



Six in the City: **Columbus**—Partnership Opportunities

Join the movement to spread the new story of Columbus.

“Columbus: America’s opportunity for everyone city.”

— Mayor Andrew J. Ginther

SINCE 2006, LARRY SMITH’S SIX-WORD MEMOIR PROJECT has helped people tell moving and insightful stories in just six words, yielding more than 1 million six-word stories and a series of eight best-selling books. Six-Word Memoirs have become a global phenomenon, used in settings as varied as classrooms, arts festivals and corporate retreats. The Six-Word Memoir sparks conversation, inspires imagination, and gets to the essence of who you are and what matters most.

Brought it to a boil, often. —Mario Batali

Ask my teenager—she knows everything. —David Hayes

Fearlessness is the mother of reinvention. —Arianna Huffington

When Larry moved to Columbus in early 2015, he saw that this smart and open city was the ideal place to pilot a new idea: *Six in the City*. The concept: citizens of Columbus are invited to define what their city is and means to them in exactly six words. *The mission*: engage and connect people from all corners of Columbus as we share our stories, our values, and our vision of a city on the rise.

Columbus: Broad (minded) & High (energy). —Mary Rose Sullivan

Good luck leaving the Book Loft. —Felicia Lilien

Gracious, generous, excited: this is Columbus. —Joe DeLoss

Bi-coastal arrogance ends here in Columbus. —Ken Hewes

Small size makes big impact possible. —Julie Harrison

Columbus Zoo – a dream come true! —Jack Hanna

In its first six months, *Six in the City* has reached thousands of people through collaborations with nonprofits, corporations, schools, health and wellness initiatives and local businesses.



In its first six months, *Six in the City* has been covered by media outlets, including:



But this is just the start. With your help, *Six in the City* can become a dynamic civic engagement project that connects residents from diverse parts of the community, entices millennials and recent graduates to recognize Columbus as cool, and represents an innovative model for other cities to follow.

Six in the City—now under the fiscal sponsorship of Ruth Milligan's Columbus Ideas nonprofit as it seeks 501C3 status—can grow with support from the institutions that make Columbus great. That’s why we’re offering a number of tax-deductible partnership opportunities (see next page).

Contact: Larry Smith • larry@sixwordmemoirs.com • 917.449.3940 • sixwordmemoirs.com/cbus

Support Six in the City: **Columbus**

Presenting Event Partner (six available)

\$7,500

- ◆ Exclusive to Presenting Partners: Team-Building Workshop
Are you planning your company retreat? Larry Smith has led customized team-building talks and workshops at companies such as Levi's, Dell, Shutterfly, and Intuit, as well as nonprofits, including Dress for Success Columbus (\$12,000 value).
- ◆ Six tickets and VIP reception to the fall 2016 "Six in the City: Live" show.
- ◆ Logo on the back of the *Six in the City: Columbus* book and inclusion in acknowledgements and press release.
- ◆ Logo placement on *Six in the City: Columbus* T-shirt (plus 10 T-shirts).
- ◆ *Six in the City: Columbus* certificate of support, including a Six-Word Memoir written for your organization, designed and framed by Igloo Letterpress.
- ◆ Ten mentions across social media channels over the next six months and in the weekly Six-Word Memoir newsletter (30K+ subscribers).

Memoir Sponsor

\$3,600

- ◆ Four tickets and VIP reception to the fall 2016 "Six in the City: Live" show.
- ◆ Logo on the back of the *Six in the City: Columbus* book and inclusion in its acknowledgements.
- ◆ *Six in the City: Columbus* certificate of support, including a Six-Word Memoir written for your organization, designed and framed by Igloo Letterpress.
- ◆ Six mentions across social media channels over the next six months and in the weekly Six-Word Memoir newsletter (30K+ subscribers).

Story Sponsor

\$1,600

- ◆ Logo placement on the digital home of *Six in the City: Columbus*. (www.sixwordmemoirs.com/cbus)
- ◆ *Six in the City: Columbus* certificate of support, including a Six-Word Memoir written for your organization, designed and framed by Igloo Letterpress.
- ◆ Six mentions across social media channels over the next six months and in the weekly Six-Word Memoir newsletter (30K+ subscribers).
- ◆ Two tickets and VIP reception to the fall 2016 "Six in the City: Live" show.

"The six-word movement has intensified in the Columbus area since Smith moved from Brooklyn to the Short North with wife Piper Kerman. Larry Smith has been an energetic evangelist." — **The Columbus Dispatch**

"Larry's Six-Word Memoir presentation about the power of distilling your story down to its essence, and owning that story, was the perfect ending to our 'Success InSight' conference. Asking each person to share 'What success means to you in six words' was an engaging, thought-provoking, and inspiring way to wrap up the day."

— **Vicki Bowen Hewes, founder, Dress for Success Columbus**

"Larry did a series of Six-Word Memoir workshops for our employees, helping our team members connect their passion for the company with their stories of how they 'Live in Levi's.' Folks loved sharing their stories with colleagues and peers, and we saw the approach permeate our culture long after the workshops ended."

— **Kelly McGinnis, Chief Communications Officer, Levi Strauss**



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