The Tech Challenge

201 S. Market St.
San Jose, CA 95113

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Marketing Tool Kit

The Tech Challenge 2027: Game On!

Want to spread the word about The Tech Challenge to your school or community organizations? Looking for help recruiting team members?

Here is everything you'll need to make communicating about The Tech Challenge quick and easy (so you can focus on your Game!).

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The Scenario

THE SCENARIO:
Everyone needs to play! Playing games helps people relax, connect with others, and practice new skills. You don't need access to expensive playground equipment or devices to enjoy a game. Sometimes, the best games are made from simple materials and clever engineering.
Think about people you know. What kinds of games would they enjoy playing? What mechanical motions like pushes, pulls, spins, and swings could you include? How might you design and build a hands-on game for a real-life player?

THE CHALLENGE:
Design a fun, hands-on game for a real-life player. Power it with mechanical motions like pushes, pulls, spins, and swings.

Call-to-Action Blurbs

Let's Form a Team!
Registration is open for The 40th Tech Challenge: Game On! Save on fees when you sign up by Thursday, Dec. 31, 2026.

Unleash the Power of Play!
Team up with friends to design a fun, hands-on mechanical game for a real-life player.

Know the Players, Make the Game.
Join The 40th Tech Challenge: Game On! today.

Content & Social

Website: thetech.org/techchallenge
Email: challenge@thetech.org
Social: @TheTechChallenge | @TheTechInteractive
Hashtags: #TheTechChallenge #TheTechChallenge2027 #GameOn

Confirmed Hashtags:
- #TheTechChallenge2027
- #TheTechChallenge
- #GameOn

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Social Media Recruitment

LinkedIn

Option 1: Participant Recruitment

Join The 40th Tech Challenge: Game On!
Unleash the Power of Play!

Step into the shoes of a game designer! Registration is now open for the 40th anniversary season of **The Tech Challenge,** hosted by The Tech Interactive, Silicon Valley's premier science center. Student teams in Grades 4 through 12 gather two to six friends to build physical, mechanical games for real-life players.

Participants build critical skills in user-centered design, team collaboration, and rapid prototyping using simple materials. Save on team registration fees before rates increase on Thursday, Dec. 31, 2026. Registration fees are fully waived for Title I schools.

Form a team and register today at **thetech.org/challenge.**

#TheTechChallenge #TheTechChallenge2027 #GameOn

Option 2: Adviser Recruitment

Join The 40th Tech Challenge: Game On!
Unleash the Power of Play!

Engineering is creative, collaborative, and human-centered. Become a Team Adviser for **The 40th Tech Challenge: Game On!** You do not need an engineering background to guide a team of two to six students as they build physical games powered by mechanical motions like pushes, pulls, spins, and swings.

Advisers receive comprehensive support through our Zoom learning series, curriculum tools, and hands-on workshops at Silicon Valley's premier science center in downtown San Jose.
Support young innovators in your classroom or club at **thetech.org/challenge.**

#TheTechChallenge #TheTechChallenge2027 #GameOn

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Option 3: Educator Recruitment
Join The 40th Tech Challenge: Game On!
Unleash the Power of Play!

What happens when students turn simple materials into working physical games? They build lifetime resilience and creative confidence.

The signature youth engineering program of The Tech Interactive is celebrating 40 years of student innovation. Teams practice a fail forward mindset, test prototypes during Test Trials, and present their creations live to volunteer judges at Showcase on Friday, April 30, 2027, and Saturday, May 1, 2027. Save on team registration before rates increase on Thursday, Dec. 31, 2026, at **thetech.org/challenge.**

#TheTechChallenge #TheTechChallenge2027 #GameOn

Instagram / Facebook Captions

Join The 40th Tech Challenge: Game On!
Unleash the Power of Play!
Design. Build. Playtest. Iterate.

Unleash your creativity! Team up with two to six friends in Grades 4 through 12 to become game designers. Your challenge: create a physical mechanical game for a real-life player using simple materials and moving mechanisms. The action stays in the physical world, not on a screen!

Early registration discount deadline: Thursday, Dec. 31, 2026

Tag your future teammates and register now at **thetech.org/challenge.**

#TheTechChallenge #TheTechChallenge2027 #GameOn

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School Newsletter Language

Long Version

Unleash the Power of Play with The 40th Tech Challenge: Game On!

Registration is open for The 40th Tech Challenge: Game On! Hosted by The Tech Interactive, Silicon Valley's premier science center, this signature youth engineering program invites students in Grades 4 through 12 to step into the role of game designers.

Teams of two to six students work together over several months to design, build, and playtest a hands-on mechanical game for a real-life player. Participants practice user-centered design by interviewing real players, constructing physical mechanisms with simple materials, and failing forward through iterative testing. The main action stays in the physical world, not on a screen.

Every team is guided by an adviser, such as a teacher, after school leader, parent or guardian. No engineering background is required! The project fits into a manageable 15 to 30 hour commitment spread across the season.

The project culminates in a two-day Showcase inside The Tech Interactive on Friday, April 30, 2027, and Saturday, May 1, 2027. Early registration discount rates are available through Thursday, Dec. 31, 2026, and registration fees are fully waived for Title I schools and state-funded after school programs.

Learn more and register your team today at **thetech.org/techchallenge.**

Short Version

Unleash the power of play! Teams of two to six students in Grades 4 through 12 are invited to design and build physical mechanical games for real-life players. Save on registration fees before rates increase on Thursday, Dec. 31, 2026. Learn more and sign up at **thetech.org/techchallenge.**

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School Press Release Template

FOR IMMEDIATE RELEASE
LOCAL STUDENTS BECOME GAME DESIGNERS FOR THE 40th TECH CHALLENGE: GAME ON!

[CITY, State], [Date] – Student teams at [School or Organization Name] are stepping into the shoes of game designers as they prepare for The 40th Tech Challenge: Game On!, the signature youth engineering program hosted by The Tech Interactive.

Celebrating its 40th anniversary season, this team-based challenge invites students in Grades 4 through 12 to gather in groups of two to six. Participants tackle a hands-on engineering design process using simple materials like cardboard and wood, as well as simple mechanisms like levers and pulleys, to create to create physical, mechanical games for real-life players. The program emphasizes user-centered design, student autonomy, and a fail forward mindset where test setbacks are treated as valuable steps toward success.

“Our students are excited to take on this challenge,” said [Name], [Title] at [School or Organization Name]. “They are interviewing real players, testing physical mechanisms, and building real-world skills in teamwork and critical thinking. It shows them that engineering is creative, collaborative, and fun.”

THE SCENARIO: Everyone needs to play! Playing games helps people relax, connect with others, and practice new skills. You don’t need access to expensive playground equipment or devices to enjoy a game. Sometimes, the best games are made from simple materials and clever engineering.

Think about people you know. What kinds of games would they enjoy playing? What mechanical motions like pushes, pulls, spins, and swings could you include? How might you design and build a hands-on game for a real-life player?

THE CHALLENGE: Design a fun, hands-on game for a real-life player. Power it with mechanical motions like pushes, pulls, spins, and swings.

The multi-month project culminates in an inspiring Showcase event at The Tech Interactive in downtown San Jose on Friday, April 30, 2027, and Saturday, May 1, 2027. During the event, teams demonstrate their devices live for volunteer judges, present their engineering journals, and celebrate their growth.

For more information about the program or to register a team, visit **thetech.org/techchallenge.**

About [School or Organization Name]

[Insert 2 to 3 sentences about your school, after-school club, or community organization.]

Media Contact:
[Name]
[Title]
[Email]
[Phone Number]

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Peer Recruitment Scripts

Morning Announcements Script (30 Seconds)

Attention future innovators! Ready to level up your creativity? Join The 40th Tech Challenge: Game On! Grab two to six friends to build a real physical game powered by mechanical motions like pushes, pulls, spins, and swings. No video screens needed, just your imagination and simple materials. Talk to [Teacher/Adviser Name] in Room [Room Number] or visit thetech.org/thetechchallenge to start your team today.

Classroom / Club Pitch Script (1 to 2 Minutes)

Hey everyone! Have you ever wanted to design your own physical game?

The 40th Tech Challenge: Game On! is starting now. It is a team engineering project hosted by The Tech Interactive where we get to be real game designers.

Here is how it works:

We form a team of two to six friends.

We pick a real player in our school or community and interview them to see what kind of game they like.

We design and build a real, hands-on game using simple materials like cardboard, levers, gears, and pulleys.

We playtest it, fail forward when things break, make it better, and present it live at The Tech Interactive in San Jose this spring!

You do not need to be an expert builder to join. We learn everything as we go. If you want to build something hands-on and test fun ideas with friends, come talk to me after class or sign up on the poster by the door!

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Judges-in-Training Outreach (High School Juniors & Seniors)

Subject: Become a Judge-in-Training for The 40th Tech Challenge!

Are you a past Tech Challenge participant looking to inspire younger teams while gaining leadership experience? Apply to become a Judge-in-Training for The 40th Tech Challenge: Game On!

This role offers high school juniors and seniors (ages 16 to 18) an insider perspective on judging, leadership, and community facilitation at Silicon Valley's premier science center.

Requirements:

- Must be a past Tech Challenge participant in Grades 11 or 12 (ages 16 to 18).
- Must attend the mandatory orientation on Saturday, Jan. 23, 2027, from 10 to 11:30 a.m. at The Tech Interactive.
- Commit to at least two Test Trial support days and assist during Showcase weekend on April 30 and May 1, 2027.
- Applications close on Friday, Nov. 27, 2026. Step up as a leader and support student engineers on their journey! Apply today at thetech.org/thetechchallenge.

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Adviser Request Template

Dear [Name of Adult],

We are entering **The 40th Tech Challenge: Game On!** hosted by The Tech Interactive, and we would love for you to be our team's adviser!

The Tech Challenge is the signature youth engineering program of The Tech Interactive, in which students work in teams to design and build creative solutions to a real-world scenario. Designed for participants in Grades 4 through 12, this months-long program inspires the next generation by building essential skills in collaboration, teamwork, critical thinking, and perseverance. Through this months-long hands-on project, which culminates in an inspiring Showcase, students learn to apply the engineering design process to solve problems and bring their ideas to life.

Here is this year's scenario and challenge:

THE SCENARIO: Everyone needs to play! Playing games helps people relax, connect with others, and practice new skills. You don't need access to expensive playground equipment or devices to enjoy a game. Sometimes, the best games are made from simple materials and clever engineering.

Think about people you know. What kinds of games would they enjoy playing? What mechanical motions like pushes, pulls, spins, and swings could you include? How might you design and build a hands-on game for a real-life player?

THE CHALLENGE: Design a fun, hands-on game for a real-life player. Power it with mechanical motions like pushes, pulls, spins, and swings.

As our adviser, you do not need an engineering background. Students do all the designing, building, and testing ourselves. Your main role is helping us stay organized, keeping us safe while we build, and encouraging us when we test our ideas.

The program includes support for advisers, including an online Adviser Learning Series over Zoom and hands-on Team Orientation workshops at The Tech Interactive in downtown San Jose.

Will you guide our team on this project? You can read more about what advisers do at thetech.org/thetechchallenge.

Thank you for helping us unleash the power of play!

Best regards,

[Your Name / Team Name]

[Grade Level / School Name]

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Visuals

Posters & Flyers

- **2027 Tech Challenge Poster**: Use this poster to share background information about The Tech Challenge and this year's scenario.
- **2027 Tech Challenge Education Flyer**: Send this flyer to educators to share information about The Tech Challenge and available resources.
- **2027 Tech Challenge Team Recruitment Flyer / Fillable**: Use this flyer to share about The Tech Challenge and recruit others to form or join a team.
- **2027 Tech Challenge General Volunteer Recruitment Poster**: Use this flyer to recruit individuals to volunteer for The Tech Challenge.
- 2027 Corporate Volunteer Recruitment Poster: Use this flyer to recruit corporate teams to volunteer for The Tech Challenge.

Photos

- **Tech Challenge Photo Album:** Pull photos from this Flickr album to include in your posts! **https://www.flickr.com/photos/techinteractive/albums/72177720327458104/**

Videos

- 2027 TTC Promo Video: **https://youtu.be/a3PUXXxQY9o?si=x9H9gs5vhPPH1mus**
- 2026 TTC Volunteer Recruitment Video: **https://www.youtube.com/watch?v=G3gcI0XNGOI**