

THE GERMAN MARSHALL FUND OF THE UNITED STATES' TRANSATLANTIC LEADERSHIP INITIATIVES

2016-2017 PARTNERSHIP OPPORTUNITIES

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The German Marshall Fund
of the United States

STRENGTHENING TRANSATLANTIC COOPERATION

GMF's Transatlantic Leadership Initiatives

The German Marshall Fund of the United States (GMF) is dedicated to strengthening connections and collaboration between leaders on both sides of the Atlantic. GMF's mission driven commitment to transatlantic relations, thirty years of leadership development experience, and dynamic global network of over 3,000 leaders makes it an ideal partner for companies and foundations which share transatlantic values for democracy, pluralism, leadership, and inclusion at home and abroad. A partnership with GMF offers to enhance collective social impact and empower new generations of leaders for effective transatlantic engagement on a wide range of issues, including innovation, trade, and investment.

GMF equips local leaders with a global outlook and network through a range of fellowship and alumni engagement opportunities. A contribution in support of any of the initiatives below could form the basis for a fruitful partnership to maximize impact at this critical time.

Contact Us and Learn More

If a partnership with GMF would be of interest, we would be glad to submit a more specific proposal that aligns with your organization's objectives. For more information, please contact Kevin Cottrell, Director of Transatlantic Leadership Initiatives at kcottrell@gmfus.org or +1.202.683.2650.

Marshall Memorial Fellowship

Founded in 1982 to introduce a new generation of European leaders to the United States, the Marshall Memorial Fellowship (MMF) now prepares leaders from both sides of the Atlantic for transatlantic relations. The program relies on six months of distance learning and 24 days of travel exchange to facilitate knowledge and network development for effective transatlantic engagement. GMF awards 75 Marshall Memorial Fellowships each year to candidates from all sectors, including business, government, and civil society. Today, the Marshall Memorial Fellowship alumni network numbers more than 2,500 leaders whose connection to the transatlantic relationship continues after their fellowship through GMF alumni projects, seminars, and major events.

Market Sponsorship—\$50,000

The Market Sponsor establishes or supports a regional Marshall Memorial Fellowship initiative, which would entail an exclusive Marshall Memorial Fellowship selection process with two fellowship awards and a 5-day Marshall Memorial Fellowship visit of up to 7 leaders to the region. The initiative could target a city, state, country, or a cluster of states or countries. GMF will explore and work with the Market Sponsor to integrate a region into its programming and rapidly expand its alumni community to bolster transatlantic and global engagement capacity through leadership development. Market Sponsors will be recognized as title sponsors, with logo recognition and prominent brand placement and exposure.

Fellowship Award Sponsorship—\$25,000

The opportunity to become a Fellowship Award Sponsor of one Marshall Memorial Fellowship award in any one of our existing selection regions is now available. Supporting a Marshall Memorial Fellowship award is the surest way to accelerate a leader's engagement in the transatlantic relationship and to make a tangible investment in a particular region. It is also a promising means of building a lifelong relationship with award recipients. Following a competitive selection process, the Fellowship Award Sponsor and GMF will notify the recipient that their involvement was made possible through the contribution of your institution. Fellowship Award Sponsors will be recognized as title sponsors, with logo recognition and prominent brand placement and exposure.

City Sponsorship—\$10,000

Become a City Sponsor of a 5-day Marshall Memorial Fellowship visit of a delegation of up to 7 leaders to a city of your choosing. Supporting Marshall Memorial Fellowship visits is the most direct way to establish connections between a particular community's leadership network and their transatlantic counterparts. Each leader the Marshall Memorial Fellows meet will be informed that the delegation's visit to the city was made possible through the generous support of the City Sponsor.

Transatlantic Inclusion Leaders Network

Diverse populations in the U.S. and Europe continue to be underrepresented in leadership roles across sectors. The Transatlantic Inclusion Leaders Network (TILN) aims to close this gap by strengthening the pipeline of diverse leaders into decision-making positions, educating executive level leaders on equitable and inclusive policies, and reframing the narrative about diverse populations in the light of opportunity. TILN is GMF's contribution to address the critical need for inclusive leadership toward enhanced security and prosperity for transatlantic partners. The fellowship builds the capacity of leaders from the United States and Europe – currently through a week long training opportunity in Brussels. TILN leaders form a dynamic network: introduced to top policymakers, empowered with the skills, confidence, and connections to compete for higher office, and poised to engage in public service at higher levels of responsibility.

Fellowship Award Sponsorship—\$15,000

The opportunity to become a TILN Award Sponsor of one American and one European fellow is now available. Supporting a TILN award is the surest way to accelerate a leader's engagement in the transatlantic relationship, advance equitable and inclusive decision-making, and make a tangible investment in a particular region. It is also a promising means of building a lifelong relationship with award recipients. Following a competitive selection process, the Fellowship Award Sponsor and GMF will notify the recipient that their involvement was made possible through the contribution of your institution. Fellowship Award Sponsors will be recognized as title sponsors, with logo recognition and prominent brand placement and exposure.

Marshall Seminar

GMF's Marshall Seminars are leadership gatherings focused on critical issues for the transatlantic relationship. Spanning between two to three days, they leverage GMF's smart power alumni network to provide participants with an opportunity to identify and shape trends affecting Europe and the United States. They take place in cities that best showcase the dynamics of the issues being examined, and they allow for substantive network- and platform-building engagements. Participants leave with a comprehensive understanding of what is impacting their sector and strategies to lead positive change in their community.

Marshall Seminars are exclusive to alumni of GMF's Marshall Memorial Fellowship, Manfred Wörner Seminar, Transatlantic Inclusion Leaders Network, Asmus Policy Entrepreneurs Fellowship, and APSA Congressional Fellowship. Recent Marshall Seminars include the [2016 Marshall Seminar on Democracy and its Future](#), the [2015 Marshall Seminar Brussels: The New Agenda for Transatlantic Security](#), and the [2014 Marshall Seminar Berlin: Leading Toward an Inclusive Economy and Workforce](#). The next [Marshall Seminar on Leading through Transition towards Global Engagement](#) will take place in Detroit, MI in September 2016.

Presenting Sponsorship—\$25,000

Becoming a Presenting Sponsor is an exclusive opportunity. Two leaders from the sponsor organization will be granted access to the seminar, and a scholarship fund named after the sponsor will be established to support the involvement of GMF alumni from a specific region or regions. The partner may also choose to be recognized as a sponsor of a general scholarship fund, which would be open to all alumni, providing the organization with greater visibility across the entire GMF alumni network. Presenting sponsors will have prominent logo placement on all marketing and briefing materials for the Marshall Seminar, and will be offered opening remarks at the event.

Supporting Sponsorship—\$10,000

As a Marshall Seminar Supporting Sponsor, you may select one leader from your organization to attend the seminar *or* GMF can establish a scholarship fund named after the supporting sponsor to support the involvement of GMF alumni from a specific region. The partner may also choose to be recognized as a sponsor of a general scholarship fund, which would be open to all alumni, providing the organization with greater visibility across the entire GMF alumni network. Supporting Sponsor's will have their organization's name listed in all Marshall Seminar marketing and briefing materials.

Either of these two sponsorship packages will provide the sponsor with an opportunity to directly support the leadership development and transatlantic engagement of GMF's alumni community that spans 30 years and includes leaders from all sectors on both sides of the Atlantic.

Transatlantic Leadership Seminar

GMF's Transatlantic Leadership Seminar enables leaders from business, government, and civil society to stay at the forefront of trends in the 21st century. The Seminar offers insights on how to lead with agility, decipher complexity, and identify new opportunities. Each rendition lasts seven to nine days, is expert led, and takes place in a region experiencing rapid change. Participants engage with more than 40 leaders in open, frank, and dynamic conversations, and benefit from firsthand experience and group reflection. The seminars rely on GMF's extensive network of partners and 35-plus years of strategic convening to offer programs of the highest quality. Recent seminars include the [2015 Transatlantic Leadership Seminar: Leading through the Great Recession](#), the [2014 Transatlantic Leadership Seminar: Global North-South Cooperation – Tapping New Opportunities for Development and Growth](#), and the [2013 Transatlantic Leadership Seminar: The Balkans Twenty Years after the War](#). The next Transatlantic Seminar will take place in the U.S. and Mexico in June 2017.

Presenting Sponsorship—\$25,000

Becoming a Presenting Sponsor is an exclusive opportunity. Two leaders from the sponsor organization will be granted access to the seminar, and a scholarship fund named after the sponsor will be established to support the involvement of GMF alumni from a specific region or regions. The partner may also choose to be recognized as a sponsor of a general scholarship fund, which would be open to all alumni, providing the organization with greater visibility across the entire GMF alumni network. Presenting Sponsors will have prominent logo placement on all marketing and briefing materials for the Marshall Seminar, and will be offered opening remarks at the event.

Supporting Sponsorship—\$10,000

As a Transatlantic Leadership Seminar Supporting Sponsor, you may select one leader from your organization to attend the seminar *or* GMF can establish a scholarship fund named after the supporting sponsor to support the involvement of GMF alumni from a specific region. The partner may also choose to be recognized as a sponsor of a general scholarship fund, which would be open to all alumni, providing the organization with greater visibility across the entire GMF alumni network. Supporting Sponsors will have their organization's name listed in all Marshall Seminar marketing and briefing materials.

Triennial Transatlantic Leaders Retreat

GMF's inaugural Triennial Transatlantic Leaders Retreat from April 7 to 9, 2017 in Saint-Vincent, Italy, will provide an entrepreneurial opportunity for approximately 100 GMF leadership program alumni and stakeholders to reflect on upcoming challenges for the transatlantic relationship and strengthen leadership strategies through inspirational talks by top tier leaders and focused alumni interactions. The Retreat will further hone the skills of leadership constituencies on leading transformative change in broad-based, cross-cultural and cross-sector coalitions. Leading experts will share their insights and experience on cutting-edge transatlantic leadership-oriented trends and themes. Presentations will be designed to provide a reflective backdrop for GMF alumni to retreat and consider their personal leadership strategies and influence on transatlantic cooperation in their respective fields and expertise. Participants will also guide and shape a three-year working plan for GMF's existing alumni engagement and deployment initiatives through small working groups and professionally facilitated dialogues.

Title Sponsorship—\$50,000

Title Sponsorship provides excellent brand recognition and extensive access to the Retreat. Four leaders from the partner organization will be granted access to the event, and a scholarship fund named after the sponsor will be established to support the involvement of GMF alumni from a specific region or regions. The partner may also choose to be recognized as a sponsor of a general scholarship fund, which would be open to all alumni, providing the organization with greater visibility across the entire GMF alumni network. Title Sponsors will have prominent logo placement on all marketing and briefing materials for the Retreat, and will be offered opening remarks at the event.

Presenting Sponsorship—\$25,000

Becoming a Presenting Sponsor is an exclusive opportunity. Two leaders from the sponsor organization will be granted access to the seminar, and a scholarship fund named after the sponsor will be established to support the involvement of GMF alumni from a specific region or regions. The partner may also choose to be recognized as a sponsor of a general scholarship fund, which would be open to all alumni, providing the organization with greater visibility across the entire GMF alumni network. Presenting Sponsors will have prominent logo placement on all marketing and briefing materials for the Retreat Seminar.

Supporting Sponsorship—\$10,000

As a Retreat Supporting Sponsor, you may select one leader from your organization to attend the event *or* GMF can establish a scholarship fund named after the supporting sponsor to support the involvement of GMF alumni from a specific region. The partner may also choose to be recognized as a sponsor of a general scholarship fund, which would be open to all alumni, providing the organization with greater visibility across the entire GMF alumni network. Supporting Sponsors will have their organization's name listed in all Retreat marketing and briefing materials.

Alumni Leadership Action Projects

GMF is committed to providing its alumni community with opportunities to connect to the people and issues that shape the transatlantic relationship. Yet we have also observed that some of the best alumni activities—those that attract a large audience, that speak to local concerns, and that energize the wider network—often stem from ideas generated and executed by alumni themselves. Beginning in the summer of 2013, GMF has offered alumni the entrepreneurial opportunity to submit proposals each year for projects that aim to enrich local communities, advance new policy innovations, build leadership capacity, and strengthen transatlantic relations. Through Alumni Leadership Action Projects, GMF awards grants up to \$5,000 as well as advice and support to make these ideas come to life. This area of work has continued to grow year-over-year, energized the alumni network, and has had a multiplier effect, elevating core transatlantic issues, reaching new leadership networks, and enhancing alumni connectivity on both sides of the Atlantic.

Venture Sponsorship—\$25,000

As a Venture Sponsor, your organization would have the opportunity to support three alumni projects that address key issues or regions of interest. In cases in which projects convene alumni, the organization will be granted access for one person to each event, and a scholarship fund named after the sponsor will be established to support the involvement of GMF alumni from a specific region or regions. The partner may also choose to be recognized as a sponsor of a general scholarship fund, which would be open to all alumni, providing the organization with greater visibility across the entire GMF alumni network. Venture Sponsors will be the title sponsor of each alumni project that they support and will have prominent logo placement on all marketing and briefing materials.

Angel Sponsorship—\$10,000

As Angel Sponsor, your organization would have the opportunity to support one alumni project that address key issues or regions of interest. If the alumni project is a convening, the organization will be granted access for one person to each event, and a scholarship fund named after the sponsor will be established to support the involvement of GMF alumni from a specific region or regions. The partner may also choose to be recognized as a sponsor of a general scholarship fund, which would be open to all alumni, providing the organization with greater visibility across the entire GMF alumni network. Angel Sponsors will be the title sponsor of the alumni project that they support and will have prominent logo placement on all marketing and briefing materials.

California Global Engagement Initiative

Growing concern for the future of U.S. global leadership both at home and abroad, mounting skepticism of the importance of trade and international relations, and resistance to immigration and inclusion, demonstrate the need to invest in building sustainable communities and ensure the global outlook of local leadership. As a dynamic global trend setter, California presents an ideal place to undertake this work, combat these challenging trends, and showcase best practices that other communities can emulate to enhance their global competitiveness. California's geographic positioning on the Pacific rim, strong ties to Europe, diverse demographic makeup—a harbinger of emerging global demographic change, and its dependence on international trade, demonstrate the need to maintain and enhance California's global ties to ensure its future competitiveness. Given the importance of the California market to the transatlantic and global economy, this initiative presents a unique opportunity to expand California's global engagement, meet demographic trends, and enhance the state's prospects for future growth.

The California Global Engagement Initiative will support local leaders through several key, overlapping areas of activity, including the Transatlantic Subnational Diplomacy Initiative, the Marshall Memorial Fellowship, and the Transatlantic Inclusion Leaders Network. In addition, participants of these programs will join GMF's smart power alumni network of over 3,000 leaders, providing them with a lifelong connection to the transatlantic relationship, opportunities to continue to develop their international portfolio, and new insights to share and implement in California. GMF will also leverage its dynamic alumni network to bring influential stakeholders to the conversations and enhance the impact of the California Global Engagement Initiative.

Corporate Leadership Circle- \$50,000

The partner would join a coalition of leading California employers in this new endeavor aimed to grow California's global engagement capacity through investing in subnational corporate, government, and non-profit leaders and integrating underrepresented communities into the foreign policy discourse. The Corporate Leadership Circle will work with GMF to shape the key activities within the State, as well as activities to brief State policy makers on a global engagement strategy. Corporate Leadership Circle Member's logos will be displayed on all marketing and briefing materials generated for this project.

Leadership Perspectives Briefings

GMF is committed to leveraging its expertise to provide timely analysis on topical, emerging issues for the transatlantic relationship. Briefings are held via phone, are expert-led, and are designed to engage and educate GMF's community on the implications of recent or upcoming foreign policy events. Also, Leadership Perspectives provide the opportunity to engage on the issues with foremost foreign policy experts and GMF's alumni community. For instance, GMF recently held two expert-led briefings following the announcement of UK withdrawal from the European Union or "Brexit." To date, these briefings reach over 100 key opinion leaders regularly on both sides of the Atlantic throughout the year.

Leadership Perspectives Presenting Sponsorship- \$25,000

As a Presenting Sponsor, ten employees of your organization will be granted access to each Leadership Perspectives Briefing. In addition, Presenting Sponsors may suggest topics for future briefings. Presenting Sponsors will have prominent logo placement in all marketing materials, and acknowledgement during the briefings, and the podcast that follows.

Leadership Perspectives Supporting Sponsorship- \$10,000

As a Supporting Sponsor, five employees of your organization will be granted access to each Leadership Perspectives Briefing. In addition, Supporting Sponsors may suggest topics for future briefings. Supporting Sponsors will have their organization's name listed in all marketing materials.