MetAiBlock

IN PARTNERSHIP WITH

MIRAMAR PROUD
"We Listen, We Care, We Serve"

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 four-Saturday teen AI intensive where kids build real creations themed on their own city.



**Who**

Teens **ages 13 to 16**



**Seats**

**15 spots** · first-come, first-serve



**Registration**

**Low-cost** · through the City

| | |
|---|---|
| **What it is** | A four-Saturday AI intensive for teens. First of its kind in Broward County. |
| **Dates** | **Saturdays Nov 14, Nov 21, Dec 5 and Dec 12, 2026.** Family showcase Saturday, Dec 19, 10:00 to 11:30am. |
| **Hours** | **9:00am to 3:00pm** each Saturday. |
| **Where** | Ansin Sports Complex. 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 on Saturday, Dec 19. Families 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.**

Four Saturdays. 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 every Saturday.
- ✓ **Nothing like it in Broward.** The first AI Boot Camp for teens in the county. Your kid gets there first.
- ✓ **It fits a busy week.** Saturdays only, low-cost through the City. 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 Fall.

**SUBHEAD:** The first AI Boot Camp for teens in Broward County. Four Saturdays.

**BULLETS:**

- Ages 13 to 16 build a real album, digital comic book, and video
- Themed on our own City of Miramar
- Two certified teachers. Small group. Safe and supervised.
- Low-cost through the City. Only 15 seats. First-come, first-serve.

**CTA:** Save your teen's seat today.

**DETAILS:** Saturdays Nov 14, 21, Dec 5, 12 · 9am to 3pm · Ansin Sports Complex · 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 Saturday 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. Four Saturdays."

**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 16 build a real album, digital comic book, and video, themed on our city. Four Saturdays. Only 15 seats. Link in bio to sign up. #MiramarLeads

## 🪧 BILLBOARD / LARGE-FORMAT · 5 TO 8 WORDS

**PRIMARY:** Teens + AI. Miramar Leads This Fall.

**SUPPORTING LINE:** AI Boot Camp · Ages 13 to 16 · Saturdays this fall · [Registration link]

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

## ✉️ EMAIL · METAIBLOCK STYLE

**SUBJECT:** 🚀 Your teen can build with AI this fall

Hi [First name],

Big news for Miramar families this fall.

The city is hosting its first AI Boot Camp for teens.
It is built for ages 13 to 16.
It runs on four Saturdays.

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 every Saturday.
The group stays small and supervised.

There are only 15 seats.
They go first-come, first-serve.

Dates: Saturdays Nov 14, Nov 21, Dec 5 and Dec 12, 9am to 3pm.
Showcase: Saturday, Dec 19, 10 to 11:30am.

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

See you there,
[Your name]
City of Miramar

## 🌐 WEBSITE COPY

**HERO PARAGRAPH:**
This fall, the City of Miramar hosts Broward County's first AI Boot Camp for teens. Over four Saturdays, students ages 13 to 16 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 and kept small and safe.

**BULLETS:**

- Ages 13 to 16 · Saturdays Nov 14 to Dec 12, 2026 · 9am to 3pm
- Build a real album, digital comic book, and video to take home
- Two Broward-certified, background-checked teachers
- Low-cost through the City · only 15 seats · first-come, first-serve

**CTA BUTTON:** Save Your Teen's Seat

## 💬 SHORT SOCIAL CAPTIONS + HASHTAGS

**INSTAGRAM:**
Miramar teens, this is your fall. 🚀 Build a real album, digital comic book, and video with AI. Four Saturdays. Only 15 seats. Sign up now. 👉🏽 [Registration link]

**FACEBOOK:**
Parents of teens ages 13 to 16: the City of Miramar is hosting Broward's first AI Boot Camp. Your teen builds real creations with AI, guided by certified teachers. Seats are limited to 15. Sign up: [Registration link]

**X:**
Broward's first AI Boot Camp for teens is in Miramar. Ages 13 to 16 build a real album, digital comic + video. Saturdays. 15 seats. 👉🏽 [Registration link]

**HASHTAGS:**
#MiramarLeads #CityOfMiramar #AIBootCamp #BrowardCounty #TeensAndAI #MiramarProud #FallCamp2026 #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.

**Easy access**
Saturdays only, low-cost through the City.

**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 every Saturday.

**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 "four Saturdays" 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 dates or the showcase.
- 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** | `Ansin Sports Complex` |
| **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.