

A Guide to 2024 Partnerships



First off (and most importantly), thank you!

Thank you for your interest in supporting ThinkNW's mission: Advancing the Business Impact of Bold Creative Thinkers.

We've spent the past year building ThinkNW's impact in the Pacific Northwest with more programming (online and in-person), unique events and experiences and building a unified community.

We invite you to visit our new website at thinknw.org. There, you'll get a better understanding of our story, goals and commitment to our region and beyond.

We're excited about 2024 and look forward to you joining us.

**Doug Zanger
Executive Director
ThinkNW**

A reminder of our mission

ThinkNW is a next-generation organization and community unifying Pacific Northwest advertising, marketing and media professionals, students and talent. We serve Oregon, Washington, Idaho, Western Montana, British Columbia and Alaska.

We believe that:

- Inclusion and equity are imperative**
- Being big fans of the Pacific Northwest and in service to its community is our responsibility**
- It's important to demonstrate why creativity and innovation are clear business advantages**
- Ambition needs accountability—and vice versa**
- We should always unite and champion the Pacific Northwest's most precious resource: our talent**
- No matter where you are on your journey, you're welcome here**
- It's time to build new traditions and raise the Pacific Northwest's visibility**





ThinkNW Tracks

ThinkNW works in a hybrid world—with events, experiences, learning, community-building and content delivered in-person and online to our members and the industry.

As such, these opportunities range from bigger and more involved, to smaller and more intimate.

Our tracks are:

- ThinkNW Events + Experiences
- ThinkNW Online
- ThinkNW Programs + Honors (logo remix, honors)

Each track includes ThinkNW Premier and Prime sponsorship opportunities.



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ThinkNW Events + Experiences

Includes in-person events and experiences that bring the Pacific Northwest marketing and creative communities together.

Premier events and experiences include:

- ThinkNW Open Golf Tournament (Q3 2024)
- ThinkNW Marketing All-Stars + End of Year Party (Q4 2024)
- Cascadia Creative Awards (New, Q2 2024)
- Gaming + AI Breakfast (Q3 2024)

Monthly Prime events and experiences include:

- Extremely Happy Hour
- Brand Slam (new for 2024)



ThinkNW Online

Includes digitally-led opportunities that provide learning opportunities for the Pacific Northwest marketing and creative communities.

Premier online opportunities include:

- **ThinkNW Now livestreaming on LinkedIn (25-40 shows per year, over various topics)**
 - **Audience: Over 3,800 on LinkedIn**
 - **Average views: Approx. 200 per episode**
 - **Includes recaps and segment edits**
- **Sponsor-led livestream on LinkedIn Live**

Monthly Prime opportunities include:

- **ThinkNW newsletter**
 - **Audience: Approx. 1,800**
 - **Avg. open rate: 45%**
- **ThinkNW social**
 - **Total audience: Over 5,000**
 - **Engagement is above benchmark**
- **ThinkNW site content sponsorship**



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ThinkNW Programs + Honors

Raising the visibility of the Pacific Northwest's marketing and creative communities, celebrating leadership across brands, agencies, tech and more.

Premier opportunities include:

- ThinkNW Marketing All-Stars (Q4 2024)
 - Title sponsorship
 - Gold sponsorship
 - Category sponsorship
- Cascadia Creative Awards (New, Q2 2024)
 - Title sponsorship
 - Gold sponsorship
 - Category sponsorship
- ThinkNW Industry Impact Partners
- ThinkNW Logo Remix
 - Overall sponsorship (Presented by)
 - Live Reveal
- ThinkNW NEXT Board



Key Contacts

We want our members and partners to engage with us all the time.

The best way is to use the WhatsApp button on the lower right side of the site. Once you do that, make sure you add us to your contacts.

Email works, too.

Doug Zanger, Executive Director: zanger@thinknw.org

Nicole Goffena, Executive Manager: nicole@thinknw.org

Marc Moran, Board VP: moran@thinknw.org

Partnerships Team:

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