

INTERNATIONAL
CHILD ART
FOUNDATION

ICAF and WCF



- Every four years, the [International Child Art Foundation](#) (ICAF), a 501(c)(3) non-profit organization incorporated in the District of Columbia, organizes the *World Children's Festival* on the National Mall as the "Olympics" of children's imagination and co-creation.
- The [7th World Children's Festival](#) (WCF) on July 25-27, 2026, at the National Mall across from the U.S. Capitol will also be a national children's celebration of America's 250th anniversary.
- Since its founding in 1997, ICAF has been the national arts organization for American children, cultivating creativity and fostering mutual empathy through arts education, school art programs, events, and exhibitions.
- ICAF invites child-friendly American businesses, organizations, and private foundations to participate in the WCF and support children in celebrating their creativity and America's 250th anniversary.

Previous sponsors/supporters and current partners

Previous WCF sponsors include:



Businesses that have supported ICAF include:



Current Program Partners include:



Make your mark on the National Mall to celebrate America's history and future!



The 7th WCF will be a historic celebration of U.S. cultural diplomacy.

Festival Highlights: The festival will kick off with *Health & Environment Day* to scaffold empathy with common interests and shared visions. On the next *Creativity & Imagination Day*, the delegates will collaborate to conceptualize and create the “Children’s Earth Flag” for NASA’s first human mission to Mars. On the final *Peace & Leadership Day*, workshops on America’s founding principles will culminate in the production of a giant mural honoring America on its 250th birthday.

Demographics

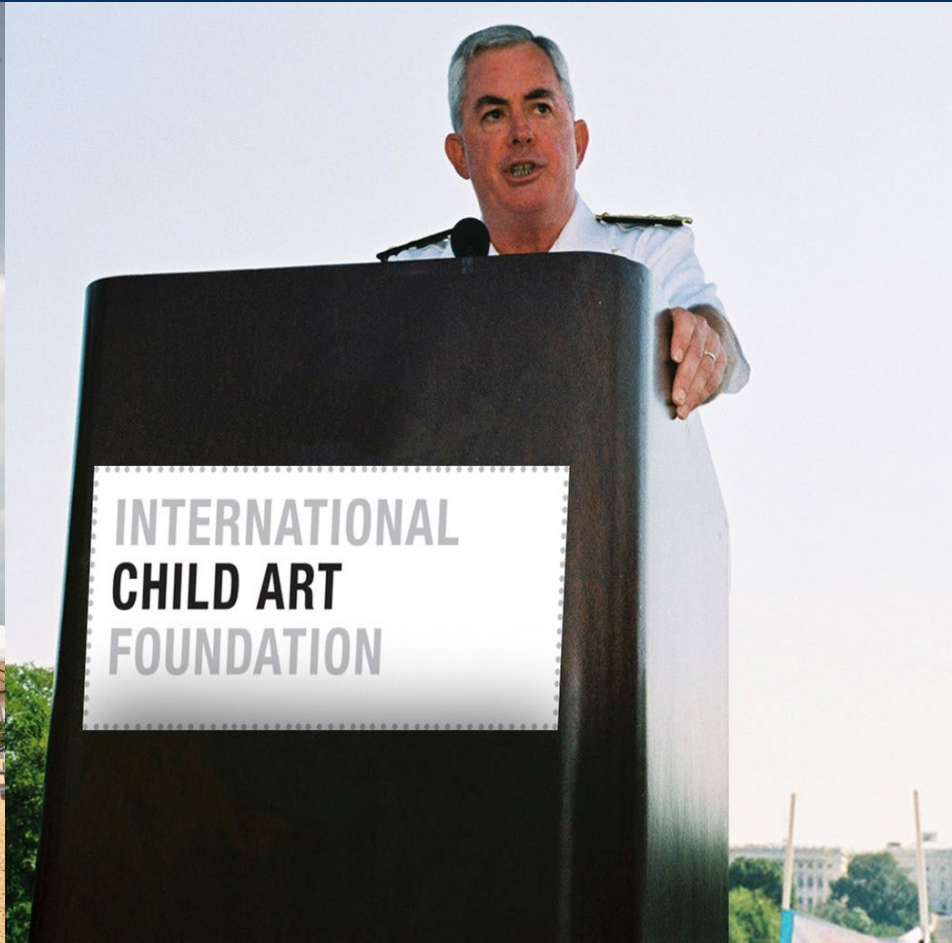
2,200+ Delegates

Young visual artists are selected through the 7th Arts Olympiad, ICAF’s school art program, and performing artists are selected through an online application process. Schoolteachers and parents accompany the students.

30,000+ Attendees

Free and open to the public, the WCF is held on the National Mall, which attracts 3 million visitors annually. Nearly 40% of WCF attendees are younger than 20, about 40% are 21 to 40, and almost 20% are 41 and older. The attendees enjoy electrifying performances, participate in scores of activities, and attend empathy workshops and training.

Sponsors open the WCF at ten o'clock on Saturday, July 25th.



“Sponsor Pavilion” on the National Mall hosts workshops & activities aligning with the sponsor’s social objectives.



Sponsors present awards to children at the WCF Awards Banquet



Children present the “2026 World Children’s Awards” at the WCF Awards Banquet.



Creative, Empathic, and Imaginative Sponsors

- \$150,000

Naming rights (Sponsor's World Children's Festival). A 60 x 40-foot dedicated pavilion located in the highest traffic area facing the U.S. Capitol. Most prominent signage on the National Mall.



- \$100,000

Naming rights to the Awards Banquet (Sponsor's WCF Awards Banquet). A 40 x 20-foot dedicated pavilion located in high traffic area facing the Smithsonian Museums. Significant signage on the National Mall.

- \$50,000

A 20 x 20-foot dedicated pavilion facing the Smithsonian Museums. Signage on the National Mall.

Additional benefits:

- Pavilion has tables and chairs and electricity through a 25 kVA portable generator.
- Young artists present a 3 x 4-foot mural to Sponsor.
- Sponsor interviewed and featured in ICAF's *ChildArt* magazine.
- Eight complimentary tickets to the WCF Awards Banquet on the evening of Tuesday, July 28th.

Outcomes for Sponsor

- Given the extensive media coverage, the ad-equivalent publicity will be several times the sponsorship fee. Moreover, contributions are tax-deductible to the fullest extent permitted by law.
- The sponsor's representative will have the opportunity to deliver special remarks from the National Mall, which will be live-streamed and recorded for social media channels. VIPs, including First Ladies and members of the armed services, have opened and attended previous WCFs.
- Celebrating America's 250th anniversary on the National Mall and promoting America's founding principles will excite key stakeholders and all employees.
- Demonstrating products and innovative policies at the "Sponsor's Pavilion" will boost trust among attendee families and federal employees. Showcasing a commitment to a peaceful future can motivate young people to become brand ambassadors.
- Celebrate children's talents at the WCF Awards Banquet on July 28th evening.

Please visit <https://icaf.org/sponsorship>



INTERNATIONAL
CHILD ART
FOUNDATION



- We conduct [Healing Art Programs](#) in areas affected by natural disasters, [Peace Programs](#) in conflict zones, [exhibitions](#) of children's artwork, and [youth panels](#) at business and educational conferences.
- We publish the ad-free [ChildArt](#) magazine for students' creative and empathic development, and conduct research on childhood development published in leading journals, including The Lancet, the Journal of Urban Cultural Research, and the State Education Standard.
- We organize the Arts Olympiad, the world's largest school art program, and hold an exclusive license from the U.S. Olympic and Paralympic Committee to use the "Arts Olympiad" mark.
- We participate in prominent conferences and gatherings such as the [Cannes Lions](#), where the WCF logo was designed through an international competition.
- We promote STEAMS education (integrating Art and Sports with STEM disciplines for students' holistic development) through our [ChildArt](#) magazine and [Sketches](#) newsletter, and through videos, including a [YouTube clip that](#) has garnered over 48,000 views.

Contact: Jack Wilkerson

Jack.Wilkerson@ICAF.org

+1 202 530-1000



"Children's America"
-- a 16x24-foot mural
-- created by young artists at the first WCF.