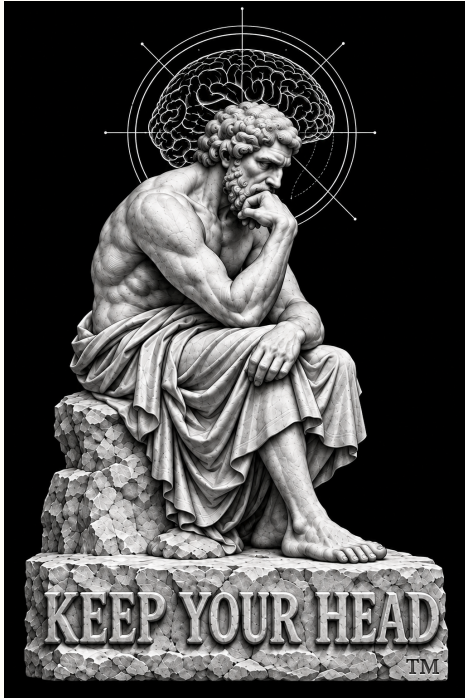


Your intelligence matters.



Artificial intelligence is entering our homes, workplaces, and schools. People deserve knowledge, practical tools, and confidence to help shape what happens next.

Keep Your Head is a rallying cry, an educational effort, and an invitation to recognize the worth and power of human intelligence.

It offers a shared theme for people to exchange ideas, learn together, and encourage one another through mutual support.

Prepare. Participate. Keep Your Head.

WHY THE CAMPAIGN?

AI can help explore vast amounts of information, perform calculations, model possible outcomes, and compare opportunities and risks. Its answers, assumptions, and projections require scrutiny.

People bring purpose, lived experience, creativity, empathy, ethical values, and responsibility. We must define worthwhile goals, set priorities, weigh evidence, and decide whose interests are served and which consequences are acceptable.

WHAT IS THE CAMPAIGN?

The campaign turns those principles into practical actions: learn the fundamentals, question answers, check evidence, protect personal information, and make deliberate choices about using AI.

AI without human purpose is a computer without a mission: a mountain of data without human judgment to choose a worthwhile direction. Human purpose without adequate information can be a mission without a map. A productive partnership needs people actively directing, questioning, checking, and deciding.

As Rudyard Kipling wrote in *If*—: “If you can keep your head when all about you / Are losing theirs and blaming it on you;”

A place for your organization.

Businesses, nonprofits, public agencies, and institutions can help bring the campaign to employees, members, customers, students, families, and communities.

NATIONAL CAMPAIGN SPONSOR | \$150,000

Limited to five businesses or organizations.

Premier recognition. Prominent logo and acknowledgment on all campaign-produced print, electronic, and media materials during the agreed term.

Campaign identity license. Approved use of the Keep Your Head motto and Youra Thinker symbol alongside the sponsor's identity.

Featured placements and publicity. Priority recognition on the campaign website, presentations, and campaign-produced event signage; a dedicated release introducing the five national sponsors; and an individual sponsor profile on campaign-controlled channels.

Participation package. Artwork, introductory messages, discussion prompts, and learning materials for employee and community communications.

Defined initiative and reporting. An agreed sponsored educational resource, distribution effort, or community activity; a planning session, designated contact, and reports on delivered benefits and available engagement measures.

SUPPORTING SPONSOR | \$35,000

Recognition. Logo on the sponsor webpage and selected agreed materials; inclusion in a campaign-issued supporting-sponsor announcement.

Identity and resources. Approved motto and symbol use, a standard artwork and messaging package, and a delivery summary of agreed benefits.

COMMUNITY SPONSOR | \$5,000

Name recognition. Organization name on the sponsor webpage and in a campaign-issued press release recognizing community sponsors.

Name-only license. Permission to use the words "Keep Your Head" to identify participation during the agreed term. This tier does not include the Thinker symbol license.

All sponsorships: written agreements specify the term, deliverables, placements, licensing permissions, approvals, and reporting. Releases are campaign-issued; independent media coverage and audience reach are not guaranteed.

Experience behind the invitation.

Dan Youra, creator of Keep Your Head, is a publisher of magazines, guides, and maps, an author, and a cartoonist. He brings experience in public communication, international exhibitions, and securing sponsorships and advertising for public-facing initiatives.

WHO IS LEADING THE CAMPAIGN?

Youra's experience includes assisting with organization, publications, and promotion for the 1970 observance of the United Nations' 25th anniversary at its New York headquarters. He also served on the organizing committee for the Office of the Governor of Puerto Rico for the National Governors' Conference in San Juan.

His exposition work includes environmental initiatives associated with Expo '74 in Spokane, Washington, and representing Washington at Expo '86 in Vancouver, British Columbia.

Across his publishing, promotion, and exposition work, he secured sponsorships and advertising from organizations including Seafirst Bank, Boeing, and Weyerhaeuser, as well as the Space Needle, wineries, and attraction parks.

Keep Your Head brings that experience together with his commitment to helping individuals recognize their own worth and exercise their judgment in the Age of AI.

BRING YOUR OWN CREATIVITY

All sponsors are invited and encouraged to involve their creative departments, advertising agencies, and public relations firms in creating associated media materials describing and promoting their participation. Agreed guidelines and approvals will protect the campaign's identity and message.

HOW AND WHERE YOU CAN PARTICIPATE

Contribute funding, expertise, services, products, facilities, or distribution. Help carry the message through employee communications, member newsletters, school and community discussions, printed materials, and your own public-facing channels.

From Silicon Valley to the Red River Valley, the invitation reaches people across generations and occupations. Sponsors can help turn a shared concern into practical learning and informed participation.

Let's identify the right place for your organization.

Contact Dan Youra: youramedia@pm.me

