



## Giving youth a **voice** around issues of tolerance

*Create! Don't Hate.* is a youth mentoring initiative built around the theme of tolerance. The program has been created to give youth in underserved communities a real-world experience using design thinking to communicate their ideas, discover their potential and take action in their communities.

### Join us!

If you have questions, or are interested in participating contact:



RE:ACTIVE MAGAZINE

contact:

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503 250 4055

This program is served locally by **re:active**. We are a 501c3 nonprofit, youth design program that exists to give youth the tools to communicate visually and to find their own voice. We encourage youth to challenge social perceptions and confront issues through the expression of design. Our partnership with Design Ignites Change is a perfect way to give the youth and community leading businesses a great opportunity to create something of tangible value in the community. We have connected many local organizations to create this program and there are five billboards going up during the remainder of 2010. Two are left available for sponsorship and will be hung in prominent locations around Portland.

### The opportunity

*Create! Don't Hate.* is coming to your community and we are looking for outdoor advertising and printing partners to locally mount as many billboards as possible. The program offers the following opportunities in exchange for a donation of printing and billboard space.

- PR value of aligning with local and national non-profit programs.
- Tiered support options to fit your budget with super participation gifts.

The program can be leveraged in a number of additional ways depending on your own marketing objectives. We are open to hearing your ideas of how we can make this even more beneficial to your organization.

Please see the following page for more specific ways.



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*Create! Don't Hate.* is an initiative of *Design Ignites Change*, founded by Adobe Youth Voices and Worldstudio. To learn more visit: [designigniteschange.org](http://designigniteschange.org) + [reactivemagazine.org](http://reactivemagazine.org)

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## Five ways to Participate

### Design Project sponsorship \$6,000 - 10,000

*re:active* is looking for community partners willing to sponsor a full six-week schedule of after-school classes for 6-20 youths during a semester. This level of support enables *re:active* to serve the most powerful communication design programming throughout the Portland area.

This is a high impact contribution to the community and is treated as such.

The benefits to your organization include:

- Inclusion in local and national press releases generated for the project by *re:active* as the local sponsors of the program.
- Invitation to meet the students and design mentors in an informal setting to connect with the impact of your generosity.
- Visibility of a link on the *Design Ignites Change* and *re:active* websites.
- Social media push (i.e, Facebook, Twitter, LinkedIn) and press materials for you.

### Billboard sponsorship \$1,500

Each of the billboards has printing and installation costs that are hard costs that we end up paying. You can make a significant contribution to one youth's future and experience.

- Prominent visibility as a sponsor on an actual billboard in Portland.
- Inclusion in local press releases generated for the project by *re:active*.
- Visibility of a link on the *Design Ignites Change* and *re:active* websites.
- Social media push (i.e, Facebook, Twitter, LinkedIn) and press materials for you.
- 2 messenger type bags made from the actual billboard once it comes down.

### Billboard support \$500

- Prominent visibility as a sponsor on an actual billboard in Portland.
- Inclusion in local press releases generated for the project by *re:active*.
- Visibility of a link on the *Design Ignites Change* and *re:active* websites.
- Social media push (i.e, Facebook, Twitter, LinkedIn) and press materials for you.
- 2 messenger type bags made from the actual billboard once it comes down.

### Billboard support \$150

- Knowledge that you rule and look good doing it.
- 1 messenger type bag made from the actual billboard once it comes down.

### Magazine program support \$50 and below

- Knowledge that you rule on a grass-roots level.
- 1 beautifully designed magazine created by local youth in our more extensive magazine program that runs yearly right now.

### Links to find out more:

<http://www.reactivemagazine.org/>

<http://www.designigniteschange.org/projects/264-create-dont-hate-portland-or>

<http://swindlemagazine.com/issue08/zine-teens/>