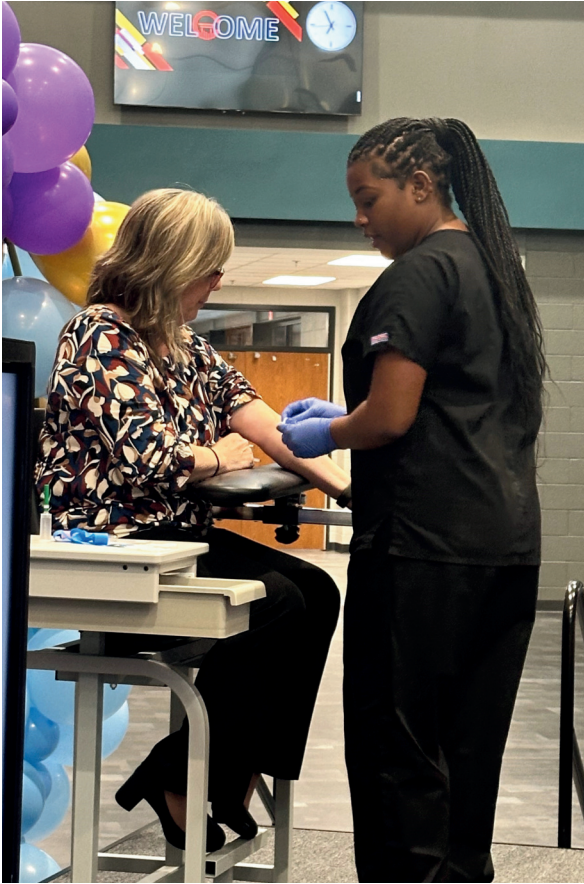
CITA offers 17 career pathways in specialized learning labs equipped with state-of-the-art technology. These pathways align with current and future workforce demands, offering students real-world experiences in industries critical to our local and global economy.

CITA fosters partnerships with businesses, community organizations, and post-secondary institutions to deliver collaborative curriculum development, internships, and teacher education programs.

This innovative approach ensures increased graduation rates and provides students with the skills and knowledge to pursue further education or enter the workforce confidently.



PRIORITIES.



By partnering with CITA, businesses, organizations, and individuals can play a pivotal role in shaping the future workforce while gaining direct access to talented, motivated, and skilled students. Together, we can create a pipeline of success for students, industries, and the Cobb community.

Career Pathways

Emerging Technologies:

Cybersecurity | Networking | Energy & Power

Healthcare and Community Services:

Clinical Lab | Patient Care | EMR | EMT

Phlebotomy | Surgical Technology

Maker Trade Industry:

Automotive | Carpentry | Electrical | HVAC |

Masonry | Plumbing | Welding | Heavy

Equipment Operator

Partnership Priorities:

1. Align teaching and learning with workforce needs.
2. Expand career opportunities for students, including certifications and internships.
3. Build and strengthen partnerships to keep the student pipeline productive.
4. Sustain financial and in-kind support in order to budget strategically.



NAMING OPPORTUNITIES.

Common Areas

Plaza	\$ 2.5 Million
Innovation Destination	\$ 100,000
Business Center	\$ 100,000
Courtyard	\$ 50,000

Named Pathway Programs

Wellstar Healthcare Pathway	\$ 2.0 Million (FUNDED)
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Maker/Trade Industries:

Automotive	\$2.25 Million
Carpentry	\$ 250,000
Electrical	\$ 250,000
Energy/Power	\$ 250,000
HVAC	\$ 250,000
Masonry	\$ 250,000
Plumbing	\$ 250,000
Welding	\$ 250,000
Cybersecurity Technologies	\$ 250,000

Pathway Legacy Partner	\$ 50,000
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BENEFITS

\$2.5 Million – Legacy Partner (25 Years of Recognition)

Includes Catalyst Level Benefits plus:

Institutional Naming Rights: Exclusive naming rights for a major program and space within Osborne and Allatoona High School for 25 years.

Custom Branding Package: Year-round recognition in all District-level communications and events, with exclusive branding in high-visibility areas across the District.

Legacy Features: Personalized documentary or video series highlighting your organization's contribution and its impact on students and the community.

\$500,000 – Catalyst (10 Years of Recognition)

Includes Innovator Level Benefits plus:

Naming Rights: Option to name a career pathway or learning lab for 10 years.

Scholarship Program: Exclusive naming rights for a student scholarship fund tied to your company's industry focus.

Premium Branding: Logo placement on select student uniforms, equipment, or other visible assets used in career pathway programs.

Comprehensive Exposure: Multi-year feature campaign across District platforms, including an annual "Impact Report" video.

\$250,000 – Innovator (5 Years of Recognition)

Includes Visionary Level Benefits plus:

Named Space: Recognition plaque or naming rights for a key facility or lab space within CITA.

Media Spotlights: Featured profile in local publications or District newsletters showcasing the partnership's impact.

Event Inclusion: Guaranteed speaking opportunity at two major District events annually.

BENEFITS

\$100,000 – Visionary (5 Years of Recognition)

Includes Legacy Level Benefits plus:

Event Branding: Company and logo recognized at major CITA events (e.g., CITA Saturdays, skills competition events, job fairs, post-secondary school fairs).

Named Space: Recognition plaque or naming rights for a key facility or lab space within Osborne and Allatoona High School.

Digital Features: Year-long rotating banner on District homepage with direct links to your website, plus digital donor wall at CITA, and incremental digital signage along Windy Hill Road.

Impact Recognition: Sponsor highlight in a District impact video or infographic shared across platforms.

Program Sponsorship: Named supporter of a specific pathway or program within CITA, with recognition plaques in specialized labs.

\$50,000 – Legacy

District Events: Company and logo recognized at major CITA events (e.g., CITA Saturdays, skills competition events, job fairs, post-secondary school fairs).

Named Space: Recognition on donor wall within CITA (permanent), plus classroom recognition (5 years), as appropriate.

Ad Spot: 15–30 second ad shared at District events.

Website: Logo on all local school and District websites; special mention on the Partners in Education page.

Social Media: Quarterly recognition with personalized content, sponsor-branded campaigns, student testimonials, and video features.

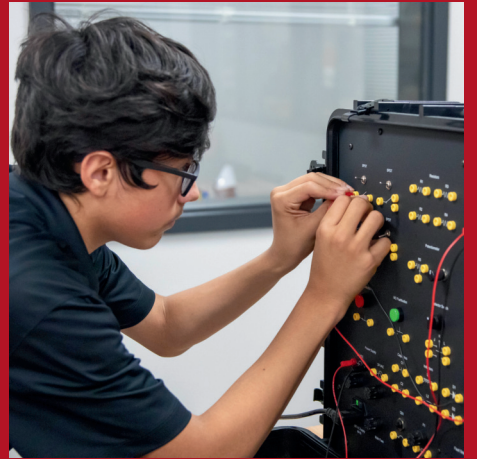
Emails: Headline sponsorship in quarterly District emails and personalized thank-you letters to parents, staff, and the community.

Podcast: 3–5 minute feature in an episode of the Inside Scoop podcast.

Print: Top billing in the Cobb Schools Foundation annual report, event materials, and regional media outlets.

Other: Logo displayed for a school initiative, speaking opportunities, executive board invitation, and exclusive campus tours.

PARTNERS



**ONE TEAM
ONE GOAL**
STUDENT SUCCESS



COBB
SCHOOLS FOUNDATION