



# Act Six Leadership and Scholarship Initiative

New Faces in Leadership. For the Campus. For the City. For the Future.

[www.actsix.org](http://www.actsix.org)

2012 SPONSORSHIP OPPORTUNITIES



NORTHWEST  
LEADERSHIP  
FOUNDATION



Dear Business Manager,

In these tough economic times, everyone is looking for tangible expressions of hope and promise for the future. You won't find a more powerful demonstration of that hope than the Act Six Leadership and Scholarship Initiative.

This year Act Six and its eight Northwest partner colleges will award full scholarships, collectively worth more than \$7 million, to more than 60 diverse, underrepresented student leaders from urban Tacoma, Seattle, Portland, Spokane and the Yakima Valley.

More than just a scholarship, Act Six is a comprehensive five-year leadership program that transforms the lives of scholars, empowering them as "new faces in leadership" for our college campuses and our urban communities.

In May, we'll celebrate the graduation of our sixth class of Act Six scholars. Act Six is defying the national averages with a 92% retention rate, and after this spring we'll have 68 Act Six alumni using their education to make a difference as leaders in their communities.

As a business manager in today's environment, you are looking for the biggest impact from your marketing dollars. What better way to engage potential customers and strengthen your image in diverse communities than by sponsoring events that celebrate the accomplishments of a future generation of urban leaders?

Act Six sponsorship gives you the opportunity to promote your company while investing in a powerful force for good. This packet provides you with detailed information to allow you to select the level of sponsorship that best fits your company.

We look forward to working with you!

Sincerely,

Tim Herron

Act Six Founder and Director  
Northwest Leadership Foundation

**"Act Six is preparing young people from ethnically diverse and economically difficult backgrounds to be successful in college and in the demanding work-places of the best companies in America.**

**I encourage companies to invest in the work of this great program."**

**Mack Hogans**  
President  
Puget Sound  
BOLD Initiative



## OVERVIEW

### ACT SIX LEADERSHIP & SCHOLARSHIP INITIATIVE

The mission of Act Six is to equip emerging urban leaders to engage the college campus and their communities at home. As an urban leadership development and college access and retention initiative, Act Six accomplishes this mission through the following model:

- (1) **Recruit and Select.** Locally recruit and select diverse, multicultural cadres of promising urban student leaders.
- (2) **Train and Prepare.** Intensively train these groups of students in the year prior to college, equipping them to support each other, succeed academically and grow as service-minded leaders.
- (3) **Send and Fund.** Send the teams together with unsurpassed scholarships for four years of education at partner colleges.
- (4) **Support and Inspire.** Provide strong campus support, ongoing leadership development and vocational connections to inspire scholars to serve their home communities.

### SCHOLAR DEMOGRAPHICS

Over the last nine years, Act Six has trained 256 scholars in 29 cadres from Tacoma, Seattle, Portland, Spokane, and the Yakima Valley to attend Whitworth University, George Fox University, Pacific Lutheran University, Northwest University, Gonzaga University, Trinity Lutheran College, Warner Pacific College, and Heritage University. These Act Six scholars have the following characteristics:

- 30% African American, 25% Hispanic, 19% multiracial, 13% Asian/Pacific Islander, 11% Caucasian, 2% American Indian
- represent 6 continents of the world & speak 32 languages
- 58% female
- 72% first generation college students
- 71% from low-income families

### MEASURES OF SUCCESS

The effectiveness and impact of the Act Six initiative is indicated by the following:

- 92% of the scholars who started college have graduated or are still enrolled
- 83% of scholars in the first six cadres have graduated
- 84% of graduates have returned to work or serve in their home communities
- 22% of first graduates are pursuing or have earned graduate degrees
- scholars have been awarded more than \$13 million in scholarships and grants
- 100% of alumni make an annual financial gift back to Act Six

## NORTHWEST LEADERSHIP FOUNDATION

Since 1989, the mission of the Northwest Leadership Foundation (NLF) has been to encourage, develop, and strengthen leadership for the spiritual and social renewal of the urban centers of the Pacific Northwest.

With a focus on education, leadership development and organizational capacity building, NLF moves individuals and organizations from good intentions to effective outcomes through our unique insight, relationships, access and know-how. The result is what we call the **NLF Difference**.



## 2012 PROGRAM EVENT DESCRIPTIONS

### NEW SCHOLAR COMMUNITY CELEBRATIONS

Community events to celebrate the selection of the newest Act Six scholars.

#### DATE AND PLACE

Monday, February 6, 2012, **Portland**  
 Tuesday, February 7, 2012, **Yakima Valley**  
 Wednesday, February 8, 2012, **Spokane**  
 Thursday, February 9, 2012, **Tacoma-Seattle**

#### EXPECTED ATTENDANCE

- 60 newly selected Act Six scholars
- 400 family and friends of Act Six scholars
- 300 community, government, business, church & education leaders

### GRADUATION COMMUNITY CELEBRATIONS

Community events to celebrate the achievements and degree completion of the most recent Act Six graduates.

#### DATE AND PLACE

Saturday, April 28, 2012, **Portland**  
 Thursday, May 31, 2012, **Tacoma**

#### EXPECTED ATTENDANCE

- 17 Act Six 2012 graduates from Tacoma and Portland
- 100 family and friends of Act Six graduates
- 100 community, government, business, church & education leaders

### NEW SCHOLAR SELECTION COMPETITIONS

Dynamic, interactive group assessment event for Act Six applicants with information sessions for applicants and family members.

#### DATE AND PLACE

Saturday, December 1, 2012  
**Tacoma-Seattle, Portland, Spokane, and Yakima Valley**

#### EXPECTED ATTENDANCE

- 550 high school senior Act Six applicants
- 550 family members of applicants
- 150 Act Six scholars, alumni and community volunteers

## EVENTS SUMMARY

- 10 events
- Tacoma-Seattle
- Portland
- Spokane
- Yakima Valley & Yakama Nation
- 2,200 combined attendance



## 2012 PROGRAM SPONSORSHIP LEVELS

### NETWORK SIGNATURE SPONSOR

\$25,000

The **Network Signature Sponsor** level includes sponsorship of **all 10 program events** in **all four Act Six program sites**, with the benefits listed below. This level also includes **10-Year Anniversary Convention Gold Sponsor** benefits.

- Planning session with company marketing staff to design and implement **customized partnership and communication plan**
- Opportunity for **company representative to address the audience** at any or all of the 10 events
- **Co-branding of Act Six apparel and give-aways** for selection events
- Company logo and link included at bottom of 10 regular program update emails to **7,000+ scholarship recruits and community supporters** (high school students, educators, professionals, and community leaders)
- Opportunity to **directly email all Act Six scholars, alumni and parents twice** with program related message including company promotional material
- *All 10-Year Anniversary Convention Gold Sponsor benefits on page 6*
- *All Local Leadership Sponsor benefits below for all four program sites*

### LOCAL LEADERSHIP SPONSOR

\$5,000

The **Local Leadership Sponsor** level includes the following benefits for a **single program site** (Tacoma-Seattle, Portland, Spokane, or Yakima Valley):

- Signage with **company logo highly visible** at local program site events
- Opportunity to **prominently display company materials** at local events
- Company **recognized as a sponsor in media press release** for the local community selection and graduation celebrations
- Company **logo and link displayed on Act Six website** throughout 2012
- *All Local Community Sponsor benefits below for the local program site*

### LOCAL COMMUNITY SPONSOR

\$1,000

The **Local Community Sponsor** level includes the following benefits for a **single program site** (Tacoma-Seattle, Portland, Spokane, or Yakima Valley):

- Company **name and logo printed on programs** at local events
- Company **verbally acknowledged as a sponsor** at local events

**“I can’t imagine another program that comes close to the financial, emotional and academic support Act Six provides.”**

**We received every tool we needed to rise up as significant influences in our campus and home communities.”**

**L. Denice Randle**  
Act Six Graduate  
B.A. English, M.A.T.



## 10-YEAR ANNIVERSARY CONVENTION DESCRIPTION

Three-day gathering of the entire Act Six network for leadership development and shared learning, celebrating the 10th anniversary of the Act Six initiative.

### KICK-OFF BANQUET

Grand opening banquet and keynote address to kick-off the convention.

#### DATE AND PLACE

August 1, 2012, 5 pm, McCarthy Athletic Center, **Gonzaga University**

#### EXPECTED ATTENDANCE

- 280 Act Six scholars and alumni from across the Northwest
- 75 staff, faculty, and administrators from Act Six affiliates and colleges
- 75 community, government, business, nonprofit, and education leaders

### PRESIDENTS AND STAFF MEETING

Meetings of presidents and staff of all Act Six affiliates and partner colleges.

#### DATE AND PLACE

August 1, 2012, 9 am - 4 pm, **Gonzaga University**

#### EXPECTED ATTENDANCE

- 8 presidents of Act Six partner colleges
- 35 staff and administrators from 8 partner colleges and 5 affiliates

### PLENARY SESSIONS, WORKSHOPS, GATHERINGS

Speakers and hands-on workshops to develop leadership and professional skills.

#### DATE AND PLACE

August 2 - 4, 2012, **Whitworth University**

#### EXPECTED ATTENDANCE

- 280 Act Six scholars and alumni from across the Northwest
- 60 staff, faculty, and administrators from Act Six affiliates and colleges

### CAREER AND GRADUATE SCHOOL FAIR

Three-hour fair for employers and graduate schools to provide information and recruit Act Six scholars and alumni.

#### DATE AND PLACE

August 3, 2012, 9 am - 12 noon, **Whitworth University**

#### EXPECTED ATTENDANCE

- 60 Act Six alumni from Tacoma, Seattle and Portland
- 220 Act Six scholars from across the Northwest

## CONVENTION SUMMARY

- August 1-4, 2012
- Spokane, WA
- 10th Anniversary Celebration
- 220 scholars
- 60 alumni
- 75 college staff, faculty, admin
- 75 community leaders
- Career & Grad School Fair



## 10-YEAR ANNIVERSARY CONVENTION SPONSORSHIP LEVELS

### GOLD SPONSOR

\$10,000

The **10-Year Anniversary Convention Gold Sponsor** level includes the following:

- Opportunity for **company representative to address the audience** at Kick-Off Banquet
- **VIP table for 8** at the Kick-Off Banquet and complementary convention registrations
- **Co-branding of convention apparel take-aways** (bags, shirts, other)
- **Prominent placement of company logo on up-front banners** at Kick-Off Banquet, all plenary sessions, and throughout convention
- Table to **prominently display company materials** throughout convention
- Company logo and link included at bottom of all **pre-convention emails to all convention invitees and participants**
- *All 10-Year Anniversary Convention Silver Sponsor benefits below*

### SILVER SPONSOR

\$5,000

The **10-Year Anniversary Convention Silver Sponsor** level includes the following:

- Signage with **company logo prominently displayed** throughout convention
- Company **recognized as a sponsor in media press release** for the convention
- Company **logo and link displayed on Act Six website** throughout 2012
- *All 10-Year Anniversary Convention Bronze Sponsor benefits below*

### BRONZE SPONSOR

\$1,000

The **10-Year Anniversary Convention Bronze Sponsor** level includes the following:

- Company **name and logo printed on convention program**
- Company **verbally acknowledged as a sponsor**
- Complimentary **company booth at Career and Graduate School Fair**

### EMPLOYER OR GRADUATE SCHOOL BOOTH

\$250

Includes the following for the **August 3, 2012 Career and Graduate School Fair**:

- **Six foot table to display** company/school materials and handouts
- Up to **three company/school representatives** to staff booth
- Access to 280 diverse scholars and alumni who are trained extensively in leadership, diversity and intercultural communication

**“Act Six is a powerful program that empowers scholars with vision and skills to bring creative leadership to a world in need of change.”**

**Daniel Bacon**

Act Six Graduate

B.A. International Studies



## SPONSORSHIP BENEFITS

Partnership with Northwest Leadership Foundation through Act Six sponsorship represents a strategic community investment that creates real value for your company and makes good business sense. Consider the following benefits:

- Connect your brand with powerful and compelling stories of personal determination and achievement, often despite staggering obstacles
- Demonstrate your company's commitment to social justice and the potential of historically underserved populations and communities
- Increase corporate visibility and build in-roads to diverse communities across the Northwest
- Establish access and build relationships with a talented, diverse and highly prepared pool of future employees and business leaders
- Increase opportunities for positive media coverage highlighting corporate community investment and partnership

## ONLINE REGISTRATION AND PAYMENT OPTIONS

Please visit [www.actsix.org/sponsorship](http://www.actsix.org/sponsorship) to register your company's sponsorship today. After completing the online registration form, an Act Six staff member will contact you, and send you an invoice if necessary. You can submit your payment online with a credit card, or mail a check made payable to:

### Northwest Leadership Foundation

717 Tacoma Ave S Ste A  
Tacoma, WA 98402

## CONTACT US

For additional information or to discuss other partnership opportunities, contact:

### Tim Herron

Act Six Founder and Director  
Northwest Leadership Foundation  
(253) 272-0771 x109  
[therron@northwestleadership.org](mailto:therron@northwestleadership.org)

**“Act Six has brought to Whitworth an extraordinary group of students who have enriched our campus through their leadership and service, even as we have taught and mentored them.**

**The program requires big investments, but it also delivers big rewards.”**

**Bill Robinson**  
President Emeritus  
Whitworth University