

MARKETING ONE-SHEET · FOR THE CITY MARKETING TEAM

City of Miramar AI Boot Camp

The first AI Boot Camp for teens in Broward County.

One source of truth for flyers, reels, billboards, emails, and website copy.

1 Program at a glance

A one-week teen AI intensive where kids build real creations themed on their own city.



Who
Teens **ages 13 to 15**



Seats
15 spots · first-come, first-serve



Cost
Free to families · sponsor-funded

What it is	A one-week AI intensive for teens. First of its kind in Broward County.
Dates	Monday to Friday, July 27 to 31, 2026. Backup week: Aug 3 to 7, 2026.
Hours	9:00am to 3:00pm daily.
Where	A City of Miramar facility. City-provided space and computers.
Group size	Small group. Up to 15 students with 2 certified teachers .
The theme	"City of Miramar," celebrating the city's diversity.
They take home	A music album, a digital comic book they can print or order, and a video. All their own work.
Ends with	A live showcase. Parents invited.

THE ONE LINE THAT SELLS IT

Your teen leaves with a real album, a digital comic book they can print or order, and a video. Themed on their own city.

Free. Certified teachers. Nothing else like it in Broward County.

2 The parent hook

Why a parent signs their kid up today. Lead with the outcomes.

- ✓ **They build real things.** Kids leave with a music album, a digital comic book they can print or order, and a video, all themed on their own city.
- ✓ **AI skills that matter for their future.** Kids learn the tools shaping tomorrow's jobs, guided step by step.
- ✓ **Certified teachers and a small group.** Two Broward-certified teachers. Background-checked. Safe and supervised all week.
- ✓ **Nothing like it in Broward.** The first AI Boot Camp for teens in the county. Your kid gets there first.
- ✓ **It is free.** Fully sponsor-funded. Just 15 seats, first-come, first-serve.

3 What they actually learn

The deliverables are the hook. These skills are what they keep.



Text

AI for reasoning, planning, and brainstorming ideas.



Image

AI for visualizing and shaping concepts.



Video

AI for bringing ideas to life.

- ✓ **Every mode, not just one.** Kids learn AI across text, image, and video, plus the right tools for each.
- ✓ **Idea to finished work.** They learn the workflows that move a concept all the way to a real output.
- ✓ **Safe and responsible.** They build habits that prepare them for the future they will live and work in.
- ✓ **Fun and immersive.** It connects to what each kid is actually interested in.
- ✓ **Real deliverables and transferable skills.** They can apply the same shape (idea, tool, workflow, output) to almost anything next.

4 Ready-to-use copy blocks

Copy any block straight into your design tool. Swap the bracketed fields with your details from Section 7.

FLYER COPY

HEADLINE: Your Teen. Building With AI. This Summer.

SUBHEAD: The first AI Boot Camp for teens in Broward County. Free.

BULLETS:

- Ages 13 to 15 build a real album, digital comic book, and video
- Themed on our own City of Miramar
- Two certified teachers. Small group. Safe and supervised.
- 100% free. Only 15 seats. First-come, first-serve.

CTA: Save your teen's seat today.

DETAILS: July 27 to 31, 2026 • 9am to 3pm • [Location] • Sign up: [Registration link]

INSTAGRAM / TIKTOK REEL • 15 TO 20 SECONDS

SHOT 1 (0-3s): Teen at a screen, headphones on, smiling.

Text on screen: "What if summer camp built THIS?"

SHOT 2 (3-7s): Quick cuts: album cover, comic pages, video frame.

Text: "A real album. A digital comic book. A video."

SHOT 3 (7-12s): Group of teens working together, teacher helping.

Text: "Made by teens. Powered by AI. Themed on Miramar."

SHOT 4 (12-16s): City of Miramar logo + camp dates.

Text: "First AI Boot Camp for teens in Broward. And it's FREE."

SHOT 5 (16-20s): Bold CTA card.

Text: "15 seats only. Sign up now." Voiceover: "Save their seat today."

CAPTION:

Broward's first AI Boot Camp for teens is here. 🚀 Ages 13 to 15 build a real album, digital comic book, and video, themed on our city. Free. Only 15 seats. Link in bio to sign up. #MiramarLeads

 BILLBOARD / LARGE-FORMAT · 5 TO 8 WORDS

PRIMARY: Teens + AI. Miramar Leads This Summer.

SUPPORTING LINE: Free AI Boot Camp · Ages 13 to 15 · [Registration link]

Alt primaries: "Your Teen Builds With AI. Free." · "Broward's First AI Camp For Teens."

 EMAIL · METAIBLOCK STYLE

SUBJECT: 🚀 Your teen can build with AI this summer

Hi [First name],

Big news for Miramar families this summer.

The city is hosting its first AI Boot Camp for teens.

It is built for ages 13 to 15.

It is completely free for your family.

Your teen will build real things.

A music album. A digital comic book. A video.

All themed on our own City of Miramar.

Two certified teachers guide the whole week.

The group stays small and supervised.

There are only 15 seats.

They go first-come, first-serve.

Dates: July 27 to 31, 2026, 9am to 3pm.

👉 Save your teen's seat: [Registration link]

See you there,

[Your name]

City of Miramar

HERO PARAGRAPH:

This summer, the City of Miramar hosts Broward County's first AI Boot Camp for teens. Over one week, students ages 13 to 15 use AI to build a real music album, a digital comic book, and a video, all themed on their own city. It is led by certified teachers, kept small and safe, and it is free for every family.

BULLETS:

- Ages 13 to 15 • July 27 to 31, 2026 • 9am to 3pm
- Build a real album, digital comic book, and video to take home
- Two Broward-certified, background-checked teachers
- Free to families • only 15 seats • first-come, first-serve

CTA BUTTON: Save Your Teen's Seat

SHORT SOCIAL CAPTIONS + HASHTAGS

INSTAGRAM:

Miramar teens, this is your summer. 🚀 Build a real album, digital comic book, and video with AI. Free. Only 15 seats. Sign up now. 📍 [Registration link]

FACEBOOK:

Parents of teens ages 13 to 15: the City of Miramar is hosting Broward's first AI Boot Camp. Your teen builds real creations with AI, guided by certified teachers. It is free, but seats are limited to 15. Sign up: [Registration link]

X:

Broward's first AI Boot Camp for teens is in Miramar. Ages 13 to 15 build a real album, digital comic + video. Free. 15 seats. 📍 [Registration link]

HASHTAGS:

#MiramarLeads #CityOfMiramar #AIBootCamp #BrowardCounty #TeensAndAI
#MiramarProud #SummerCamp2026 #FutureReady #AIForKids #STEAM

5 Key talking points · "Miramar Leads"

Use these in interviews, council notes, press, and partner conversations.

First in Broward

The first AI Boot Camp for teens in the county.
Miramar gets there first.

Future-ready youth

Kids learn the AI skills that matter for the jobs ahead.

Free access

Fully sponsor-funded. No cost is a barrier for any family.

Real creations

Every teen leaves with an album, a digital comic book, and a video.

Safe and certified

Two certified, background-checked teachers. Small group. Supervised all week.

Themed on the city

Every creation celebrates Miramar and its diversity.

6 Assets and how to use them

Everything your designer needs to stay on-brand.

Logos

Co-brand every piece: **MetAiBlock** logo and the **City of Miramar** logo, balanced side by side or with "in partnership with" between them. Keep both on a solid light backplate. Do not stretch, recolor, or crop the marks. Both logo files are provided with this one-sheet.

Brand colors



Royal Purple
#6A1B9A



Plum
#3B1360



Fuchsia
#D81B60



Gold
#F2C94C



Deep Gold
#C89B2E



Warm Tan (bg)
#F9F4ED



Ink (text)
#2B123E

Font: **Inter**. Headings bold, body regular. Section titles may use the purple-to-fuchsia gradient.

✓ Do

- Use the warm tan background, not white or gray.
- Lead with the outcome: album, comic, video.
- Keep sentences short and skimmable.
- Co-brand both logos on every piece.
- Say "free" early and often.

× Don't

- Don't use pure black, cool grays, or stock blue.
- Don't use em dashes in any copy.
- Don't recolor or stretch either logo.
- Don't bury the price. It is free.
- Don't name a sponsor until it is confirmed.

7 Fill-in details for the city

Drop these in wherever the copy blocks show a bracketed field.

Registration link / method	[Registration link/method]
Location / address	[Location/address]
Sign-up opens date	[Sign-up opens date]
Contact	[Contact]

Sponsor credit line: Presented by the City of Miramar. Made possible by [Sponsor Name].

Do not publish a sponsor name until it is confirmed.